



EUROPEAN HANDBALL 2022

EHF
EUROPEAN HANDBALL
FEDERATION

TIMELINE 2022



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FROM THE PRESIDENT

Here we stand on the eve of a new year; but before we embark on a new journey, let us take the time to reflect on the distinctiveness of 2022. Traditionally, in the even years, we start and end with a highlight, and this year we were treated to two exciting top tournaments in Hungary and Slovakia, as well as Slovenia, North Macedonia, and Montenegro. In January, we saw the men's title return to a nation with a history of winning, and through exhilarating matches, with unbelievable close results, it was the Swedish men's national team that managed to grab the title and return home with the golden plate for the first time in 20 years. In November, we bore witness to another thrilling spectacle, and in the end, it was the national team of Norway who were showered in confetti and champagne, as they won their 9th European title.

Now that we have glanced at the beginning and the end of the year, we can remember that there was plenty more in between to keep our handball community entertained. The year had more to offer, there were high-level Younger Age Category (YAC) EUROs where Spain had a tremendous season winning both the M20 EURO in Portugal as well as the M18 EURO in Montenegro. The M20 event gave us more to celebrate with complete TV coverage in 20 countries as well as 4000 spectators packing out the venue for the final match. The YAC Championships in Bulgaria, Israel, Latvia, and Romania were also very well organised. It was the YAC Beach Handball EURO in the Czech Republic that capped our 2022 handball summer. Listing the many tournaments co-organised with other institutions, from Olympic to University level, and considering the parallel activities of the International Handball Federation, indoor and beach handball presented a new record of events and a sound basis for the next generation.

Club handball continues to be the mainstay of EHF competitions system; we continue, even in very challenging times, to uphold the integrity of our product. This is not easy; the EHF has been fortunate to have the full cooperation of its stakeholders – the Nations, the Clubs, the Leagues, and the Players, which allows handball to remain resilient. In 2022, the efforts to organise top-level tournaments paid off; with another full LANXESS arena in Cologne and more than 15,000 spectators in MVM Dome in Budapest – the EHF FINAL4s succeeded yet again. We were also proud to present the European League's Finals in Lisbon and Viborg, as well as the European Cup Finals in Norway and Romania, and Spain.

Looking back at a very interesting year, it felt as if there was just as much action off the court as there was on it. Following the election process of 2021, the members of the Commissions, Boards, and Committees continued to strive for the betterment of the sport and, most importantly, for the benefit of the EHF Member and Associate Federations. The works undertaken were illuminated at the various workshops, meetings, conferences, and most recently at the

16th Extraordinary EHF Congress where our members voted positively across the board for the adaptation of provisions for the legal processes and established English as the only Congress language.

Administratively, the Conference for Secretaries General sets the scene for the Conference of Presidents, and it was in Berlin, where the new Younger Age Category system (as of 2024) had its veracity tested before being formally endorsed by the Executive Committee. The Conference of Presidents in Luxembourg highlighted technical development and initiatives such as the 'Circle of a Handball Life', as well as 'Women's Handball Conference' in order to drive 'European Handball Forward'; this was the event moniker that touched upon several different areas.

As we move forward and as the season continues, our exciting events will be present on stage be it on an international or continental level. Parallel to this, we will do what needs to be done in order to strengthen the basis of our sport. Together with our partners, we will continue to bring you the best that handball has to offer.

In closing, I take this opportunity to express my sincere gratitude to the multitude of people who unwaveringly contributed to our sport in 2022, from the professionals within the offices of the EHF and EHF Marketing GmbH, to the members of the Executive Committee and all other members of our Commissions, Committees, and Boards, and beyond to our stakeholders, partners, service providers, and collaborators – I thank you all, most sincerely, for your dedication to European handball.

My final words are reserved for the National Handball Federations of Europe and every single player - whether you play senior, YAC, club, or national team handball: YOU are the heart of our operation, and the EHF successes are YOUR successes!

On behalf of the EHF Executive Committee and myself, I thank you for standing by our side in 2022, and I promise that in 2023, together we will continue to move handball forward.

Best wishes,

Michael Wiederer
President



ENTER THE ARENA

HUNGARY & SLOVAKIA

MEN'S EHF EURO 2022

RECORD CHAMPIONS SWEDEN RECLAIM EHF EURO TROPHY



After over two weeks of hotly contested handball, Sweden made history in January 2022 when they lifted the Men's EHF EURO trophy for a record fifth time.

Sweden beat Spain 27:26 in the final, coming back in the second half from a one-goal half-time deficit to level the match before Niclas Ekberg netted a post-buzzer penalty shot to seal victory. It was the first time Sweden had beaten Spain since 2009, and their first EHF EURO title since 2002.

Spain's participation in the final also made history. Their silver medal was their fifth in the competition, and they have nine EURO medals overall. The Hispanos have also now reached the semi-finals of the EHF EURO at every tournament since 2012, and made every final since 2016.

In the bronze medal match, Denmark beat France 35:32 after extra time. Denmark had never previously beaten France at the EHF

EURO, and their medal marked a return to the podium for the first time since 2014.

The bronze medal win followed an earlier defeat by France in the main round.

Sweden, Spain and Denmark all featured in the tournament's All-star Team, which was led by Swedish centre back Jim Gottfridsson who was critical to his side's success during the tournament. Gottfridsson scored 36 goals and made 54 assists across the competition, and his teammates spoke warmly of his leadership qualities.

By winning the trophy, Gottfridsson broke the 'MVP curse' which had seen every MVP since Nikola Karabatic in 2014 lose the final. He also joined Karabatic and Croatia's Ivano Balic in a select group of two-time EHF EURO MVPs.

Fellow Swede Oscar Bergendahl was named best defender of the competition. Spain's Aleix Gómez picked up the All-star right wing award, and Mikkel Hansen and Matthias Gidsel

of Denmark were named All-star left and right back, respectively – although both missed the bronze medal match, with Hansen sidelined beforehand and Gidsel leaving the court after a minute of play.

The tournament was hosted by Hungary and Slovakia, with group matches, the main round and the final weekend played in the brand-new Budapest Arena.

The earlier stages also saw some superb handball and stand-out performances by some young up-and-coming players. Iceland in particular stood out; despite a competition disrupted by positive Covid-19 tests for some of their most experienced players, including goalkeeper Björgvin Pall Gustavsson and back Aron Palmarrsson, they were a big threat.

Only France's victory over Denmark in the last main round game prevented Iceland from reaching the semi-finals.

In the placement match, which would also determine automatic qualification for the 2023 IHF Men's World Championship, Iceland forced an extra-time period against Norway only for Norway's Harald Reinkind to net in the last second of extra time.

Nevertheless, Icelandic second-choice goalkeeper Viktor Hallgrímsson stepped up and was named All-star goalkeeper for a string of pivotal saves throughout the tournament.

The Netherlands also had a history-making tournament, with stand-in goalkeeper Thijs Van Leeuwen making 14 saves on his EHF EURO debut to ensure the Dutch won their first-ever main round match, against Montenegro.

The Men's EHF EURO 2022 was the second tournament to feature 24 teams.



MEN'S EHF EURO 2022
HUNGARY • SLOVAKIA
13-30 JANUARY

screened in
114
countries and territories

20m engagements
across the EHF's
social channels

almost
420m
people reached

65
MATCHES
PLAYED



5,150 hours
BROADCAST TIME
(the event was more widely shown in Asia for the first time)

↑40%

100m TikTok
views
on @homeofhandball

100,000
new followers on TikTok

MEN'S EHF EURO 2024 QUALIFIERS DRAW

BERLIN QUALIFIERS DRAW SETS THE PATH FOR THE EHF EURO 2024



QUALIFIERS DRAW RESULT



GROUP 1	GROUP 2	GROUP 3	GROUP 4	GROUP 5	GROUP 6	GROUP 7	GROUP 8
POR	NOR	ISL	AUT	CRO	HUN	SLO	FRA
MKD	SRB	CZE	UKR	NED	SUI	MNE	POL
TUR	SVK	ISR	ROU	GRE	LTU	BIH	LAT
LUX	FIN	EST	FAR	BEL	GEO	KOS	ITA

The road to the Men's EHF EURO 2024 started at the Men's EHF EURO 2022. Medallists Sweden, Spain and Denmark, plus hosts Germany received automatic qualification for the 2024 championships.

A further 20 teams from the Men's EHF EURO 2022 entered the qualification race, joined by Estonia, the Faroe Islands, Greece, Israel, Italy, Kosovo, Romania and Switzerland, who were all eliminated in the final qualification stage on the path to the EHF EURO 2022.

Belgium, Finland, Latvia and Turkey progressed from the EHF EURO 2024 qualifiers relegation round to the qualification phase, joined by Georgia and Luxembourg who took the places of Russia and Belarus, which are currently banned from competition by the EHF.

At a draw in March 2022, the 32 teams in qualification phase 2 were divided into eight groups of four teams. Matches will be played between October 2022 and April 2023, with

the top two sides in each group plus the four best third-ranked teams progressing to the final tournament.

A maximum of four of the lowest-ranked teams at the end of this final qualification stage will join the relegation round in the EHF EURO 2026 qualifiers.



SPAIN

EHF EUROPEAN CUP WOMEN

ROCASA GRAN CANARIA LIFT THIRD TROPHY IN HISTORY



In the second year of the EHF European Cup Women, Rocasa Gran Canaria lifted the trophy despite losing the last match of the competition.

Gran Canaria took the title after a series of close races throughout the competition. They made it through round 3 after losing 37:38 to Skara IF at home and then beating the Swedish team 27:25 away.

Second-leg home victories were key to Gran Canaria reaching the semi-finals, where again a big 34:27 win in Spain saw them take their place in the final over HC Galychanka Lviv after losing 19:20 in the first leg, played in the Czech Republic.

In the all-Spanish final, played in May 2022, Gran Canaria played the first leg at home against 2021 champions Costa del Sol Malaga. They won a low-scoring first half 9:8 but moved ahead in the second half to take a 21:17 win with Katarina Pavlovic scoring seven times.

That put Gran Canaria in a strong position for the second leg in Malaga. Costa del Sol attacked hard and were five up at the break,

but Gran Canaria managed to hold the gap at four, thanks to Alba Spugnini's goal nine seconds from the buzzer.

Although they lost 25:29 and the aggregate score was 46:46, Gran Canaria won the title on the away goals rule.

There were 7,183 spectators at the Jose Maria Martin Carpena Palacio de los Deportes for the final, a new attendance record for a women's club handball match in Spain.

The trophy was Gran Canaria's third in the third-tier European competition in six years. They also lifted the EHF Challenge Cup in 2016 and 2019.

Malaga have also had considerable success at this level of European competition, reaching the Challenge Cup quarter-finals in both 2018 and 2019 before winning the European Cup in 2021. Both Spanish teams have stepped up to the EHF European League for the 2022/23 season.

THERE WERE 7,183 SPECTATORS AT THE JOSE MARIA MARTIN CARPENA PALACIO DE LOS DEPORTES FOR THE FINAL, A NEW ATTENDANCE RECORD FOR A WOMEN'S HANDBALL MATCH IN SPAIN.



NORWAY & ROMANIA

EHF EUROPEAN CUP MEN

FAIRYTALE COMPLETE AS NÆRBØ IL LIFT TROPHY



Nærbø IL became the first Norwegian side to win a European men's club competition since 1996 when they lifted the EHF European Cup Men trophy in May 2022.

Nærbø secured wins in both legs of the final against Romania's CS Minaur Baia Mare to take the title, ending a hugely successful season in style.

The Norwegian club began the competition in round 2 by eliminating Raimond Sassari of Italy, going on to defeat ASD Accademia P. Conversano 2014 and CSM Foscani 2007. In the quarter-finals they had a walkover after their opponents SKA Minsk were excluded from the competition.

In the semi-finals, Nærbø beat fellow Norwegian side Drammen in a shootout, forced after both teams won their respective home leg 30:27.

Against Baia Mare, Nærbø started strongly with a 29:25 victory at 'home' – although

they had moved from their usual court to the 5,000-seater DNB Arena in nearby Stavanger to accommodate more spectators.

In the return leg Nærbø inflicted Baia Mare's first home loss of the competition, winning 27:26 to confirm the trophy.

The result was very much a family affair. Nærbø's assistant coach is Rune Haugseng, and his son Andreas and nephews Tord and Rassin both play in the team. Andreas and Tord Haugseng were both key to the victories in the final, together contributing 27 of Nærbø's 56 goals in the two legs.

Although they lost the final, 2021/22 was Baia Mare's best European season for some time. They previously reached the quarter-finals of the European Cup 2021 in their return to European competition following several years away.

NÆRBØ IL BECAME THE FIRST NORWEGIAN SIDE TO WIN A EUROPEAN MEN'S CLUB COMPETITION SINCE 1996 WHEN THEY LIFTED THE EHF EUROPEAN CUP MEN TROPHY IN MAY 2022.



DENMARK

ENERGI VIBORG EHF FINALS

BIETIGHEIM TAKE FIRST EUROPEAN TROPHY WITH WIN OVER VIBORG

SG BBM Bietigheim were imperious throughout the EHF European League Women 2021/22. They started their winning streak in the last qualification round before the group phase against Norwegian side Tertnes Bergen, and ended with the Energi Viborg EHF Finals and an outstanding final win against hosts Viborg HK, 31:20.

The win in the final was not just their first-ever European trophy; it was also Bietigheim's 50th consecutive win across all competitions, in a streak dating back to March 2021 when they lost a Bundesliga game against BV Borussia 09 Dortmund.

They were also the first German women's side to clinch the trophy in the second-tier European competition in 30 years, after Leipzig did it in the 1991/92 season (organised by the IHF), and the first side in the last 30 years to clinch the trophy without dropping a single game.

Bietigheim left back Xenia Smits was awarded with the MVP title at the Energi Viborg EHF Finals, after scoring five goals in the game against Viborg and playing a pivotal role in defence.

Viborg HK were playing their first European final in eight years, after winning the Women's Cup Winners' Cup in the 2013/14 season. They hosted a celebratory weekend of finals and although they lost the crunch match, that was their only defeat of the season. They won seven games and drew two, setting themselves up well for the future.

Viborg's Kristina Jørgensen became the top scorer of the competition with 72 goals, in her last season in Denmark before joining EHF Champions League Women side Metz Handball for the 2022/23 season.

Herning-Ikast Håndbold and CS Minaur Baia Mare were the other two teams to make the finals. Bietigheim beat Herning-Ikast 34:33 in the last second to seal their place in the final, and the Danish side went on to beat Baia Mare 29:28 in a penalty shoot-out.

Both teams had reached the EHF Finals 2021 too, and had played the 3/4 placement match against each other in the previous year. Herning-Ikast ended the tournament as the most aggressive attacking side, and backed up Viborg's success to make the EHF European League and the EHF Finals a solid tournament for Danish club women's handball.



9m
cumulative audience

23

BROADCASTERS
DELIVERED THE EVENT

227
GOALS

were scored in
four thrilling
matches



PORTUGAL

EHF FINALS MEN

BORGES FULFILLS BENFICA'S TITLE DREAM IN THRILLER

There was a fairytale end to the EHF Finals Men 2022 as hosts SL Benfica lifted their first European trophy, a win which was covered extensively in the Portuguese and international media.

Benfica's journey to the title began in qualification round 1, when they beat Swiss side Kriens Luzern 60:42 on aggregate. They went on to sweep past 2021 bronze medallists Rhein-Neckar Löwen in qualification round 2 to reach the group phase, where seven wins, a draw and two losses saw them finish second to GOG.

Strong home legs against Fenix Toulouse and RK Gorenje Velenje in the Last 16 and quarter-finals saw Benfica through to the EHF Finals, where they disposed of OrLEN Wisla Plock 26:19 in the semi-finals.

The final against 2021 champions SC Magdeburg proved a real nail-biter in front of thousands of Portuguese fans. The two sides exchanged the lead throughout the match and Magdeburg forced extra time when Philipp Weber scored in the last second.

Benfica ended the first period of extra time down by a goal, but rallied and a missed pass by Magdeburg, followed by a successful goal from Alexis Borges, gave Benfica a two-goal lead. Though Ómar Ingi Magnusson netted a final penalty for the German club on the buzzer, Benfica had done enough.

Benfica's goalkeeper Sergey Hernandez was named the MVP of the tournament and Petar Djordjic was the top scorer of both the EHF Finals and the European League. Benfica were only the second non-German winners of the second-tier European competition since 2004 – the others being Pick Szeged from Hungary in 2014.

The final brought to an end a 26-match long winning streak by Magdeburg in the competition.

After their loss to Benfica in the semi-finals, Plock went on to improve from fourth place in 2021 to beat RK Nexe 27:22 in the 2022 3/4 placement match. This was their best result in a European competition.

Nexe also had their best-ever European result by making the finals; they became the first-ever Croatian team to qualify for any final tournament in any EHF European cup competition. Like Benfica, they made it all the way to Lisbon from qualification round 1.



HUNGARY

EHF FINAL4 WOMEN

VIPERS KRISTIANSAND CLAIM SECOND TITLE IN FRONT OF RECORD CROWD



15,400 
spectators at the final match
All-time attendance record for women's club handball

10m 
CUMULATIVE AUDIENCE
was reached across the globe

564 
MINUTES OF STREAMING
ACROSS THE WEEKEND
ON TWITCH
including a live-stream from
the media event on Friday

32 
OFFICIAL BROADCASTERS
DELIVERED THE EVENT

5.4m 
FANS REACHED
via official EHFCL
channels

The EHF FINAL4 Women 2022 set all kinds of records, with 15,400 spectators attending the finals day in the MVM Dome in Budapest to see Vipers Kristiansand clinch back-to-back victories.

It was the first time the EHF FINAL4 had been held at the MVM Dome after moving from its previous home at the Papp László Budapest Sportaréna, and the bigger venue made for a fantastic atmosphere throughout the weekend.

Vipers took the title after dominant performances against Metz Handball in the semi-final and Györi Audi ETO KC in the final. It was only the second loss in the season for the Hungarian record champions, who held an early lead before Vipers piled on the pressure to take the win.

With a final score of 33:31, this was the highest-scoring final in history at the EHF FINAL4.

The combined score of 64 goals was two goals more than the old record, 62, set in the previous season by Vipers and Brest Bretagne Handball.

The Norwegian club became only the fifth team in history – after Hypo Niederosterreich, Slagelse FH, Viborg HK and Györ – to retain the title they won in the previous season. Although Györ could not clinch another title, they did make a record ninth final.

Vipers' right back Nora Mørk and goalkeeper Katrine Lunde tied with Austra Fridrikas and Bojana Popovic as record winners of the EHF Champions League, with six titles each. Their teammate Heidi Løke, who had won five Champions League trophies before 2021/22, did not play in the final weekend.

Mørk was also named again in the EHF Champions League All-star Team, which also included four Györ players and coach Ambros Martin. CSM Bucuresti's Cristina Neagu was the All-star left back and the season's top scorer, with 110 goals.

It was Neagu's third top-scorer trophy, a record which she now shares with Natalia Morskova and Nataliya Derepasko.

Vipers' Markéta Jerábková scored 19 goals across the two games of the EHF FINAL4 and became the tournament's MVP – the first Czech player to hold the title. Jerábková was critical to Vipers' success, and combined well with compatriot Jana Knedlikova in the final against Györ.

Metz Handball won the 3/4 placement match against Team Esbjerg. It was their first EHF FINAL4 win, and while they came to Budapest with hopes of the title, they went away smiling.

Esbjerg found Györ's depth too much in the second half of their semi-final, and lost by six goals to Metz. However, it was still an excellent season for the Danish side, who reached their first EHF FINAL4 after a 13-game unbeaten streak.



GERMANY

EHF FINAL4 MEN


BARÇA MAKE HISTORY AFTER PENALTY SHOOT-OUT



19,750 
IN THE ARENA

40m 
people reached through the EHF's own social media channels

34 
OFFICIAL BROADCASTERS DELIVERED THE EVENT
to more than 80 territories

51m 
CUMULATIVE AUDIENCE tuned in for the highlight event

50 hours 
of uninterrupted streaming on Twitch

89 
guests and hosts joining the Twitch show

Barça began the 2021/22 season as reigning champions, but also with an air of uncertainty after a change in head coach – from Xavi Pascal to Carlos Ortega – and the departure of several key players.

Although it took the Spanish side several group phase games to really find their feet, by the EHF FINAL4 they were again a force to be reckoned with, and they eventually took a record 10th title in a thriller against Lomza Vive Kielce.

The two sides swapped the lead throughout the final and on the final buzzer of regular time tournament MVP Artsem Karalek scored to keep Kielce's hopes alive, making it 28:28. In extra time, Barça looked to have the win wrapped up before letting Kielce back in with a couple of missed shots – but Alex Dujšebaev missed a potential winner on the buzzer, and the game went into a penalty shoot-out.

Dujšebaev was also the only player to miss a penalty, with his shot saved by Barça goalkeeper Gonzalo Pérez de Vargas. Ludovic

Fabregas made no mistake with the final penalty shot, securing Barça the trophy.

There was also a penalty shoot out in the 3/4 placement match between THW Kiel and Telekom Veszprém. The 2020 champions secured victory thanks to three saves from All-star goalkeeper Niklas Landin, after previously losing the replay of the 2020 final, 30:34 to Barça.

Veszprém's fourth place was perhaps a disappointing end to their sixth EHF FINAL4 appearance in eight seasons, but also shows the club's consistency and potential to – one day – finally lift the trophy.

The weekend set several records. Three matches at the EHF FINAL4 2022 featured 72 goals each and even the same result, 37:35. The total number of goals scored over the four matches hit 280, a new record for Cologne, with 19,750 fans witnessing the games each day.

All four finalist teams featured in the EHF Champions League All-star Team. Best defender Hendrik Pekeler joined his teammate Landin; Barça supplied the All-star right back and right wing in the shape of Dika Mem and Aleix Gómez; left back Petar Nenadic and centre back Kentin Mahé featured for Veszprém; and Kielce's Talant Dujšebaev was named best coach. Nenadic and Pekeler both made their first Champions League All-star Teams.

Gómez was the EHF Champions League top scorer, netting 104 times throughout the season including 22 goals at the EHF FINAL4.

Barça's victory received extensive media coverage around Europe and broke records when it came to TV and digital coverage.

CZECH REPUBLIC

YAC 16 BEACH HANDBALL EURO 2022

HUNGARY CLAIM DOUBLE BEACH GOLD

Hungary won both the men's and women's gold medals at the YAC 16 Beach Handball EURO 2022 in Prague, without dropping a set.

In the men's tournament, Hungary clinched first place in the preliminary round, with three wins, against Sweden, Norway and Poland, before winning the semi-final against Germany (20:19; 22:20) and the final against Spain (18:15; 15:14)

Hungary's women topped their group in the preliminary round, before wins against the Netherlands in the semi-finals (19:18; 29:16) and against Spain in the final (23:21; 26:25).

Germany won bronze in the men's tournament, beating Croatia, while the Netherlands took women's bronze ahead of Ukraine.

This was the first edition in both tournaments when the winners avoiding dropping a set on their way to the title.

The result was a step up for Hungary – in the previous edition, they finished fifth in the women's and ninth in the men's tournament. Hungary's Bulcsu Hovan was named MVP of the men's competition while Vivien Kasper was the best women's goalkeeper.



HUNGARY WON BOTH THE MEN'S AND WOMEN'S GOLD MEDALS AT THE YAC 16 BEACH HANDBALL EURO 2022 IN PRAGUE, WITHOUT DROPPING A SET.



Portugal's Gabriel da Costa Sequeira was the top scorer in the men's tournament, with 108 points, while Spain's Celia Garcia Sanchez sealed first place in the women's tournament, with 122 points, just four more than the Netherlands' Sterre Jansen.

Portugal and France jointly took home the men's Fair Play award, and the Czech Republic won the women's Fair Play prize.

A total of 15 women's and 14 men's teams were in the running in Prague. The event was extensively covered with live scores and results provided via a ticker, and matches shown live on EHFTV.

MEN'S 20 EHF EURO

THE STORY OF SPAIN'S EPIC COMEBACK

An incredible 6:0 run late in the second half of the Men's 20 EHF EURO 2022 final gave Spain their third victory in the competition, denying hosts Portugal a historic win.

Portugal looked like they were on the road to victory, led by their exceptional back line of Francisco Mota da Costa, Andre Sousa and Martim Mota da Costa who combined for 25 goals. However, Portugal failed to score throughout much of the fourth quarter of the game, giving Spain the chance they needed.

Spain's 37:35 win came in the highest-scoring final in the competition's history. It also meant they tied Germany for the most wins, after previously taking the title in 2012 and 2016,

and levelled with Germany and Denmark for the most M20 EHF EURO medals (six).

The final was the culmination of an exciting competition which threw new talents into the spotlight and saw 3,354 goals scored in 56 matches.

Francisco Mota da Costa became the top scorer of the competition after his 11-goal outing in the final, topping the charts with 58 goals, four more than Denmark's centre back Thomas Arnoldsen. He was also named All-star right back of the competition, alongside his brother Martim who was All-star left back.

Spain's right wing Antonio Martinez and line player Javier Rodriguez were also named on the All-star Team.

Serbian centre back Stefan Dodic became the tournament's MVP.

He was instrumental for Serbia's return to the spotlight and, as the focal point of the team's attack, scored 29 goals in Portugal.

19-year-old Dodic dazzled with his creativity and superb handball IQ, following in the footsteps of players like Austria's Nikola Bilyk, Portugal's Diogo Silva and France's Kentin Mahe, all of whom were named as the MVP at previous tournaments.

Several teams arguably underperformed during the tournament. France missed the top four for the first time in eight years; Germany were seventh and Denmark eighth – although Danish centre back Thomas Arnoldsen made the All-star Team and was the second top scorer of the tournament.

The Faroe Islands qualified for the 2023 IHF Men's Junior World Championship, for finishing 10th in their maiden M20 EHF EURO, and were consistently impressive.



SCAN THE QR CODE AND DISCOVER THE STORY OF THE FUTURE OF HANDBALL: Kiko and Martim Costa

56
MATCHES PLAYED

ALMOST **3m**
impressions generated during the tournament

1.5m
video views

>167K
INTERACTIONS

4.51%
engagement rate on Instagram

2.6m
video views on TikTok

2.5m
CUMULATIVE AUDIENCE in Portugal

TV RIGHTS SOLD IN **16** MARKETS

MONTENEGRO

MEN'S 18 EHF EURO

SPAIN SECURE EUROPEAN TITLE IN PODGORICA

With a 34:32 win against Sweden in the M18 EHF EURO 2022 final in August 2022, Spain became the first country in history to complete the EHF EURO double in two Younger Age Categories – M18 and M20 – in the same year.

'Los Hispanos' had previously won the gold medal at the M20 EHF EURO 2022 in July, after another nail-biting final against Portugal, 37:35.

Germany won the M18 bronze medal match 29:22 against Hungary, who suffered their third loss in the competition. Germany have now won six medals at the M18 EHF EURO, one fewer than Spain and Sweden, who have won seven. Spain previously won the tournament in 1994, having lost another two finals. They also have three bronze medals.

It was a historic tournament for Spain, who delivered a total masterclass throughout the matches played in Montenegro, with another golden generation being born on the courts

of the Verde Complex and the Moraca Sports Centre in Podgorica.

"Los Hispanos" had a tournament for the ages, winning all of their seven games played, scoring an average of 35.4 goals per game. They had just one game where they did not score at least 30 goals, the last one from the main round against Denmark, where they scored 29.

Two Spanish players reached the All-star Team, right wing Unciti Gonzalez and right back Djordje Cikusa Jilicic. They were joined by fellow finalist Axel Månsson of Sweden, who was named All-star centre back and who scored 13 goals in the final. Sweden's Pelle Segertoft was the best defender.

The Faroe Islands' Oli Mittun became the player with the most goals scored in a single edition of the M18 EHF EURO – 80 – earning him the MVP and top scorer awards.



Another four nations were represented in the All-star Team: the best goalkeeper was Portugal's Diogo Rema Marques; David More of Germany was All-star left wing; Hungary's Kirstof Csörge was named best left back; and Norwegian line player Lars Eirik Larsen completed the team.

The teams ranked first to 13th at the M18 EHF EURO 2022 qualified for the M20 EHF EURO 2024: Spain, Sweden, Germany, Hungary, Croatia, Denmark, Norway, Portugal, the Faroe Islands, Iceland, Slovenia, Montenegro and Serbia. They will be joined by the winners of the three M18 EHF Championship 2022 tournaments: the Czech Republic, North Macedonia, and Austria.

The top 11 teams at the M18 EHF EURO, plus the three M18 EHF Championship winners, qualified for the 2023 IHF Men's Youth World Championship, including hosts Croatia.



YAC COMPETITIONS & WINNERS



MEN'S 18 EHF CHAMPIONSHIP

Latvia: 8-14 August

01 NORTH MACEDONIA

02 SWITZERLAND

03 LUXEMBOURG

MEN'S 20 EHF EURO

Portugal: 7-17 July

01 SPAIN

02 PORTUGAL

03 SERBIA

MEN'S 20 EHF CHAMPIONSHIP

Bulgaria: 2-10 July

01 CZECH REPUBLIC

02 AUSTRIA

03 NETHERLANDS

MEN'S 20 EHF CHAMPIONSHIP

Bulgaria: 16-24 July

01 ISRAEL

02 ROMANIA

03 SWITZERLAND

MEN'S 18 EHF EURO

Montenegro: 4-14 August

01 SPAIN

02 SWEDEN

03 GERMANY

MEN'S 18 EHF CHAMPIONSHIP

Israel: 7-13 August

01 CZECH REPUBLIC

02 ISRAEL

03 GREECE

MEN'S 18 EHF CHAMPIONSHIP

Romania: 8-14 August

01 AUSTRIA

02 UKRAINE

03 ROMANIA

SLOVENIA, NORTH MACEDONIA & MONTENEGRO

WOMEN'S EHF EURO 2022

NORWAY MAKE EHF EURO HISTORY ONCE AGAIN

Norway defended their 2020 title and won their ninth Women's EHF EURO trophy as they beat Denmark 27:25 in the final of the 2022 competition, the culmination of three weeks of exciting handball.

It was a close game with Denmark in front most of the way but a level last 10 minutes before two straight goals from EHF EURO 2022 MVP Henny Reistad secured the win for Norway in the final minutes.

Goalkeeper Katrine Lunde was a key factor for Norway, as she entered for the last 20 minutes and saved at 40 per cent, opening the door for her team's comeback.

With the victory, Norway added to the EHF EURO trophies they won in 2020, 2016, 2014, 2010, 2008, 2006, 2004 and 1998.

It was Denmark's first appearance in a major final for 18 years. They last reached the final stage of a top tournament in 2004, when they lost the EHF EURO final to Norway by the same score as this year – 25:27. However, Denmark came away from Slovenia knowing they have the capacity to beat their Nordic neighbours, after winning their last main round match.

Montenegro took bronze, beating France a decade after winning the London 2012 Olympic Games semi-final against the same

opponents. Their 27:25 extra-time victory was their first win against France in three EHF EURO encounters.

Defeat in the bronze-medal match meant the EHF EURO 2022 was the first time since 2014 that France leave the EHF EURO without a medal and the first major international championship since 2019 where they did not take a piece of silverware.

It was the last international match for Montenegrin star Jovanka Radicevic, who clinched the Player of the Match award and leaves this level of handball as the third-highest scorer in the tournament's history, with 214 goals.

Radicevic also featured for a third time in the EHF EURO All-star Team. She was named alongside bronze-medal match opponents Pauletta Foppa (line player) and Cléopatre Darleux (goalkeeper).

MVP Reistad was joined in the team by her captain Stine Oftedal, who was the best centre back for the third tournament in a row.

Romanian left back Cristina Neagu was named in the All-star Team for the fourth time, after 2010, 2014 and 2016. Neagu is now the all-time top scorer for both the men's and women's EHF EUROs, with 296 goals – eight more than the best men's scorer, Iceland's Gudjon Valur Sigurdsson, and 82 more than Radicevic.

Denmark's Emma Friis and Kathrine Heindahl were named All-star left wing and best defender respectively, and Hungarian right back Katrin Klujber completed the All-star Team.

Norway's Nora Mørk clinched her third EHF EURO top scorer crown with eight goals in the final, bringing her tally in the tournament to 50 and in her career to 219 – putting her second behind Neagu and ahead of Radicevic in the all-time standings.

The majority – 28 – of Mørk's goals at the EHF EURO 2022 came from penalties, and she missed only one from the seven-metre line.

After previously taking the top scorer award at the EHF EURO 2016 and 2020, Mørk is the first player across both men's or women's tournaments to take this award twice in a row and the first to earn it three times.



WOMEN'S EHF EURO 2022
SLOVENIA - NORTH MACEDONIA - MONTENEGRO
4-20 NOVEMBER



74%

TV market share in Denmark and Norway for the final

1.7m

peak audience made the final this year's **MOST-WATCHED PROGRAMME** on Danish television



1.17 m

live views on Home of Handball's **twitch** channel

21m

TikTok videos

views on @homeofhandball



26m



post & stories impressions on EHF EURO's Instagram channel



PORTUGAL

WORLD & EUROPEAN WHEELCHAIR HANDBALL CHAMPIONSHIP

PORTUGAL TAKE INAUGURAL TROPHY IN LEIRIA



In November 2022 Portugal hosted the inaugural World & European Wheelchair Handball Championship, and came away as the undefeated champions.

The six-a-side competition, jointly run by the EHF and the International Handball Federation, featured nine mixed teams – seven European teams, plus India and Pakistan.

Croatia, Pakistan, Hungary, Norway and Spain made up group A, with Portugal, India, Netherlands and Romania in group B.

Portugal, India, Norway and the Netherlands reached the semi-finals. Spain missed out despite winning their group after losing a thrilling cross-match with the Dutch 18:20.

The Netherlands went on to make the final against Portugal, who looked strong throughout the competition. The hosts beat India 23:11 in their semi-final and defeated the Dutch 18:10 to clinch gold.

The final was quite even in the first half, but Portugal then pulled ahead from 9:7 at the break to win 18:10. Iderlindo Gomes and Ricardo Queiros were the top scorers. Portugal had already won the 2018 edition of the EHF European Wheelchair Handball Nations' Tournament.

Norway needed a penalty shoot-out to defeat India 15:14 in the bronze-medal match after the score was 11:11 at the end of regular time. Spain – including the second top scorer Miguel Garcia Gomar (36 goals) – finished fifth after a 14:13 win over Croatia; Hungary finished seventh ahead of Romania and Pakistan.

Six players were selected for the All-Star team, with Netherlands' Joyce van Haaster being the top goalkeeper and the Most Valuable Female Player. Spain's Oscar Perales Perez, Croatia's Ante Stimac, India's Javed Ramjan Choudhari, Norway's Thor-Erik Strand and Portugal's Ricardo Queiros were also named in the All-Star team.



PROMOTING HANDBALL

TALKING ABOUT HANDBALL

EHF & EHF MARKETING AT SPORTS BUSINESS CONFERENCES

Throughout 2022 the EHF spent time networking with other sports professionals and promoting handball around Europe at a number of events.

In June, the EHF attended sports marketing and sponsorship conference Sporto, held in Ljubljana, Slovenia.

EHF Director of Business Development & Marketing JJ Rowland took to the stage alongside Infront Sports and Media Central Marketing Sales Manager Christina Höllerl to discuss the marketing and sponsorship angle of the Women's EHF EURO 2022, with a focus on the importance of sustainable development and women's empowerment in sport in the build-up to the event.

Slovenian singer-songwriter Senidah, who wrote and performs the EHF EURO 2022 official song 'Play with Heart' and was a special ambassador of the championship, appeared at the closing session of the conference.

In September, representatives of the EHF, EHF Marketing (EHFM), German Handball Federation and German Handball Bundesliga teamed up at SPOBIS 2022, Europe's largest sports business event. In panel discussions and interviews, the four organisations highlighted the successful sporting and economic development of handball as well as the opportunities and challenges of the coming years.

EHF President Michael Wiederer talked about the EHF Masterplan and how it feeds into the sport's continued development, while EHF Secretary General Martin Hausleitner participated in a session on how the German federation and the EHF plan to benefit from the opportunities presented by the 'mega' year of sport in 2024.

Speaking about Germany's role as host of the Men's EHF EURO 2024, Hausleitner said: "We have the goal that the European Championships are not only a celebration for the host, but a major international sporting event. We face many challenges and



WE HAVE THE GOAL THAT THE EUROPEAN CHAMPIONSHIPS ARE NOT ONLY A CELEBRATION FOR THE HOST, BUT A MAJOR INTERNATIONAL SPORTING EVENT.

MARTIN HAUSLEITNER, EHF SECRETARY GENERAL

opportunities in this regard and already feel the first successes. Through international promotion we want to boost sports tourism. The tools we are currently using are working, but the real test will come in Germany."

EHFM Managing Director David Szlezak spoke about the organisation's growth strategy, with a focus on brands, technology and presentation.

"In handball we are proud of our heritage and have a very clear DNA. We are striving for development, but want to do it authentically. The entire handball ecosystem needs to bring fans into arenas across the world. We all have to work together on that, each from our own position," said Szlezak.

Meanwhile, EHF Director of Media & Communications Thomas Schöneich talked about digital transformation and how the EHF, the United States' National Football League and the National Basketball Association are positioning themselves strategically.

"When we are investing in platforms such as TikTok and Twitch, it is an investment to reach new audiences," said Schöneich. "We have turned the Home of Handball channels into reference channels for European handball on these platforms. It is our aim not only to build an engaging platform and community, but build strategies and possibilities to monetise as well."

DIGITAL CAMPAIGNS

HANDMADE HISTORY & PLAY WITH HEART

With several milestones reached in EHF competitions in 2022, the focus on digital promotion was ramped up with new concepts and activations.

To mark the 30th EHF Champions League season in 2022/23, the 'Handmade History' campaign puts the spotlight on the rich history of the competition, while also highlighting the players and moments which will be remembered in the future.

The campaign shows the pride of the handball community in the tournament, and how it has developed over the years. It showcases the great players and actions of the past 30 years while also building a connection to the future of Europe's top handball competition.

The weekly EHF Champions League newsletter features 30 legendary players in the 'This is Me' series, which originally began in the 2020/21 season. Every week 'This is Me' tells a player's story in his or her own words, giving an insight into why they became handball players, and what they love about the sport.

The special 30th anniversary focus includes stories from 15 women and 15 men.

Through social media channels and website features, 'Handmade History' identifies future stars and help fans follow every moment of the historic season now underway.

The Women's EHF EURO 2022 slogan was 'Play with Heart'. The campaign has emphasised through the official hashtag, #playwithheart, and is also the title of the official song by Senidah.

The Slovenian singer-songwriter has penned an anthem which is about coming together, no matter the country, skin colour or religion, to feel the power of women in sport, life and society.

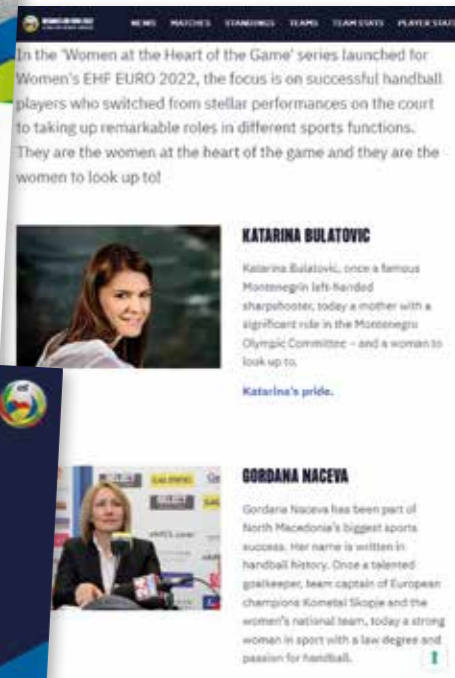
"I want to connect all women with the song. I want us to be even stronger and more heartfelt in what we do," Senidah said. "It is a special honour for me. I also fell in love with handball, thanks to my mother, who loved this sport the most."

Connected to the campaign was a series of features launched ahead of the tournament, 'Women at the Heart of the Game'. The focus of the series was on successful handball players who switched from stellar performances on the court to taking up remarkable roles in different sports functions.

Those featured in the series included the championship's ambassadors from host

countries Montenegro, North Macedonia, and Slovenia - Katarina Bulatovic, Gordana Naceva and Marta Bon. Montenegro's head coach Bojana Popovic, the only female head coach at the championship, was also featured, alongside the likes of delegate and former Serbian international Tanja Medved.

THE CAMPAIGN SHOWS THE PRIDE OF THE HANDBALL COMMUNITY IN THE TOURNAMENT, AND HOW IT HAS DEVELOPED OVER THE YEARS.



A close-up portrait of László Nagy, a man with long, wavy brown hair and a beard, looking slightly to the right. He is wearing a light-colored, textured jacket over a white shirt and a dark tie. The background is blurred with warm, bokeh lights.

THIS IS ME: LÁSZLÓ NAGY

AN UNIMAGINABLE LIFE WITHOUT HANDBALL

It was obvious that I, the tall kid, would play either basketball or handball. I grew up with my brother, Levente, always playing with balls. As my father, also László, used to play basketball, I started with it, but handball turned me over. I also have a two-week long football career, but everyone quickly realised that I was born with a handball in my hands.

Although I had to stick to my decision, I got every help from home and as successes came through in my early years, it was not a question whether I had taken the right or wrong decision. In Szeged, where I spent my first almost 20 years, handball is everything and the old arena's atmosphere grabbed me and never let go. Also, it was mandatory in the primary school to play handball, but for me it was just another amazing opportunity, so I enjoyed every minute of it.

I most definitely remember the very first international trophies I won. Winning competitions in Switzerland and Italy confirmed my path, I even was named MVP at one of these. I felt so cool, and that was ground-breaking, I knew what came next:

handball is and will be my life. From that point, I was never thinking about anything else. I cannot imagine life without handball and sport. Even though I understood automatically that I will have so little free time. For an adolescent boy, I had to accept the facts and the sacrifice, but for what? For evolving and getting better and better!

My favourite Champions League memory is my very first victory at home at the Palau Blaugrana with Barça in 2005. We lost against Portland San Antonio in 2001, then we did not even qualify for the Champions League in one of the following seasons, so it was an emotional roller-coaster.

The best coach I worked with was Valero Rivera, the person who taught me a lot at the beginning and helped to play in Barcelona. Antonio Carlos Ortega was the most thorough, he definitely understood every little piece of handball and translated it into the players' language. There have also been plenty of players from whom I learnt a lot. Staffan Olsson is one of them, and not just because he has long hair, too. His style and calmness were very sympathetic to me.

IN SZEGED, WHERE I SPENT MY FIRST ALMOST 20 YEARS, HANDBALL IS EVERYTHING AND THE OLD ARENA'S ATMOSPHERE GRABBED ME AND NEVER LET GO.

LÁSZLÓ NAGY



Also, players like Mikkel Hansen, Nikola Karabatic, Uros Zorman were all tough to follow as they were quick and able to score from anywhere.

The feeling that handball would be my life has never changed, it still has a crucial part of my heart thanks to Telekom Veszprém HC and the Hungarian Handball Federation, although nowadays I have a role outside of the court. I consider myself just as hard-working as I used to be as a player, and I have goals to reach, even dreams. With the national team, a medal on a major event that I miss from my career, in Veszprém the long-awaited Champions League trophy, that I also could not deliver, although we have been twice in the final.

Twenty years is a lot, I have gained plenty of experience both in Spain and at home. Naturally, we are different and the László Nagy I became, has his own thoughts. I saw what is needed for victory and tried to implement that.

Handball is fast, you do not have time to think otherwise the match is gone. In the two decades, there were bad choices, mistakes on the court, but I never carried that with me for too long. I believe that without mental preparation and toughness I would not be the person I am today. This is one of the important things I learnt in Barcelona.

I spent there 12 years, Catalonia and Barcelona is my second home, the place where I became a grown man. Not only in my career but in my personal life I took steps ahead. The culture, the way of thinking and the people there shaped me. As today's handball is led many ways by Spanish coaches and tactics, it is not a shame to learn from winners. This is the mentality that we want to implement both at Veszprém and the national team.

Being a professional athlete abroad always means emotional solitude, even though I used to live together with other young players for at least a year. I felt alone as my family, my friends were so far from Barcelona. However, you cannot let your mental state drive you on the court and frankly I did not even have time to think too much as travelling, practicing and the matches took most of my days. Everything was about performance, while I really enjoyed my period there.

There are always ups and downs and I always stood up when something came in my way. Around 2010, the circumstances around the Hungarian national team were not perfect and as I was in Spain, their association started a procedure for me to change nationality. In the meantime, Veszprém approached me, I accepted their terms and returned home. With that, it was obvious for me to wear the red-white-green jersey after a three-year hiatus. I like to think that the conditions adjusted due to my leadership and the point is that the national team evolved by that.

I wanted to retire at Barça, it was my dream. However, the club does not really give long-term contracts to players over 30 years. While both Szeged, Kiel and Paris wanted to lure me, Veszprém were more persistent, thus I moved back to help their one and only purpose, winning Europe's top flight.

Sadly, I did not lift the trophy as player of the Hungarian powerhouse. Veszprém was not just an opportunity as a player but a place to continue my career even after I retired. At the age of 38, the time had come and I quickly started to work off the court. It was clear that I wanted to stay in handball and as the record champions gave me a chance, the Hungarian federation also jumped on the train, and I love every minute of it!

Being at Veszprém means being at the greatest arena of Europe, because the supporters are fanatics and the grandstand is really close to the court which puts a huge pressure on both sides. I think that every player, even if he played in Veszprém only once, will put the arena in his personal top three.

As time has passed, I was more and more conscious regarding my body, my soul, and my plans. Naturally, I saw the signs that I need to focus on those more. Massages and yoga helped a lot to extend my career and now I can easily say, I do not miss playing handball. Thankfully, I am still around the game so this might have to do something with that. As long as I can work, I want to do it in sport.

I always had goals in my life, and I would do nothing differently if I went back in time.

László Nagy



SCAN THE QR CODE AND EXPLORE ALL LEGENDARY STORIES

BEING A PROFESSIONAL ATHLETE ABROAD ALWAYS MEANS EMOTIONAL SOLITUDE, EVEN THOUGH I USED TO LIVE TOGETHER WITH OTHER YOUNG PLAYERS FOR AT LEAST A YEAR. I FELT ALONE AS MY FAMILY, MY FRIENDS WERE SO FAR FROM BARCELONA.

LÁSZLÓ NAGY

EMPOWER TO INSPIRE

WOMEN ON AND OFF THE COURT WHO MADE WOMEN'S EHF EURO 2022 HAPPEN

One of the key messages at the Women's EHF EURO 2022 was female empowerment, with the aim of putting the focus on the women on and off the court who make the event happen. The event saw a range of initiatives highlighting the role women play in and around handball.

Exclusive editorial was a major part of the initiative. Ahead of the tournament a series of articles written by journalist Danijela Vekić appeared on eurohandball.com focusing on 'women at the heart of the game'. The series featured successful handball players who switched from stellar performances on the court to take up remarkable roles in different sports functions.

During the EHF EURO the regular newsletter was written by Courtney Gahan, with the aim of providing fans with news from the tournament written in a personalised, female voice. The newsletter included Gahan's personal takes on the EHF EURO; her story of the day; and the woman or a fact of the day.

A separate series of articles featured women on and off the court who made the event happen, such as photographers and producers, and the players juggling their careers as athletes with their roles as mothers. The pieces were featured on the EHF LinkedIn page and in the live blog every day.

The tournament also showcased the best photographs. The EHF partnered with photo agency kolektiffimages to share the best images of the previous day on social media, always highlighting the role of women. Two of the best pictures will be submitted to the Women in Sports International Photo Awards.

Three mini-documentaries were released showcasing iconic stories and players at the EHF EURO: Montenegrin wing Jovanka Radicevic, who retired from international competition with a bronze medal; Norwegian goalkeeping great Katrine Lunde; and the Swiss national team, who made their EHF EURO debut in 2022.



Alongside the tournament the EHF hosted the Women's Handball Conference.

Over 130 participants from 32 countries attended, listening to presentations from experts in various fields related to the development and promotion of women's handball.

These included presentations on the preparation of national teams for qualification and final EHF EURO tournaments; the use of handball role models for the future; the EHF Respect Your Talent programme, the player development pathway and the 'circle of handball life'; best practice; the presentation of women's sport; and the role of clubs and leagues in strengthening women's handball.

The EHF EURO 2022 also worked with female influencers to raise awareness of the tournament and of women's sport more generally. This included a special collaboration with a visual artist from Montenegro, Andrijana Vešović. Under her artistic name Zombijana, Andrijana created a range of Instagram posts in which she empowered women to participate in sports in different ways.

WOMEN AT THE HEART OF THE GAME

MARTA BON'S ADVOCACY

'Women at the Heart of the Game' has been a weekly series in the build-up to the Women's EHF EURO 2022 and featured former stars who have transitioned into a new role. One of the women featured in the series ahead of the European Championship was Marta Bon, former handball player and coach, now gender equality advocate from a small Slovenian place called Mirna.

After hosting the Men's EHF EURO 2004, Slovenia is co-hosting the women's tournament for the first time. With two group matches, one main round group, and the final weekend, handball fans from Slovenia will have a chance to watch top-level handball and stellar performances.

One of the ambassadors of this event is a former handball player, long-term handball coach, chairwomen of the EHF Women's Handball Board and by that member of the

EHF Executive Committee, president of the Commission for Gender Equality at the Olympic Committee of Slovenia, member of the EHF Methods Commission and professor at the Faculty of Sports: Dr. Marta Bon.

Marta Bon has been an important part of Slovenia's women's handball, and sport in general. Bon has experienced all sides of sport as a player, as a coach, as a lecturer, and as a member of many domestic and international organisations. A workaholic with a passion for sport and gender equality, she received the Bloudek Award, the highest award for achievements in the field of sports in Slovenia.

A successful woman in many fields, proud mother of a daughter and a son, but where did everything start?

“AT THE TIME I NEVER IMAGINED IT WOULD LEAD ME TO WHERE I AM TODAY. I WAS A PLAYER AND A COACH IN KRIM.

MARTA BON



“I am talented for sport since I was little. I played football, volleyball, and basketball, but handball was my love. Like everyone back in the day, I started my handball path in school. My teacher convinced me to try handball and made an impact on me. That's why teachers are so important in life,” Bon says.

Marta Bon played for more than 15 years on top level, winning the Slovenian Cup in 1981, finishing second in the First Yugoslav league, two times semi-finalist of the Cup Winners' Cup, was a team captain and both player and coach at the same time in 1993, before ending her playing career.

“I started to play for a small handball club, Mirna, and from there I moved to Krka. It is really important for a person to get noticed, to be invited to join, to be part of something big and move to a higher league. The next step was Olimpija Ljubljana, the club where I made a step forward in my career as a professional player,” Bon recalls.

“My biggest success as a player was time spent in Olimpija. My path in Krim started by accident in a way. I decided I wanted to end my professional career but I still wanted to stay in training. So, I joined Krim, which was at the time a small club playing in a lower league. After some time, the president at the time, Zoran Jankovic, and I seemed to have the same ambition, even though at the time I never imagined it would lead me to where I am today. I was a player and a coach in Krim,” says the EHF lecturer.

I THINK FOR WOMEN THERE ARE HIGHER CRITERIA WHEN IT COMES TO WORKING, COACHING, ETC. AND DIFFERENT APPROACHES AND TREATMENTS IN THE MEDIA. I FELT THAT TOO, MARTA BON

Her first time at the helm of Krim was from 1990 until 1994. Marta Bon returned to Krim on two more occasions: in 2008-11 and 2013-15. As a head coach, she led Krim in the EHF Champions League.

“I am really proud I am part of Krim’s story. From a small club in the second Slovenian division when I joined, to now, playing their 28th consecutive EHF Champions League season as record holders in the top-tier competition,” Bon says.

Bon’s expertise in handball did not stop at Krim. She was a head coach of the Slovenia national team, Switzerland national team, Olimpija Ljubljana, Slovenia beach handball national team, and Slovenia women’s junior national team. She led Slovenia to their biggest success in the World Championship so far, finishing eighth.

“Sometimes I think about how I managed to do everything I did, but opportunities were leading me. I feel like it is my mission to share my experience and knowledge with others. In a way, I am a little bit jealous of women starting their sports careers now, especially in the coaching field. When I started, my path wasn’t easy. I was one of the first female coaches, I think even in the Balkans. There were many stereotypes, like hearing: ‘Women can’t be a coach.’ I was being under

constant pressure and that was a hard period for me. Today, I reflect on that period with pleasure, because I know I did well,” says Bon about her beginnings.

Bon has come a long way since, as she is an honoured member of the Slovenia Handball Federation, worked in the Methodical Commission, was a vice-president of the Slovenia Handball Coaches Association, author or co-author of more than 200 articles and four books about sport and handball, and speaker at many conferences.

But she has also contributed a lot to the field of gender equality.

“I think for women there are higher criteria when it comes to working, coaching, etc. and different approaches and treatments in the media. I felt that too, when I was a head coach. They never title you as an expert, or specialist, only Marta Bon or coach Bon. That’s why I am part of the organisation in Slovenia for connecting successful women and their presence in the media, Ona Ve.”

As a president of the Commission for Gender Equality, Bon has also made changes and feels like her mission in life is to open new doors.

“When I came to the Olympic Committee of Slovenia, I said I don’t want only the women’s commission. If we are going to have a women’s commission, then we have to have a men’s, too. Or have a joint commission, equally treated. We are maybe different, but we have to work together. The mission is not to compete with men, but to be equal and go side by side in our progress.”

Bon has been part of the Women’s Handball Board since it was formed in 2012 to serve as a platform within the EHF, strengthening the position and performance of women’s handball in Europe as well as increasing participation of women in handball, both on the court and in the infrastructure.

“I remember the beginning of the board, we had two main strategies: increase the number of women in handball, especially on the top level, and the second one was the development of women’s handball. We wanted to focus on the quality of handball, the beauty of movement, emotions and better media coverage,” recalls Bon.

Today, the Women’s Handball Board’s main tasks are numerous projects and strategies or promoting gender equality. One of the projects is ‘Respect Your Talent’, which is now a key programme within the EHF.

“I have an idea to expand the project, to learn young players not only to respect their talent, themselves, but also others, spectators, sponsors, media representatives and each other. I have always tried to pass these things to the players I used to coach. Many coaches do this, too, because you have to take care of your players outside of the game as well. With ‘Respect Your Talent’ now we have that systematised.”

Bon takes pride in her teaching career at the Faculty of Sport, where she is giving her best not to transfer only handball knowledge but also life experience.

“We are often talking about dual careers, sports and education, but I believe we will have triple careers – with the third being a good person. When I was coach, I probably bored my players as I used to talk a lot about things like that, apart of handball and tactics, but I know today they are grateful for that.”

It is no surprise the Slovenian Handball Federation choose Mata Bon to be one of the ambassadors for the upcoming EHF EURO 2022, a real woman at the heart of the game. Ljubljana and Celje will be home to the 15th edition of the Women’s European Championship and Slovenia takes pride in that says Bon.

“It is very important to be a host of an event like this. For sport, for handball, for women. After 2004, analysis has shown there were 60 times more children in handball academies in Slovenia. I hope it will be the same with this women’s edition of the EHF EURO. It is important to introduce handball to children, both girls and boys. Another aspect is the financial side and organisational progress, which I hope will increase both in Slovenia, but also in other countries.”



SCAN THE QR CODE AND FIND OUT WHO THE WOMEN AT THE HEART OF THE GAME ARE



EHF DIGITAL FOOTPRINT BALLOONS

TIKTOK SUCCESS AT THE MEN'S EHF EURO

With fans spread around the world, the EHF is putting a continued focus on enhancing its digital footprint and reaching more and more people in increasingly engaging and creative ways.

One particular success story in the past couple of years has been the explosion of followers engaging on entertainment platform TikTok. Home of Handball is now the biggest handball profile on TikTok with more than half a million people following the channel. There has been a particular increase in the past year, with the audience size more than doubling in 2022 after growing 1,000 per cent in the previous 18 months.

A formal partnership between the EHF and TikTok was signed for the Men's EHF EURO 2022 – the first of its kind in handball. As a result of the collaboration TikTok enjoyed

presence on LED and cube advertising in arenas throughout the whole duration of the tournament, and a group of TikTok content creators were invited to selected matches.

The audience on TikTok was invited to participate in multiple activations including live streaming of selected matches, live chats between players and experts and additional behind-the-scenes content. A dedicated landing page for EHF EURO 2022 was available on the platform, containing, among other features, highlights and best moments of EHF EURO 2022, the greatest #HandballSkills videos, upcoming live streams and a detailed schedule of the tournament.

The partnership was a huge success, with handball content seen over 100 million times by the end of the tournament. A clip



from the group B match between Iceland and Portugal, featuring a stunning shot from Iceland's Sigvaldi Björn Gudjonsson, had been viewed over 40 million times by the end of September 2022.

Overall, more than 2,700 TikToks were created and shared 131,000 times for the official hashtag challenge called #HandballSkills. Over 155,000 and 255,000 users tuned in to watch the reruns of the EHF EURO 2020 semi-finals between Croatia and Norway and Spain vs Slovenia, respectively.

"The case of the European Handball Championship clearly demonstrated that the TikTok audience has a deep desire to watch and engage with sports content and additionally showcasing the platform's potential in the sports entertainment

industry. I'm really satisfied, that – thanks to our great cooperation with the EHF – we delivered something extraordinary, bridging the online and offline experience," said Paula Kornaszewska, Head of Operations, TikTok CE.

EHF Secretary General, Martin Hausleitner, said: "We are delighted that our first ever partnership with TikTok has been so fruitful in terms of reaching and entertaining new audiences of fans across the world. The numbers speak for themselves – there is a clear thirst for handball content – whether videos or live matches – so we are hugely encouraged to see how much potential this platform has when it comes to the modern entertainment."



YOUNGER AGE CATEGORIES IN SPOTLIGHT

There was also increased digital focus on the year's Younger Age Category events, notably the Men's 20 EHF EURO in Portugal.

As the tournament would be the last YAC championship for many of the players – several of whom are already playing at a senior level, both in club and national team competitions – it became imperative to focus the attention on their last major European tournament as juniors.

The competition was broadcast in 15 territories across Europe – more than ever before for any Younger Age Category (YAC) tournament – with worldwide coverage guaranteed through EHFTV. In total, EHFTV featured 299 YAC matches from eight tournaments.

For the M20 EHF EURO a dedicated media team member was on site, using an AI tool to clip the best actions from the matches. Video crews and a mobile reporter in Porto generated four times more content for EHF channels compared to the previous edition, and all content was also distributed to stakeholders. Overall, there were almost 3 million social media impressions across the tournament.

A 'summer blog' with an emphasis on the M20 EHF EURO but also including coverage of the other YAC tournaments also ran on eurohandball.com, acting as a hub for all tournaments.

WOMEN'S HANDBALL CONFERENCE

HANDBALL FORWARD



FEDERATION LEADERS GATHER IN BERLIN

SECRETARIES GENERAL MEET FOR 13TH SEC GEN CONFERENCE



In late March 2022, Berlin turned into Europe's handball capital with members of more than 40 EHF member federations gathering for the 13th EHF Conference of Secretaries General.

It was the first EHF conference where all guests and speakers could gather in one physical location since September 2020, thanks to the Covid-19 pandemic.

The conference was headlined “Moving Forward”, and discussed current issues in European handball. The conference's organisational highlight was the Men's EHF EURO 2024 Qualifiers draw.

Martin Hausleitner, EHF Secretary General, said: “‘Moving forward’ has been our motto in Berlin. In this respect, a highlight event such as the upcoming Men's EHF EURO 2024 in Germany and the corresponding qualifiers will ensure a huge interest in handball and significantly increase the sport's visibility in Europe.”

Mark Schober, Chairman of the Board of the German Handball Federation and member of the EHF Executive Committee, said: “Together with the EHF, it is very important for us to bring European handball forward

and to continuously professionalise our sport on the level of the national federations. If everyone moves forward, this is also to the benefit of the German Handball Federation. Furthermore, with events like this, we can foster our international relationships, which is very important for us.”

Topics on the conference's agenda included the future of the EHF's younger age category events and the new IHF rules which came into effect on 1 July and their possible impact on federations and clubs.

The EHF provided an update on its digital strategy and how this could also be adapted by the federations. Insights were given on how data-driven fan engagement can support federations in their growth, and the latest updates on the European Handball Master Plan, including the possibilities for federations to submit projects, were provided.

Partners and affiliates supporting the EHF were also given the possibility to present. These included the Global Sports Innovation Centre, Special Olympics Germany and the European Olympic Committee's EU Office.

TOGETHER WITH THE EHF,
IT IS VERY IMPORTANT FOR
US TO BRING EUROPEAN
HANDBALL FORWARD
AND TO CONTINUOUSLY
PROFESSIONALISE OUR
SPORT ON THE LEVEL OF THE
NATIONAL FEDERATIONS.

MARK SCHOBER,
CHAIRMAN OF THE BOARD OF
THE GERMAN HANDBALL FEDERATION
AND MEMBER OF THE
EHF EXECUTIVE COMMITTEE

CONFERENCE OF PRESIDENTS AND EHF CONGRESS

PUSH EUROPEAN HANDBALL FORWARD

Representatives of Europe's handball federations came together in Luxembourg in September 2022 for the Conference of Presidents and an Extraordinary EHF Congress. The two meetings debated the next steps for European handball and took a number of important decisions.

The EHF Executive Committee met before both meetings, taking a number of decisions affecting the 2023/24 season and beyond. These included the expansion of the EHF European League Men to 32 teams from 24; implementing separate rankings for the EHF Champions League and EHF European League for both men and women; and the approval of four cross-border leagues across Europe.

Entitled 'European Handball Forward', the Conference of Presidents served as an information exchange between the EHF and its

member federations, and also prepared and facilitated future decision-making processes.

Six main areas were addressed at the conference. The gathering discussed the upcoming major events in European handball, including the EHF EUROs 2024 for men and women, and the EHF Beach Handball EURO 2023.

With women's handball on the rise – as the EHF EURO 2024 expands to 24 teams – the conference heard of the efforts being put in to promote the game for women. These included the inaugural Women's Handball Conference at the Women's EHF EURO 2022 in Slovenia, North Macedonia and Montenegro in November, which marked the next milestone on the EHF's path to further raise the level of European women's handball.

The future of the EHF's younger age category (YAC) events as the decisive platform for developing future top players was explained, including the decision to expand all YAC EHF EUROs from 16 to 24 teams as of 2024.

The new system is expected to allow the federations easier funding of their teams due to the participation in an EHF EURO instead of an EHF Championship. It provides a clear competition structure and eventually more matches to the participating teams.

The EHF also told the conference it would increase financial support for YAC competitions, with investments into areas such as TV and digital content production and additional support for participating federations and organisers.

The new 'Circle of a Handball Life' concept was presented to federation presidents; the concept is aimed at encouraging participation in handball from childhood to old age.

Tributes were paid to the growing interest in beach handball, as the EHF's future activities in this area were presented. As well as the Beach EHF EURO in May 2023, the sport will make its debut at the European Games in Krakow, Poland, in June.

Furthermore, the EHF Beach Handball Commission is looking into a range of possibilities for future professionalisation including the development of a player registration system and a support programme for new beach handball nations and ebt organisers.

The conference also heard about the 'Player of the Year' campaign launched at the beginning of the 2022/23 season.

The Conference of Presidents was formally closed with the signings of two agreements for the EHF Master Plan between the Scottish and Croatian federations, respectively. Scotland and Croatia are the two latest federations to join the EHF Master Plan project, with agreements with the federations of Georgia, Latvia and Malta already in place. Both federations will focus on grassroots handball in their long-term strategic objectives.

"This is hugely important for our federation. We have been working to develop the sport of handball for 50 years and for us this is the next big step," said Ewan Hunter, Director of the Scottish Handball Association.

Both national federations will receive substantial financial and material support from the European Handball Federation for project implementation and development.

The 15th Extraordinary EHF Congress saw several motions related to the EHF Statutes as well as to statutes of the European Handball Court Arbitration (ECA) and to the legal regulations of the EHF being tabled.

Related to the EHF Statutes, the EHF passed a motion aimed at unambiguously including the principle of non-discrimination relating to gender and gender orientation.

A motion was also passed to recognise English as the sole official language of the European Handball Federation, another was passed to establish an evaluation group which shall in future assess the fulfilment of the necessary language competencies of candidates applying for functions within the EHF and a fourth was passed for the formal assignment of responsibilities to the EHF Executive Committee under special circumstances.



CONFERENCE FOR HEADS OF REFEREEING

IDEAS AND KNOWLEDGE AMONG REFEREES EXCHANGED

Referees from 38 handball federations gathered in Vienna in May 2022 for the first EHF Convention for Heads of Refereeing to be held since 2005.

The meeting saw plenty of discussion and the exchange of ideas and knowledge among referees, sharing best practices, new developments and the varying situations for referees across the continent.

“It was truly productive for all of us,” said George Bebetsov, coordinator of the EHF Referee Programme.

“One major result was that we wanted to know how we can help the Heads of Refereeing all over Europe. The situation in countries is different, but we got many responses to our question of what they want from us.”

Topics on the packed agenda included a keynote speech from EHF Head of Competitions Markus Glaser on what the European Handball Federation expects from the national Heads of Refereeing. Per Morten Södal, the new Chairman of the IHF Playing Rules and Referee Commission, presented updates to the IHF Rules of the Game.

Bebetsov praised the excellent cooperation between the IHF and EHF in terms of refereeing, also shown in some decisions taken at the convention. The IHF and EHF will use the same technology to support the decisions of referees and delegates, for example video replay.



The IHF will also integrate mental training for referees in their preparation for major events, which has been used by the EHF for a long time.

Also focusing on referee preparation, EHF Technical Refereeing Committee (TRC) Chairman Dragan Nachevski spoke about how the EHF will get their referees ready for the Women’s EHF EURO 2022 and what the EHF expects from national federations in terms of support.

Several presentations focused on the use of technology, which was also a major topic of conversation among participants later.

Earlier, EHF TRC members Oyvind Togstad (Norway) and Jutta Ehrmann-Wolf (Germany) presented the status of refereeing inside a national federation, with different topics. Ehrmann-Wolf, for instance, spoke about the programme for top women referees in Germany.

“The Convention was perfect for an exchange and to get new ideas for your daily work as Heads of Refereeing in a national federation. It is elementary to have these meetings on a regular basis to learn from the best practice examples from different countries,” Ehrmann-Wolf said.

Finally, match fixing was the subject of a presentation by Andrew Whittingham from EHF partner Sportradar. He spoke about how matches can be fixed, how those matches can be detected by Sportradar, and how referees can prevent such situations.



EHF EURO DELEGATES AND REFEREES SEMINAR

VARIETY OF TOPICS DISCUSSED IN VIENNA

Ahead of the Women's EHF EURO 2022 in Slovenia, Montenegro and North Macedonia, the European Handball Federation held a kick-off seminar for referees and delegates in August in Vienna, Austria.

The 12 referee pairs and 12 delegates who officiated the Women's EHF EURO 2022 in November gathered to discuss a variety of topics with 13 EHF experts.

During their three days in Vienna, attendees covered topics such as integrity, tactical perspectives, coping with big refereeing decisions, recent changes to the IHF Rules of the Game and the importance of proper nutrition and hydration.

Online sessions on conditioning, sports psychology and nutrition have followed in the build-up to the championship as part of further preparations before the referees and delegates arrived on-site in the three host countries.

WOMEN'S HANDBALL CONFERENCE

CONFERENCE PUT FOCUS ON STRENGTHENING WOMEN'S HANDBALL

The Women's Handball Conference took place in Ljubljana on the fringe of the final weekend of EHF EURO 2022, with over 130 participants from 32 countries and all different areas of handball participating – former players and representatives from federations, clubs, competition boards, marketing experts and more.

EHF President Michael Wiederer said conferences such as this were highly valuable for the development of the sport.

“The European Handball Federation really works hard and even harder within the last years to make sure that women's handball is not losing its position in the international context,” said Wiederer in his opening words.

“These conferences are producing valuable input for our activities.”

The programme for the conference included a variety of presentations from experts in various fields related to the development and promotion of handball, as well as activities such as a tour of Arena Stozice on Saturday

afternoon and attendance at the closing press conference for the EHF EURO 2022. The participants also attended the draw for the play-offs for the 2023 Women's World Championship.

Following the opening, there was a special look at the next edition of the Women's EHF EURO, which will be held in Hungary, Switzerland and Austria in December 2024.

The programme then turned to the more intricate details, with presentations on the preparation of national teams for qualification and final EHF EURO tournaments, the use of handball role models for the future, the EHF Respect Your Talent programme, the player development pathway and the ‘circle of a handball life’ to conclude the agenda for Saturday.

Sunday's sessions began with a series of presentations on best practice, including the organisation of national teams, the development of handball academies and the presentation of women's sport. Following that, the participants heard about the role of clubs in strengthening women's handball and of the leagues in strengthening women's handball.

The presenters included representatives of EHF Champions League clubs Team Esbjerg and Krim Mercator, UEFA, a number of national federations and the EHF.

“We all feel that this is the right moment to do more. It's the right moment because during the last two or three years, a lot of things happened in this field,” said EHF Secretary General Martin Hausleitner in his opening statement. “Women's sport is the basis of growth in the sports business.

“It was the women's EURO two years ago, at the same time, in December 2020, when it really became dark around sport because Covid impacted us all. But it was the women's teams who held up handball and played the full EURO under circumstances nobody could imagine. So there are a lot of things women's handball can be proud of and should be proud of.

“Why you are here? To make women's handball great in the future,” concluded Hausleitner.



PART OF THE GAME

MACHINESEEKER

Ahead of the 2022/23 season Machineseeker Group, Europe's leading operator of online marketplaces for used machines and commercial vehicles, was announced as the new title sponsor for the EHF Champions League Men.

The agreement began at the start of the 2022/23 season and is initially limited until 30 June 2023.

The EHF Champions League Men is named Machineseeker EHF Champions League. The EHF FINAL4 Men 2023, the competition's final weekend in Cologne, is named TruckScout24 EHF FINAL4 2023, highlighting one of the group's leading marketplaces.

As part of the sponsorship Machineseeker receives extensive exposure at all 132 matches in the EHF Champions League including floor stickers and LED presence as well as integration in all relevant digital channels and websites of the Machineseeker EHF Champions League.

The Machineseeker logo became part of the competition's official logo with the new composite insignia used on all relevant materials on site as well as in digital and print material.

Machineseeker's engagement in the EHF Champions League follows their presence as a sponsor at matches featuring Germany at the IHF Men's World Championship 2021 in Egypt. The group is also the biggest sponsor of Germany's second football league and an official partner of the German Olympic team.

EHF Marketing Managing Director David Szlezak said: "We are very happy to welcome Machineseeker as title sponsor of the EHF Champions League and we are looking forward to working together to lift the competition to the next level. Machineseeker has been very active on the German sports sponsoring market, and we are confident that the EHF Champions League is the right platform to support their European expansion. All talks with Machineseeker have been marked by positivity and a forward-looking attitude. EHF Marketing is thankful for this approach and

sees it as its commitment to justify the trust put into us and the EHF Champions League in the coming season."

Machineseeker Managing Director Sven Schmidt added: "If we take the UEFA Champions League aside, the EHF Champions League is the most important European club competition. The title sponsorship strengthens our profile as the clear European market leader. Our marketplaces are number one in Spain, France, Germany, Poland, Northern Europe and Eastern Europe. This is a perfect fit with the EHF footprint."

Patrick Ratzke, Managing Director of TruckScout24, said: "I was in Cologne this year to experience the EHF FINAL4 live. For me, it is one of the best and most exciting sporting events in Europe. I am very happy that we can sponsor the EHF FINAL4 with TruckScout24, the European number one marketplace for commercial vehicles."



SELECT

Leading sports equipment company SELECT has been a long-term partner of both the EHF and EHF Marketing. In 2022 SELECT produced four different ball designs for EHF competitions, each in line with the competition's brand identity: the EHF Champions League, EHF European League, the Men's EHF EURO and the Women's EHF EURO.



GORENJE

European appliances giant Gorenje continues to have a flourishing partnership with EHF competitions.

At the EHF FINAL4 Men 2022 in Cologne Gorenje implemented an engaging and highly successful on-site entertainment, including promotional booths both inside and outside the venue, and an extended hospitality concept.

For the 2022/23 season EHF Marketing negotiated a prolongation of the partnership contract with Gorenje for an additional three seasons. Gorenje is now present in all markets as a premium partner to the EHF Champions League Men, and will feature in new arenas, giving access to increased hospitality, on-site activation, side events and other opportunities.

A special event was held in Kiel at the beginning of the season to communicate the prolongation. Alongside the Match of the Week, where THW Kiel beat Elverum Handball, there was a media event accompanied by on-site activation and the presence of Gorenje representatives.

During the season, activations include both digital and on-site events. Gorenje is the sponsor for the weekly live Instagram interview, 'Timeout with Champions', which sees Face of the Champions League Markus Floth interview top players.

Similar interviews in the previous season reached over 2.4 million people through the live Instagram stories and later views through the official Instagram page of the EHF Champions League. The concept will continue to be developed throughout 2022/23.

The 2022/23 season will also see Gorenje support other activations, including half-time prize game activities and off-court fan engagement.



PLAN INTERNATIONAL

During the 2021/22 season, the EHF had a fruitful and inspiring charity partnership with children's charity Plan International, which works to advance children's rights and equality for girls. At the EHF FINAL4 Men 2022, Plan International had an on-site booth informing fans about its work. Celebrity fitness trainer and Plan International ambassador Erik Jäger visited the event in Cologne, carrying out fun workouts for children alongside a handball coach on the court at the LANXESS Arena and experiencing the event as a guest of the EHF Champions Club. Children from HC Pulheim, near Cologne, got to experience the event, watch the final and take photos with the trophy thanks to Plan International and EHF Marketing.

There were also three seasonal activations through the 2021/22 season highlighting important gender topics: Day of the Girl Child in October; a Christmas campaign; and International Women's Day in March. The International Women's Day activation was of particular importance. The promotion included a special centre circle sticker, Instagram live interviews with Kentin Mahe and Julia Behnke and a video was produced with players from the EHF Champions League Women sharing their advice and messages to young girls to encourage them to follow their dreams. The video was shared on EHF channels and displayed during matchdays in round 14 of the EHF Champions League Men. The activation was enormously successful on social media, reaching 267,900 people on EHF Champions League channels.

HUMMEL

In the scope of the partnership between hummel and the EHF Marketing, the official merchandise collection of the EHF FINAL4 events once again consisted of T-Shirts and hoodies of the Danish sports brand. In 2022 the clothing articles featured a creative design, showcasing the iconic EHF Champions League trophy. Furthermore, in a corporation with Swiss company collectID, a

limited and exclusive range of the event's merchandise t-shirts was equipped with an in-built NFC (near field communication) chip. If scanned by a mobile phone, the chip offered its user access to a content area which was filled with exclusive behind-the-scenes videos and near-live match highlight clips during the EHF FINAL4 Men 2022.

STRONG PARTNERSHIPS

DEVELOPED AT THE EHF EUROs 2022

The success of the various EHF EURO tournaments would not be possible without the support of several key partners across a range of areas, helping to promote the competitions across Europe.

Infront Sports and Media is the EHF's long-term media and marketing partner and was responsible for marketing sales and securing the sale of media rights for two EHF EURO events. They also secured grocery giant LIDL as a partner for the Women's EHF EURO, having previously brokered a relationship with the company for the Men's EHF EURO since 2018.

The Men's EHF EURO 2022 was supported by official partners LIDL, Grundfos, MOL, Tipsport, Gorenje, Falken, Engelbert Strauss, alongside EHF partners Infront, DAZN, Select, hummel, Gerflor, Sport Transfer, Eventim and TikTok. The Women's EHF EURO 2022 was supported by official partners LIDL, Engelbert Strauss, Point S, Grundfos, Gjensidige and Coolbet, and partners Infront, DAZN, Select, hummel, Gerflor, Sport Transfer and Eventim.



BATISTE SIGNED UP

OFFICIAL PARTNER OF THE WOMEN'S EHF EURO

Dry shampoo brand Batiste signed up as a partner of the Women's EHF EURO for the first time in 2022.

The partnership gave Batiste sleeve advertising on all participating teams, plus LED minutes and sampling opportunities guaranteeing extensive coverage across Europe, and especially in key Scandinavian markets.

The brand is new to the handball market and a great fit to women's sport, its products popular with a young, female customer base, offering opportunities to reach new audiences.

Elise Størholt Nordby, Head of Marketing Aspire brands, distributor of Batiste, said: "We are proud and honoured to partner with Women's EHF EURO 2022. We at Batiste admire the dedication that these young women demonstrate both on and off the court every day, and their commitment to being healthy role models and true to their passion."

VIRTUAL OVERLAY

AT THE WOMEN'S EHF EURO 2022

A virtual overlay was used for the first time in handball at the Women's EHF EURO 2022, implemented by media and marketing partners Infront and DZAN, and their supplier Supponor.

The partnership saw virtual advertising used on the LED perimeter boards on the long side of the court was a milestone moment for the sports industry. It marked the first virtual advertising deployment in handball and also the first ever Supponor VRT adoption during a women's event.

The implementation of this technology allowed Coolbet, an official partner of the EHF EURO, to target key handball audiences during a select number of matches in the main round and final round.

The plan is to extend use of this technology in the future to offer a tailored approach for sponsors looking to target specific markets, with customised messaging.



GAME DEVELOPMENT

SELECT

iBall
intelligent ball



WOMEN'S EHF EURO 2022
ULINE - 2021 - 2022

SELECT

ULTIMATE

ENSURING INTEGRITY AT THE HEART OF HANDBALL

At the Men's EHF EURO 2022 in January the EHF introduced the Integrity Education Programme, a project aimed at safeguarding athletes, stakeholders and competition within handball.

The Integrity Education Programme falls under the umbrella of a broader partnership with Sportradar Integrity Services, a global supplier of sports integrity solutions.

“The integrity project is about protecting the integrity of sport, in particular handball, in this instance. And what we're trying to do is educate participants – that is, all stakeholders, but in particular referees for this programme – on the dangers and risks relating to match corruption, match fixing, and making sure that people understand the consequences of failing to follow the rules of integrity,” says Head of Education, Integrity Services at Sportradar, Andrew Whittingham.



The topic was raised again in August when referees and delegates for the Women's EHF EURO 2022 came together in Vienna for a kick-off seminar ahead of the November tournament. Integrity was a key area of focus at the seminar.

“This is a really exciting project. It's a two-year course and throughout the two years there will be multiple events. Some of those will be in person, some of those will be by video link and there will also be an e-learning tutorial at the end of it to kind of bring the whole project to a conclusion for this cycle,” says Whittingham.

“The engagement has been fantastic. Lots of people have been asking very interesting questions and that always makes for a fun and exciting programme on what is a very important topic.”

IMPACT FROM THE TOP DOWN

The EHF partnership with Sportradar began in 2018. In early 2021, reflecting the success of the first years and the commitment of both parties to safeguarding the sport, the partnership was extended all the way through to 2030.

“The cooperation has already been very fruitful and has had an impact on handball

of different levels – and not just at the top of the sport,” says EHF Secretary General Martin Hausleitner

Looking specifically at the Integrity Education Programme, EHF referee programme coordinator George Bebetos adds: “There are only two factors that can influence the outcome of a match: the referees and the players. So, if we can influence and educate the referees as much as possible, that can only be beneficial for the integrity of the sport.”

The broader partnership with Sportradar features investigations into allegations of impropriety in EHF competitions. All EHF events are monitored for unusual betting activities using the Universal Fraud Detection System, with any suspicious matches reported to the EHF. More than 10,000 matches are due to be monitored over the course of the agreement.

Whittingham said steps such as the partnership between the EHF and Sportradar and the Integrity Education Programme are vital, as every sport is at risk.

“We work on a confidential basis, so we wouldn't want to compare handball with other sports, but what we would say is that all sports are at risk of corruption and handball is no exception to that. What's really important is

that all organisations are leading by example, such as with the programme that the EHF are delivering, to make sure that every measure is in place to try and prevent the problem of match fixing,” he explains.

Bebetos underlined how the Integrity Education Programme requires active participation and completion of the course on the part of referees – it is not simply about absorbing content. The programme is mandatory for EHF referees and will include examinations and certification.

At the Men's EHF EURO 2022, all jerseys for EHF referees had an “Integrity” badge imprinted on the sleeve. This is similar to UEFA's “Respect” campaign.

For Whittingham, a key goal of the course is to build confidence and knowledge in the referees, so they can be ready to handle any potential problems related to integrity.

“We want people to feel confident that they know what they need to do if they're approached to fix matches or if they are encouraged to do something that is against the rules and regulations. So, it's about building up that knowledge, that confidence and that understanding of what to do,” concludes Whittingham.



RESPECT YOUR TALENT

The EHF ‘Respect Your Talent’ (RYT) programme, launched in 2019, continued to develop in 2022 with several events and the recruitment of high-profile new ambassadors.

Respect Your Talent identifies the best young handball players from across Europe and helps them develop not just their handball but also their off-court skills, and ability to handle the pressure of high-performance sport, and put them on the pathway to an elite career.

The programme is supported by a host of experienced and often legendary players who act as ambassadors, conveying key messages to the young talents. New ambassadors in 2022 included Ivano Balić, Rastko Stojković and Luka Žvižej, who joined the likes of Carlos Prieto, László Nagy, Vid Kavtičnik, Stefan Lövgren, Victor Tomás, Andrea Lekić, Anja Althaus, Jelena Grubišić, Ana Gros and Kari Aalvik Grimsbø.

A major step in 2022 was the development of digital platforms – the introduction of the RYT app, which will be formally launched in 2023 and online ambassador sessions launched in October this year. A total of 25 training sessions for the programme’s topics – media responsibilities, handling a dual career, sports law, anti-doping, and mental fitness – have been created and will be available in the app. Programme participants also have been given access to online sessions for first-hand insights from ambassadors and topical experts, which will be held twice a month in 2023.

In 2022, the key event was the camp for the M19 EHF EURO and Championships 2021 All-star Team players in Budapest during the Men’s EHF EURO 2022 in January, alongside events for the Players of the Match at all the younger age category events in the summer. The Budapest camp was praised by ambassadors and participants alike.



“I am happy and proud to be part of the ambassadors’ team, where we are all trying to help and shape young handball diamonds. I strongly believe that this programme is a game-changer for many of the talents on their mission to become a pro player,” said former Slovenia national team player Kavticnik.

Stefan Lövgren, Swedish handball legend, now RYT ambassador added: “During the camp players are staying longer together, they are learning from each other and from ambassadors. They are coming closer together, they are opening up to help each other, not to see each other as opponents but as friends. “

“I think that after this camp I developed some skills that will definitely help me off and on-court. These three days were great and I hope that there will be more Respect Your Talent camps in the future because this was a big opportunity for us to improve our careers,” added 18-year-old Alexandru Mihai Pasca, a young talent from Romania.

More than 230 talents enjoyed the ‘Player of the Match’ events at various YAC tournaments this summer, one of them being the M20 EHF EURO 2022 in Portugal. Awarded Players of the Match had the chance to meet RYT ambassador Victor Tomas. Tomas led a workshop focusing on ‘What makes a great player?’ The former Barça ace explained the importance of off-court skills from his own experience.

“A player needs to respect himself in every aspect of life, not only when practising, playing, lifting weights. This is what it means to be great,” said Tomas.

The young players also undertook a media management class, which turned into a teambuilding exercise, where players themselves acted as journalists interviewing their peers.

Croatian legend Ivano Balic acted as RYT ambassador at the Men’s 18 EHF EURO 2022 in Montenegro. Balic gave his insight into a variety of topics during sessions with the tournament’s Players of the Match as well as his pro tip for young players.

“They should always put the maximum effort in to become an even better player. It is up to young talents to decide how far they can go,” Balic said.

“So, we focus on off-court topics as there can be many obstacles they can run into. Media relations, and mental fitness, are just some of the topics I like to talk about. I like to transfer my knowledge about things I had to learn on my own. It is good they have us, the ambassadors, to ease the path for them.”

The ‘RYT Class of 2022’, around 30 All-star Team players of this summer’s EHF’s YAC events, will have the opportunity to learn and

get first-hand insights from the ambassadors and topical experts at the RYT Camp, which will be organised from 27 to 29 January 2023 in Vienna.

RYT AMBASSADORS

Jelena Grubišić	CRO
Andrea Lekić	SRB
Ana Gros	SLO
Anja Althaus	GER
Nerea Pena Abaurrea	ESP
Stine Bredal Oftedal	NOR
Kari Aalvik Grimsbø	NOR
Katarina Bulatović	MNE
Johanna Ahlm	SWE
Eduarda Amorim Taleska	BRA
Ivano Balić	CRO
Victor Tomás	ESP
Carlos Prieto	ESP
László Nagy	HUN
Vid Kavtičnik	SLO
Stefan Lövgren	SWE
Jérôme Fernandez	FRA
Dominik Klein	GER
Rastko Stojković	SRB
Luka Žvižej	SLO
Luka Stepančić	CRO

HANDBALL'S FULL CIRCLE

Education and sport development have been a key focus for the EHF over the course of 2022, with a new webinar series and a lifelong concept of the sport launched.

In July EHF Activities began a series of free webinars focusing on grassroots and development topics. Each webinar takes the form of an online lecture with an in-depth presentation followed by a Q&A with the speaker.

The webinar series began with a lecture on “Handball 4 Health” by Portuguese scientific researcher Susana Póvoas, associate professor at the University of Maia. Póvoas spoke about the innovative exercise programme which uses recreational team handball as a means to improve health, physical fitness and well-being of different populations.

The series continued through the year with other topics including Dutch talent development, intellectual disabilities (ID), baby handball, wheelchair handball, and the Swedish social cohesion project ‘Hand the Ball’.

Meanwhile, at the Conference of Presidents in Luxembourg on 24 September, Methods Commission Chairman Pedro Sequeira launched the ‘Circle of a Handball Life’ project. The concept is closely connected to the EHF Masterplan, and is a concept intended to take players through the game from childhood to old age, encouraging them to keep playing and enjoying handball throughout their lives.

The concept will be supported by manuals, handbooks and brochures to be published in late 2022 and the following years. It will also be supported by the EHF’s education system, which may in future be enhanced to bring it more closely in line with the circle of life concept.

“The circle of a handball life’ project is about the principle of age-appropriate treatment with education, training, forms of competition for our players in their handball lives - starting at the age of three and until the end of their lives,” says EHF Secretary General Martin Hausleitner.

“The categories are based on scientific findings, and include which content must

be offered at what age in order to offer the best possible sporting education.”

Sequeira adds: “Every national federation can adapt this content for their needs. Youth training in Germany and Denmark might start earlier than in Georgia or Azerbaijan, some federations might need only little parts, others might use the full programme, as every federation has its own standards in developing players, teams and leagues – and all find many useful examples in this programme.”

As part of the EHF Master Plan, national federations can apply for a three-year-long project including support from the EHF in terms of knowledge, budget, experts, coaches and material. The aim is for the concept to be equally applicable to both emerging and developed federations.

The circle begins at the age of three with stage 0, incorporating fun and curiosity; it ends with the over-65s at stages 6 and 7, when the challenge of physical activity, health and lifestyle are key.

Each stage uses a different version of handball, capitalising on the sport’s essential simplicity.



SCAN THE QR CODE AND VISIT THE WEBSITE

ACTIVITIES AND EDUCATION HUB LAUNCHED

Just ahead of the EHF Congress in September 2022, a new online activities and education hub was launched.

The website has four pillars, intended to introduce the sport and the EHF to those familiar and unfamiliar with the sport, and to provide helpful education and training material.

The ‘circle of a handball life’ section explains the pathway of a handball player, describing the different stages of physical, mental and handball competencies from 3-99 years. In ‘people of handball’, there is information for specific groups within the sport of handball.

‘Handball initiatives’ explain the projects the EHF dedicates to grassroots, education and development of handball, while the handball library will be the place for all handball relevant documents and digital assets, stored in one dedicated space.

EHF BRINGING DEEPER INSIGHT INTO PLAYERS PERFORMANCE

In the wake of the Men's EHF EURO 2022 in January, a team from the EHF carried out deep analysis into the performance of players and teams to provide coaches with more insight into how tactics and technique work in practice on court.

The work was led by EHF Methods Commission member Monique Tijsterman, assisted by EHF Master Coaches Zoltán Marczinka, Csaba Ökrös and János Hajdu, and Zoltán Kólya, CEO of My Handball System Hungary.

The detailed analysis produced by the group gives coaches more visual aids to be able to put the knowledge gathered and examined into practice. It was based on her own experience that Tijsterman felt it was important to introduce a more visual element to the EHF EURO trends analysis.

"For me, it was important if we write an analysis and I have free hands, then I wanted

for sure to make analyses also for coaches – that they can bring something back to their own club, to their own training," says Tijsterman. "For us, it's really important that the coach reads it and says, 'okay, how can I translate that to my team, to my players?'"

The document presented at the end of the Men's EHF EURO 2022 featured basic information such as an overview of the event, a general look at the participating teams, overall statistics, surprise sides, information on players, and a comparison between the 2020 edition and the 2022 event.

A key focus for the analysis of on-court trends was the way different teams employed defensive systems. It found, for example, that causing turnovers and turning the ball possession into counter-attacks was one of the core elements of successful EHF EURO 2022 participants. Many teams had this quick transition as a core element of their match

plan – but this transition can only work if the defence is actively able to fight to regain ball possession.

Another key factor was that the centre back players were defending more and more in the direction of the wings to start a quick counter-attack match play – and the zonal defence was used much more often than before.

The analysis included links to video clips of the teams to clearly show exactly how their systems worked, as well as diagrams with comments made in the 'My Handball System' programme, which can be viewed in both 2D and 3D.

How teams play seven-against-six, six-against-five and five-against-six in both defence and attack were also examined. In terms of different attacking systems and trends, Tijsterman and the team found an increase in the number of crosses with the line player along with even quicker transitions – a

trend that has been steadily on the rise for some years and is continuing, seeing matches become even faster. Those using the analysis will be able to see videos and diagrams examining these attacking trends as well.

Finally, alongside the examinations of attack and defence, there was an analysis of the different goalkeeper styles, complete with videos.

On an individual level, the team also identified a top five list of players, focused on less obvious elements, such as who scores the most goals, but on young players to watch for the future and players who stand out with their feint, for example.

Ultimately, Tijsterman would like to be able to fully translate the analysis into specific training instructions for coaches. "If we can do that, then my job is done," she said.

A similar analysis has been carried out after the Women's EHF EURO 2022 in November and the results will be available in 2023.



SCAN THE QR CODE
AND DOWNLOAD THE ANALYSIS



EHF MASTER COACH COURSE MARKS A DECADE

A decade on from the first EHF Master Coach course, another 24 participants started their training in 2022, with physical modules throughout the year.

The EHF Master Coach Course began in its current format in 2012 and has had over 150 graduates of the programme since then. Participants must pass through three modules in order to obtain the Master Certificate, including a thesis defence in the third and final stage.

Coaches from nine countries completed the first module of the EHF Master Coach Course during the Men's EHF EURO 2022. The 24 students attended the module in person in Budapest or digitally from the comfort of their own homes during the duration of the module, with sessions also filmed.

Lectures in the opening module were presented by EHF experts as well as top coaches such as David Davis, former coach of HC Vardar 1961 and former national coach of the Egypt men's sides as well as Veszprém; Xavier Pascual, the former Barça coach who is now at the helm of Dinamo Bucuresti; and Monique Tijsterman, member of the EHF Methods Commission.

The Module One programme addressed a variety of topics that fell under several main categories: coaching philosophy, match analysis, leadership and management, practical coaching, theory of coaching, and individualisation.

"The students of the course said that they find it really practical," said Davis, speaking about the feedback he received after his presentation. "They can feel that what they are learning is something practical, something useful, something that they are going to need."

The second module of the 2022 course was held in Porto alongside the Men's 20 EHF EURO 2022 in the summer.

Over five and a half days, 20 participants took part in a mixture of theoretical and practical sessions. The participants also had the opportunity to enjoy wheelchair handball and beach handball training sessions. EHF expert Mario Bernardes and Paulo Félix, the head coach of Portugal's beach handball team, led the beach handball session.

In addition to their work in the classroom and on the court, the course participants had the opportunity to attend some of the M20 EHF EURO 2022 matches.

Participants included Spanish international Nerea Pena, who said she was investing in her future in the sport.

"I chose to make this Master Coach, because I don't know what will be with me in my future — there are not so many handball years left — and I would like to be around handball if I can. This is a really nice opportunity in case I want to be a coach," said Pena.

The third and final module of the EHF Master Coach Course 2022 took place in Ljubljana during the Women's EHF EURO 2022, with a focus mainly on the participants' thesis defence, as well as anti-doping and a media communication workshop.

I CHOSE TO MAKE THIS MASTER COACH, BECAUSE I DON'T KNOW WHAT WILL BE WITH ME IN MY FUTURE AND I WOULD LIKE TO BE AROUND HANDBALL IF I CAN. THIS IS A REALLY NICE OPPORTUNITY IN CASE I WANT TO BE A COACH.

NEREA PENA, HANDBALL PLAYER



CELEBRATING 30

30 YEARS OF THE EHF OFFICE

TALKING TO MICHAEL WIEDERER, EHF PRESIDENT

The EHF opened its doors in Vienna 30 years ago, on 1 September 1992, with just two employees – then-Secretary General Michael Wiederer, and his Danish-Austrian assistant, Pia Pedersen.

The EHF was founded 10 months earlier at its initial congress in Berlin, and the first committee – headed by inaugural EHF President Staffan Holmqvist, from Sweden and administratively managed by treasurer Karl Güntzel from Switzerland – got straight on with finding a suitable seat for the headquarters of the organisation. In June 1992, the first Extraordinary Congress chose Vienna, as opposed to the two other suggestions of Berlin and Copenhagen.

Although Wiederer and Pedersen moved into their rented working space in September 1992, they did not initially spend much time there.

“There was no time to get used to the new office, as I went straight on to Miskolc in Hungary, where the first European Women’s Youth championship started on our first day, 1 September 1992,” said Wiederer.

Norway made history by becoming the first winners of an EHF competition. When that event finished, Wiederer travelled to Winterthur in Switzerland, where Portugal claimed the first European Men’s Youth championship.

Wiederer, who was appointed by the committee that subsequently became the EHF Executive Committee, and Pedersen had a huge task when they



started. In 1993, the first European Cup competitions were about to begin. In 1994, the EHF had to organise the first Men’s and Women’s EHF EURO tournaments in Portugal and Germany, respectively.

The EHF signed its first major contract in 1992 with the Swiss marketing agency CWL, which is now known as Infront Sports and Media. Today, Infront is still a media and marketing partner of the EHF.

Seven national federation representatives formed the committee, and experts such as Jozef Ambrus (Slovakia), Jan Tuik (Netherlands), Manfred Prause (Germany), Jesus Guerrero (Spain) and Janusz Czerwinski (Poland) were part of the Technical Commission.

“There were many language barriers. We held our meeting in a mix of German and English, but ultimately we were successful,” said Wiederer about the beginning of the new venture.



Today, 13 members form the EHF Executive Committee, including the chairpersons of the Professional Handball Board, Women’s Handball Board and Nations Board. In November, the EHF Executive Committee had its 166th meeting since the founding of the EHF.

In March 1993, the EHF appointed Markus Glaser as its third employee. The Swiss man had been working for the IHF in the club competition department, and after one year in the USA, Glaser returned to Europe and started his work as competition manager. Now, 30 years on, Glaser is the EHF Chief Sports Officer and still the main person in charge of the EHF’s competitions.

When the EHF renamed the top-flight competitions from the IHF Champions Cup to the EHF Champions League ahead of the start of the 1993/94 season, a highly successful handball brand was born – and more personnel were needed.

The three initial offices became too small, and the EHF moved within the area to a “Japanese tea house”. More staff were recruited, such as Helmut Hörtsch, who started out as Senior Manager for Education and Development before retiring as Senior Director of Sport & Game Services in

March 2022; and Assistant Secretary General Alexander Toncourt, who passed away in 2012.

In 1996, the EHF Congress decided to build a new home for the EHF. In March 1998, the European Handball Federation’s nine employees moved to Hoffingergasse 18 in Vienna.

In 2005, EHF Marketing (EHFM) as the EHF’s daughter company and marketing arm, was founded, and nowadays more than 80 staff work for the EHF and EHFM.

Despite several extensions, the building in Hoffingergasse became far too small again. In 2021, EHFM moved to a new office building nearby – but there are already plans for a new European handball office in Vienna. “I hope we can move there in 2024,” said Wiederer.

Wiederer himself is still very much part of the EHF. After 24 years as Secretary General, he became EHF President at the 25th anniversary EHF Congress at Lake Wolfgang, Austria in 2016, and re-elected in 2021. In 2016, fellow Austrian Martin Hausleitner became only the second EHF Secretary General. Interestingly, Wiederer held the same position as Hausleitner – Secretary General of the Austrian Handball Federation – before he took over at the EHF in 1992 and opened the office doors on 1 September 1992 to start a story of success.



30 YEARS OF EHF CHAMPIONS LEAGUE

TALKING TO MARKUS GLASER, EHF CHIEF SPORTS OFFICER

The EHF Champions League for both men and women began its life in 1993/94, making the current season the 30th year of the premium European competition.

The tournament has evolved in the last three decades, with several changes to its form and structure making it the competition it is today.

EHF Chief Sports Officer Markus Glaser has been involved with the EHF Champions League from its inception. It replaced the European Champions Cup, which had been run by the International Handball Federation since 1956.

As Glaser explains, the original form of the Champions League looked very different from the current structure.

“A group stage was introduced already in the very first season in order to offer more matches to the top teams,” Glaser says. “After an elimination round, a qualification round and a last 16 round there were eight teams in two groups with the two winners of the groups playing the Champions League final in home and away games.”

This was the main difference from the Champions Cup. The EHF adopted the same system for both the men’s and women’s Champions Leagues.



“It was very well received because the clubs were eager to compete on an international top level and the group stage offered them a perfect platform with home and away matches that could be planned over several months,” Glaser continues.

The first major change to the playing system was introduced in 1996/97, when the group stage was expanded to four groups of four teams followed by quarter-finals, semi-finals and a final. The knockout rounds were played as home and away matches – much like the final stages of today’s EHF European Cup.

“Here it is important to remember that there were a considerable number of new countries emerging from the political changes in Europe at the time, especially in the former Yugoslavia where there were four to five new national champions on a high level. We therefore needed to adapt our playing systems to these developments and find new formats to further develop the Champions League,” says Glaser.

But the biggest change to the playing format of the competition came with the move to the EHF FINAL4 format – initially for men in 2010, and then women in 2014. The EHF FINAL4 replaced the home and away matches that previously decided the winners.

“These finals became bigger and bigger, and the interest of the media and the tension was enormous. However, the halls were sometimes not appropriate any more and the organisation became more and more demanding considering that it was a Champions League final,” Glaser says.

The LANXESS arena in Cologne was chosen as the venue for the EHF FINAL4, and Glaser says huge efforts were made in creating the fan experience and a professional environment for the matches. Four years later, the Women’s EHF FINAL4 took place for the first time in Budapest. Both tournaments have consistently been a huge success, with full arenas and extensive media coverage.

Apart from playing systems, Glaser identifies the introduction of a unified floor as the biggest development in the 30 years of the Champions League.

“The unified floor was the first step into an era of a step-by-step more professional set-up of the handball courts, especially in the Champions League, which led to a unified appearance of the competition regardless of the venue and the country where a game was played. A further step was the Champions League hymn, a dedicated Champions League ball and many other improvements on and off the court,” he adds.

Of course, having witnessed the competition’s development over so many years, Glaser has lots of fond memories. He says the early years were exciting as the EHF fought to make the Champions League seasons stable.

“Then there was the Copenhagen-Barcelona quarter-final game in the Parken football stadium in Copenhagen in April 2012 with 21,000 spectators which was a very unique occasion of a handball game in a football arena which will stay in my memory,” he remembers.

“But I guess, overall on the men’s side I would go for the first EHF FINAL4 in Cologne in 2010 and that Saturday as the first day of competition in an arena with 20,000 spectators, with the feeling that all efforts of

the complete season and of the preparation for that weekend paid off with a fantastic atmosphere where you could feel the excitement of the whole arena to just be there and be part of that historic moment.

“Of course, it was also a cool moment to realise that, looking back, the move to change from a home and away format of the finals to a FINAL4 format was exactly the right decision,” Glaser says.

The EHF Champions League’s development is far from over. Glaser says it would be good to continue developing the arenas used, encouraging more fans to come to games – especially in the wake of the Covid-19 pandemic. Digital presentation of the matches is also a constant evolution.

With the current playing system of two groups of eight teams now in its third season, Glaser says he is happy that this is working.

“However, who knows what findings the next two or three years will bring. The EHF is always trying to be ahead of development and we proved over the last 30 years how capable we are in adapting to new situations and developments,” he concludes.

HOWEVER, WHO KNOWS WHAT FINDINGS THE NEXT TWO OR THREE YEARS WILL BRING. THE EHF IS ALWAYS TRYING TO BE AHEAD OF DEVELOPMENT AND WE PROVED OVER THE LAST 30 YEARS HOW CAPABLE WE ARE IN ADAPTING TO NEW SITUATIONS AND DEVELOPMENTS.

MARKUS GLASER,
EHF CHIEF SPORTS OFFICER

30 EDITIONS OF THE EHF EURO

TALKING TO MONIKA FLIXEDER, EHF SENIOR DIRECTOR,
EHF EURO EVENTS AND LEGAL MANAGEMENT



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.

EHF Senior Director, National Team Events and Legal Management, Monika Flixeder, has played a key role in the evolution of the competition and she looks back at some of the key developments.

“The launch of the EHF EUROs in 1994 constitutes a crucial moment for the positioning of our sport as a core player on the international sports parquet,” Flixeder says.

The ‘Handball European Championship’, as it was first called at the time offered significant visibility as well as new and easier access of the sport to the public and the international sports market, Flixeder adds. She says the introduction of the EHF EURO helped 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.

THE PARTNERS' CONTRIBUTION IN THE STEP-BY-STEP DEVELOPMENT WAS DECISIVE FOR THE GROWTH OF THE EVENTS

MONIKA FLIXEDER

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 EUROs 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 events,” Flixeder adds.

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,” Flixeder says.

More participating nations also increases media and broadcast interest, and encourages participation in the sport at grassroots level.

Flixeder says 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 had to take 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 venue,” explains Flixeder.

“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,” acknowledges Flixeder. “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.

“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,” she points out.

Despite the Men's EHF EURO 2022 still taking place under the shadow of the Covid-19 pandemic, Flixeder says the expansion was a big success with more market reach and higher spectator interest, largely because of the extrateams.

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.

Technology has 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.

Flixeder says she has many memorable moments from the past 30 EHF EUROs.

“One of the most moving moments was the fully packed Globe arena at the EHF EURO 2002 final between Sweden and Germany. The venue was beautiful, the crowd just crazy, and an extra time gave a magic atmosphere,” she says.



“When we arrived for the first site visit for the EHF EURO 2008 in North Macedonia, one single pillar stood on the ground: the Boris Trajkovski arena was completed less than two years later. A common vision came true with joint forces,” Flixeder continues.

“We managed to organise a tremendously successful EHF EURO for all parties involved despite extremely adverse circumstances in Hungary and Slovakia.

Great matches and a fantastic medal ceremony in the brand new MVM Dome in Budapest created more than memorable moments,” she adds.

As a vision for the future she would like to see the EHF EURO take over the host city, with the players celebrated like pop stars and the fan experience second-to-none. Matches could be played in huge venues and the fan experience should be an integral part of the event concept.

“Long lasting partnerships need to support the event in all core areas in order to secure the necessary professionalism,” Flixeder adds.

“When the show begins, the ‘gladiators’ appear to a perfectly designed space and are welcomed by a huge crowd,” Flixeder says, summing up her vision of the future.



PLAYER OF THE YEAR AWARD

NEW PROJECT PUTS PLAYERS' PERFORMANCES IN SPOTLIGHT

To mark the 30th season of its club competitions, the EHF has announced a new project which puts the players' performances throughout the season in the spotlight and sees the European handball family select their best performers.

The 'Player of the Year' award will honour the best goalkeeper, left wing, left back, centre back, right back, right wing, line player, best defender and rookie of the season.

Out of the players named in the standard playing positions, plus the best defender, the season's MVP will be chosen. The EHF will also mark the occasion by introducing a 'Hall of Fame' of European handball to which the first

legendary players will be inducted at the end of the 2022/23 season.

Both male and female players will be recognised, and there will be a separate award for beach handball.

The awards will culminate in a gala event with the first edition held in Vienna town hall on 26 June 2023.

SELECTION

One key element of the new awards is that a player's performance across the entire season has a decisive impact on the nomination.

In the EHF Champions League Women and Machineseker EHF Champions

League, a 'Team of the Round' is named at the end of every week in which matches are played. The top three players in each position, who by the end of the quarter-finals have received the most nominations, will make the candidate list for the Player of the Year.

The same procedure applies for the EHF EUROS. Every member of the championship's All-star Team is a Player of the Year candidate. To cover both genders every season, this also holds true for the European players nominated to the All-star Teams of IHF World Championships.

One player per position will be nominated from the EHF European League, with a maximum of three players per position nominated from EHF EURO qualifiers and other national team matches played throughout the season.

There is also the possibility of one wildcard entry in each position, but the maximum number of candidates per position is nine.

HOW THE VOTE WORKS

Once the list of candidates has been finalised, four stakeholder groups will be able to vote: players and coaches registered in the EHF's club competitions; selected journalists

representing the current media landscape in European handball; and for sure, fans.

Each group's votes count for 25 per cent of the overall vote. Fan vote will be public via the EHF's Home of Handball app.

An expert group nominated by the EHF Executive Committee will select the season's MVP and best rookie as well as the legends of European handball who will be inducted into the Hall of Fame.

BEACH HANDBALL

The best male and female beach handball players will also be recognised at the gala event on 26 June 2023 in Vienna. The players eventually nominated for the season's beach handball MVP award will be selected based on the All-star Teams at the EHF Champions Cup 2022, the ebt Finals 2023 and the EHF Beach Handball EURO 2023.

Player, coaches, media and fans can participate in the vote which will start once the EHF Beach Handball EURO (24 to 28 May 2023) has been played.

SELECTION CRITERIA

1. Nominations will take into account performances across the season
2. Performances in EHF Champions League, EHF European League, EHF EUROS, and other national team competitions will be taken into account
3. Maximum nine shortlisted players per position

VOTING

1. Players, coaches, selected journalists and fans will all have a vote
2. Each stakeholder group's votes count for 25 per cent of the vote
3. The MVP, best rookie and Hall of Fame legends will be selected by an expert group

TIMELINE

1. Shortlists will be finalised after the EHF Champions League quarter-finals
2. Voting runs for two weeks after the quarter-finals are played.
3. Europe's first "Players of the Year" will be presented at the gala in June

A woman with short blonde hair and glasses, wearing a dark blue blazer over a patterned shirt, is shown in profile, speaking during a meeting. In the background, another person with grey hair and glasses is visible, resting their chin on their hand. The setting appears to be a boardroom with water bottles on a table in the foreground.

FROM THE BOARDROOM

EXECUTIVE COMMITTEE (EXEC)

AUT MICHAEL WIEDERER
President

MNE PREDRAG BOŠKOVIĆ
First Vice President

DEN HENRIK LA COUR
Vice President | Finances

SRB BOŽIDAR ĐURKOVIĆ
Chairman Competitions Commission

POR PEDRO SEQUEIRA
Chairman Methods Commission

HUN GABRIELLA HORVATH
Chairwoman Beach Handball Commission

SWE STEFAN LÖVGREN
Member

ESP FRANCISCO V. BLAZQUEZ GARCIA
Member

SLO FRANJO BOBINAC
Member

NOR BENTE AKSNES
Member

GER MARK SCHOBER
Chairman National Board

ESP XAVIER O'CALLAGHAN
Chairman Professional Handball Board

SLO MARTA BON
Chairwoman Women's Handball Board

COMPETITIONS COMMISSION (CC)

SRB BOŽIDAR ĐURKOVIĆ
Chairman

DEN JAN KAMPMAN
Member | Men's Competitions

FIN PÄIVI MITRUNEN
Member | Women's
Competitions

MKD DRAGAN NACHEVSKI
Member | Refereeing

FRA GAEL PELLETIER
Member | Men's Club
Competitions

DEN THOMAS HYLLE
Member | Women's Club
Competitions

TECHNICAL REFEREEING COMMITTEE (TRC)

Nominated by EXEC

MKD DRAGAN NACHEVSKI
Chairman

GER JUTTA EHRMANN-WOLF
Female Referees

NOR ØYVIND TOGSTAD
Elite Refereeing

LAT ZIGMARS SONDORS
Development

FRA DENIS REIBEL
Grassroots

EHF GEORGE BEBETSOS
Special Projects

METHODS COMMISSION (MC)

POR PEDRO SEQUEIRA
Chairman

NED MONIQUE TIJSTERMAN
Member Methods and Coaching

GER PATRICK LUIG
Member Education and Training

CRO LIDIJA BOJIĆ-ČAČIĆ
Member | Youth, School and
Non-Competitive Sport

**ESP CARMEN
MANCHADO LOPEZ**
Member | Development

BEACH HANDBALL COMMISSION (BC)

HUN GABRIELLA HORVATH
Chairwoman

POL MAREK GÓRALCZYK
Member | Events and
Competitions

CZE JIRI OPAVA
Member | Officiating

ITA MARCO TRESPIDI
Member | Game Design
and Coaching

POR MARIO BERNARDES
Member | Development and
Promotion

FINANCE DELEGATION (FD)

Nominated by EXEC

AUT MICHAEL WIEDERER
President

MNE PREDRAG BOŠKOVIĆ
First Vice President

DEN HENRIK LA COUR
Vice President Finances

AUT MARTIN HAUSLEITNER
EHF Secretary General

AUT BERNHARD BINDER
EHF Chief Financial Officer

TECHNICAL DELEGATION (TD)

Nominated by EXEC

SRB BOZIDAR DJURKOVIĆ
Chairman CC

POR PEDRO SEQUEIRA
Chairman MC

HUN GABRIELLA HORVATH
Chairwoman BC

SWI MARKUS GLASER
EHF Chief Sports Officer

COMPTROLLERS (COMPT)

AUT **ROBERT PRETTENTHALER**

Member

GER **THOMAS LUDEWIG**

Member

SVK **JANKA STASOVA**

Substitute

EUROPEAN HANDBALL COURT OF ARBITRATION COUNCIL (ECC)

ITA **MICHELE COLUCCI**

President

FRA **REMY LEVY**

Vice President

ESP **MARTA UTOR**

Vice President

COURT OF HANDBALL (COH)

GRE **IOANNIS KARANASOS**

President

GER **ANDREAS THIEL**

Vice President

ROU **SORIN-LAURENTIN DINU**

Vice President

ISR **SHLOMO COHEN**

Member

EST **URMO SITSI**

Member

CRO **MATEA HORVAT**

Member

NED **ANDRÉ HOMMEN**

Member

SUI **YVONNE LEUTHOLD**

Member

MLT **ALAN GRIMA**

Member

COURT OF APPEAL (COA)

AUT **MARKUS PLAZER**

President

MDA **NICOLAE VIZITIU**

Vice President

GEO **KETEVAN KOBERIDZE**

Member

SRB **MILAN PETRONIJEVIĆ**

Member

HUN **ILONA TORDAI**

Member

POL **ROBERT CZAPLICKI**

Member

KOS **IZET GJINOVIĆ**

Member

INITIATOR OF PROCEEDINGS (IOP)

Nominated by EXEC

POR **RUI COELHO**

Initiator of Proceedings

CYP **PANOS ANTONIOU**

Substitute Initiator of Proceedings

EHF ANTI-DOPING UNIT (EAU)

Nominated by EXEC

AUT **HANS HOLDHAUS**

Chairman

SOCIAL FUND

Nominated by EXEC

FRA **JEAN BRIHAULT**

EHF Honorary President

SWE **ARNE ELOVSSON**

EHF Honorary Member

ITA **RALF DEJACO**

EHF Honorary Member

NATIONS BOARD (NB)

GER **MARK SCHOBER**

Chairman

EST **PIRJE ORASSON**

Vice Chairwoman

DEN **MORTEN STIG**

CHRISTENSEN

Member

FRA **NODJIALEM MYARO**

Member

POR **LEONOR MALLOZZI**

Member

SUI **INGO MECKES**

Member

NATIONS COMMITTEE MEN (NCM)

SUI **INGO MECKES**

Chairman

FIN **JARI HENTTONEN**

Vice Chairman

DEN **MORTEN STIG**

CHRISTENSEN

Member

FRA **BERTRAND GILLE**

Member

GER **MARK SCHOBER**

Member

IRL **FINTAN LYONS**

Member

NATIONS COMMITTEE WOMEN (NCW)

FRA **NODJIALEM MYARO**
Chairwoman

EST **PIRJE ORASSON**
Member

POR **LEONOR MALLOZZI**
Vice Chairwoman

ITA **PAOLA FIORILLO**
Member

CZE **ŠÁRKA DROZDOVÁ**
Member

ROU **CRISTINA VARZARU**
Member

EUROPEAN HANDBALL LEAGUE BOARD (EHLB)

Nominated by the Leagues

SWE **NIKOLAS LARSSON**
Chairman

LUX **THIERRY WAGNER**
Member

GER **FRANK BOHMANN**
Vice Chairman

FRA **ETIENNE CAPON**
Member

SUI **PATRICE HITZ**
Member

CRO **SINIŠA OSTOIĆ**
Member

PROFESSIONAL HANDBALL BOARD (PHB)

ESP **XAVIER O'CALLAGHAN**
Chairman | Representative Clubs

SWE **NIKOLAS LARSSON**
Vice Chairman | Representative
Leagues

DEN **MORTEN STIG CHRISTENSEN**
Member National Teams

GER **MARK SCHOBER**
Member National Teams

SLO **GREGOR PLANTEU**
Member Clubs

GER **FRANK BOHMANN**
Member Leagues

DEN **MICHAEL SAHL HANSEN**
Member Players

GER **MARCUS ROMINGER**
Member Players

MNE **PREDRAG BOŠKOVIĆ**
Member Executive Committee

SWE **STEFAN LÖVGREN**
Member Executive Committee

EHF COMPTROLLERS' COUNCIL

AUT **ROBERT PRETTENTHALER**
EHF Comptroller

GER **THOMAS LUDEWIG**
EHF Comptroller

SVK **JANKA STAŠOVÁ**
EHF Substitute Comptroller
(activated in 2022)

GER **JENNIFER KETTEMANN**
Comptroller
MFCH Representative

NOR **PER GEIR LØVSTAD**
Comptroller | WFCH Representative

WOMEN'S HANDBALL BOARD (WHB)

SLO **MARTA BON**
Chairwoman

POR **LEONOR MALLOZZI**
Vice Chairwoman
Representative National Teams

FRA **NODJIALEM MYARO**
Member National Teams

SLO **DEJA IVANOVIĆ**
Member Clubs

MNE **RADMILA PETROVIĆ**
Member Clubs

SRB **JELENA ERIĆ**
Member

ESP **ELENA BORRAS ALCARAZ**
Member

POL **MONIKA LISTKIEWICZ**
Member

NOR **BENTE AKSNES**
Member Executive Committee

ESP **FRANCISCO V. BLAZQUEZ GARCIA**
Member Executive Committee

EHF MEN'S CLUB BOARD (MCB)

AUT **MICHAEL WIEDERER**
Chairman | EHF President

MNE **PREDRAG BOŠKOVIĆ**
Member | EHF First Vice President

DEN **HENRIK LA COUR**
Member | EHF Vice President
Finances

AUT **MARTIN HAUSLEITNER**
Member | EHF Secretary General

HUN **JÁNOS SZABÓ**
Member | Board Member MFCH

GER **THORSTEN STORM**
Member | Board Member MFCH

SUI **PETER LEUTWYLER**
Member | Vice President MFCH

GER **GERD BUTZECK**
Member | Managing Director MFCH

EHF ADVISORY BOARD (AB)

AUT **MICHAEL WIEDERER**
Chairman | EHF President

MNE **PREDRAG BOŠKOVIĆ**
Member | EHF First Vice
President

DEN **HENRIK LA COUR**
Member | EHF Vice President
Finances

AUT **MARTIN HAUSLEITNER**
Member | EHF Secretary
General

ESP **XAVIER O'CALLAGHAN**
Member | MFCH President

HUN **JÁNOS SZABÓ**
Member | MFCH Representative

HUN **ZSOLT ÁKOS JENEY**
Member | WFCH President

GER **GERD BUTZECK**
Member | FCH Managing
Director

EHF WOMEN'S CLUB BOARD (WCB)

HUN **ZSOLT ÁKOS JENEY**
Chairman | WFCH President

NOR **PER GEIR LØVSTAD**
Member | WFCH Representative

FRA **NICOLAS ROUE**
Member | WFCH Representative

AUT **GERHARD HAIDVOGEL**
Member
WFCH Representative

SWE **EMIL BERGGREN**
Member | WFCH Representative
(until August 2022)

SWE **STEFAN ALBRECHTSON**
Member | WFCH Representative

A white flag with the EHF logo and text, flying against a clear blue sky. A bird is visible in flight in the background.

EHF

**EUROPEAN HANDBALL
FEDERATION**

**FROM THE
HEADQUARTERS**

EUROPEAN HANDBALL FEDERATION

GENERAL MANAGEMENT

MICHAEL WIEDERER

President & Chief Executive Officer (CEO)

MARTIN HAUSLEITNER

Secretary General
& Chief Operations Officer (COO)

MARKUS GLASER

Chief Sports Officer (CSO)

BERNHARD BINDER

Chief Finance Officer (CFO)

STRATEGIC BUSINESS

MICHAEL WIEDERER

President

MARTIN HAUSLEITNER

Secretary General

VESNA LAZIC

PA to the President

MARSHA BROWN

Corporate Liaison

ALENKA CUDERMAN

Women's Handball Coordinator

FINANCE & OPERATIONS

BERNHARD BINDER

Chief Finance Officer (CFO)

ANDREA MOSER

Finance Projects

KATHARINA KOGLER

Finances EHF

NATALYA BELLAN

Finances EHF Marketing

DANUTA KLUZ

Front Office Manager

MICHAEL HELL

Technical Facility Management

HASIJA DIZDAREVIC

Facility Management

COMPETITIONS

Markus Glaser

Chief Sports Officer (CSO)

Ines Taekker

Club Team Competitions

Marcos Bestilleiro

Referee Programme

Nadezhda Lacina

Anti-Doping Unit

Mario Kovacic

Director National Teams

Rima Sypkus

National Team Competitions

Tobia Pisani

Beach Handball Manager

Annika Siller

Competitions Department Coordinator

Ines Rein

Club Team Competitions

George Bebetos

Referee Programme

Alexandra Horváth

Beach Handball Coordinator

Attila Heim

YAC Coordinator & Venue Management

EHF EURO EVENTS

MONIKA FLIXEDER

Senior Director EHF EURO Events

JOHANNES MÜLLER

Event Infrastructure

MAIKE BOUWER

Event Management

PHILIPP MORITZ

Event Implementation

MATE KOZMA

Event Organisation

NATÁLIA RÁCZ

Junior Associate

LEGAL MANAGEMENT

MONIKA FLIXEDER

Senior Director Legal Management

MIHALY KOVACS

In-House Lawyer (until August 2022)

SOPHIA TOUIKER In-House Lawyer

MARTA PINHEIRO Intern

SPORT & GAME SERVICES

DORU SIMION

Senior Director Sport & Game Services

CLAUDIA BRANTL

International Transfers & Players Database Management

BEATA KOZLOWSKA

Education & Grassroots

NICOLE RABENSEIFNER

Development Programmes & Special Projects

VINCENT SCHWEIGER

Technical Development

JOAO MONTEIRO

Junior Associate

EHF MEDIA & COMMUNICATIONS

THOMAS SCHÖNEICH

Director Media & Communications

RICHARD TURNER

Graphic Design

VLADISLAV BRINDZAK

Club & National Team Competitions

JELENA BAGARIC

Media and Project Management

JOSEPH BANHOLZER

Social Media Specialist

LUU CORNET

Digital Content Manager

XAVI VEGAS

Social Media Specialist

CLEMENS MARTINEK

Digital Campaigning & Content Strategy

IOANA PATACHI

Content & Influencer Marketing Specialist

SIMONA MARGETIC

PR & Communications

GEOFFREY MORITZ

Digital Content Manager

INFORMATION TECHNOLOGY

CHRISTOPH GAMPER

Senior Director Information Technology

ANDREAS KRYWULT

Application Management - Competitions & Business Processes

CHARLY MUSIC

Recurring Operations & Support

PETER GROSSCHMIDT

Implementation & Support

LARS ERICHSEN

Documentation & eLearning

JERRY NICOLAS

Application Management - Online Experience & Fan Data

MONICA ANTAL

Project Management Office

GABOR BIHARY

Digital Project Manager

ISAAC ATRIPATRI

Assistant Project Manager IT and System Application Developer

BUSINESS DEVELOPMENT & MARKETING

JJ ROWLAND

Director Business Development & Marketing

JOY NOPPE

National Team Competitions

ELEONORA D'ESTE

CRM Project

CHRISTOPH MAKOVEC

Marketing & Ticketing

LENA SPERGER

Brand Manager

MIJA TERAZ

Marketing Associate

EHF MARKETING GMBH

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 with Europe's leading clubs to release the full potential of the sport on the international sports market.

GENERAL MANAGEMENT

DAVID SZLEZAK

Managing Director

JUDIT ZENTAI

PA to the Managing Director

ORGANISATION & MARKETING

NINA KERNMAYER

Assistant Managing Director, Director Organisation and Marketing

KATHARINA HACKER

Marketing & Brand

NADINE BRANDFELLNER

Clubs & Organisation

VIKTORIA SLYNCHUK

Marketing & Brand

JANNE GREMEL

Clubs & Organisation

TIM GROS

Marketing & Sales

ZOLTAN NAGY

Marketing & Sales

IMPLEMENTATION & VENUE MANAGEMENT

GEORG RIECK

Director Implementation and Venue Management

OLIVER LAABER

Implementation and Venue Management

TOMAS EITUTIS

Implementation and Venue Management

ERGO ROHI

Implementation and Venue Management

MEDIA, CONTENT & BUSINESS INTELLIGENCE

MIGUEL MATEO | Director Media, Content and Business Intelligence

MAJA BUKOVNIK | Media, Content and Business Intelligence

LUCA FRIEDEL | Media, Content and Business Intelligence

CLARA KREUTZ | Media, Content and Business Intelligence

MATTHIAS MAYRHOFER | Director Partner and Brand* (Until July 2022)

NINA LACZIKA | Media Operations

EVENTS

LISA WIEDERER | Director Events (maternity leave since July 2022)

DENNIS KEMMERLING | Events

JANA LEUKEL | Events

LIV KATHRINE OLSEN | Events (Start October 2022)

LILI GABRIELLA PREKOP | Events (Start November 2022)

STEFANIE BEINHOFFER | Events

French goalkeeper Cleopatre Darleux celebrating the save during Women's EHF EURO 2022.

Photo credit: Axel Heimken / kolektiffimages



Emotional farewell of the Montenegro right wing Jovanka Radičević from the national team in front of the home crowd in Podgorica during Women's EHF EURO 2022.

Photo credit: Anže Malovrh / kolektiffimages



These two photographs were taken during the Women's EHF EURO 2022 and will be submitted to the Women in Sports International Photo Awards, a new sports photography competition which has recently been launched to promote and recognise outstanding sports photography of women in sports.

FROM THE SECRETARY GENERAL

As the 2022 business year draws to a close, the European Handball Federation will close its doors on 23 December for the seasonal break and return in the first full week of January to continue our endeavours to move European handball forward.

The stability within the office allowed for the progression of major projects such as the 'Circle of a Handball Life' and the EHF Master Plan, both serving as guidelines in setting up the framework for the future development of handball in Europe, as well as the Younger Age Category events, the new EHF office building, the continuation of additional support projects, and internal developments. During all the processes, the input and feedback from the representatives of European handball were integral to all final decisions that were taken. Now, following the completion of the administrative procedures seen in the 13th Conference for Secretaries General in Berlin and the 16th Conference of Presidents, as well as the outcomes of the various Executive Committee meetings, the implementation phase across the various departments has commenced. Following the seasonal break,

we will return with renewed vigour to continue this work.

2022 saw the organisation of our two major events; the Men's EHF EURO in January and Women's EHF EURO in November were successfully finished. Both events were organised on the back of COVID-19, which had an impact on the decision-making process. However, with the contribution of our marketing partners Infront, and the tremendous work of all our departments, we have enlarged the fan community, introduced new technologies and set record-breaking TV and digital numbers.

After the thrilling 2022 events, the focus switches to the upcoming EHF EUROs in 2024. To start, Germany will be hosting the men's event in January 2024, where we aim to create new highlights and witness the event's biggest impact on the sport of handball. Consequently, we close 2024 with the women's tournament co-hosted by Hungary, Switzerland, and Austria, where we will throw off with one of our primary objectives, developing women's handball in countries around Europe.

In anticipation of the many activities in 2023,

there will be many opportunities for our Member Federations whether they be taking their chances on the court with the clubs and national teams or off the court by accessing our development programmes; we are ready to engage and will continue to do our utmost

to take European handball forward, and we look forward to welcoming all the handball stakeholders on this exciting journey.

With this said, I would like to thank all European Handball Federation's partners, stakeholders and staff for their exceptional contribution to reaching major achievements in 2022 and moving European handball forward!

Yours in sport,

Martin Hausleitner

Secretary General



TIMELINE 2023



European Handball Federation

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