



***EHF PROJECT - FIGH***  
***ITALIAN HANDBALL FEDERATION GROWING STRATEGY***



# GREETINGS

We have fast leg to run our ideas.

This reflects Italian National Teams playstyle. Italian Handball Federation strongly wants to improve and promote projects aimed to spread and foster Handball activity in Italy.

Since 2017, FIGH is working together with stake holders in order to create projects to bring adolescents and children closer to sport practice, especially to make them approach to Handball.

Rising number of practicing athletes through an ever-growing relationship with Ministry of Education (MIUR); providing financial aids to newly-formed sports clubs; pursue “Campus Italia” project (inaugurate in 2021 through the formation of a U18M National Team based in Chieti in the Federal Centre “La Casa della Pallamano”) and extend it also to Women; increase the number of National Teams stages during the year; these are only few pillars on which our guidelines will be based on.

We also have to move towards these goals: provide better support to clubs, develop and improve National Teams activities, give incentives to top clubs.

We firmly believe that the upgrade of the overall level of Italian Handball Movement have to pass through a constant participation of Italian Clubs in the European Cups. In this direction Italian Federation has already set up economic incentives for each passage of the round and this has led to the enrolment of eight teams – a number never reached in the past – in the EHF European Cup.

We aim to play a more central role in the European Handball Movement, proud to be part of the EHF Family.

**Pasquale Loria**  
**FIGH President**



## WHO WE ARE

*Italian Handball Federation inside the national sport system with the differences between federations related to the budget and the organizational structure (it is enough explained % average).*

The total public contribution to Italian sport is **295 millions and 238 thousand euros** and the Italian government distributes the funds with the following criteria:

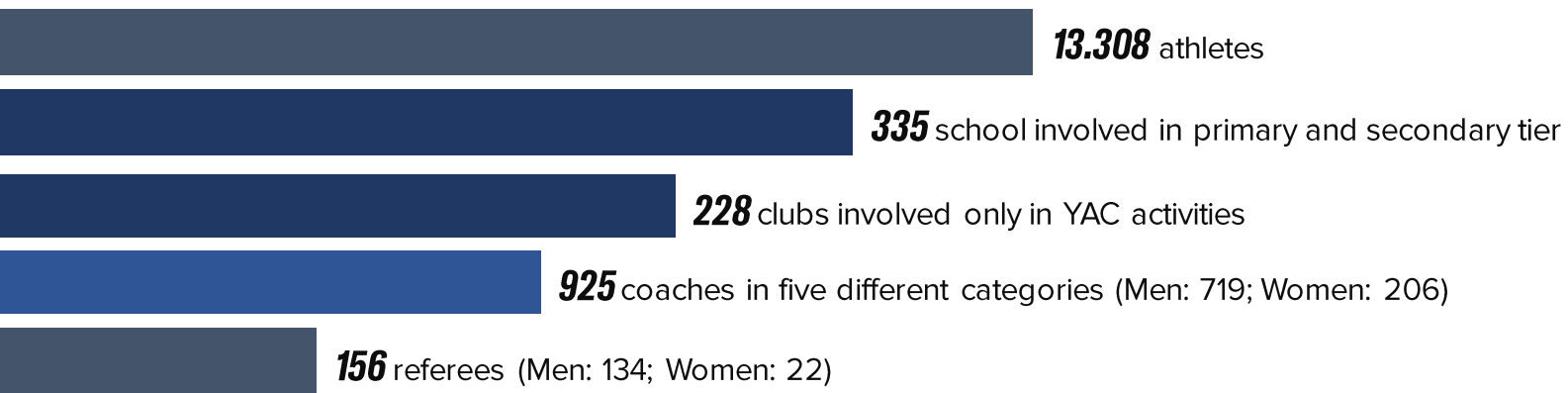
- 60% for the importance of sports results
- 30% for the incidence of sport practice
- 10% for cost efficiency

FIGH receives from government 3.1 million, which represents 1.05% of the total amount.



# PRESENT

Instant picture of Italian handball situation with numbers:



## ATHLETES (SENIOR)

- TOTAL  
**2.575**
- MEN  
**2.036**
- WOMEN  
**539**

## ATHLETES (6-12 YEARS)

- TOTAL  
**2.429**
- MEN  
**1.604**
- WOMEN  
**825**

## ATHLETES (13-21 YEARS)

- TOTAL  
**7.223**
- MEN  
**5.310**
- WOMEN  
**1.913**



# OUR GOALS



The expansion of the base and therefore the increase in the number of practicing athletes will be pursued through an increasingly close relationship with the Ministry of Education (MIUR) for the development of a capillary school project, capable of supporting sports associations in the area. In this direction goes the strong will of the Federation to re-insert handball within the Student Sports Games, an important national event aimed precisely at the younger generations. In order to provide continuity on this front, moreover, economic concessions will be offered for newly formed sports associations \ affiliation, aimed at favoring the numerical growth of practitioners on the national territory.

As part of the creation of technical centres and academies aimed at the care of talent, the Federation intends, always with the primary objective of improving the results of the youth and senior National Teams, to increase the programming of internships on an ongoing basis throughout the year. Over the year and not only in the imminence of the events (qualifications, YAC events, etc).

With particular reference to the younger generations, the intention is to continue with the "Campus Italia" project launched in 2021 through the formation of a federal youth team (M18) engaged on a permanent basis in Chieti, but also to extend this project to female side as well.

The improvement of the overall level of the movement will necessarily have to pass through a constant presence of Italian clubs in the European cups and, in this sense, the Federation has already included in this sporting season (2022/23) forms of economic incentives for each passage of the round, an initiative whose goodness was confirmed by the enrolment of eight teams - an increase compared to the recent past - in the EHF European Cup.

A growing promotion of handball in Italy will be linked to the candidacy, by the FIGH, to host leading international events, youth and \ or senior, in continuity with what already happened in the period 2017-2022.

# OUR GOALS

## General goal:

- Increase awareness of the benefits of participation in Handball and regular physical activity, as well as the importance of good nutrition
- Promote private- and public-sector strategies to increase participation in Handball, encourage regular physical activity
- Develop metrics that gauge youth sports participation and physical activity to inform efforts that will improve participation in Handball and regular physical activity among young Italians
- Establish a national and local strategy to recruit volunteers who will encourage and support youth participation in sports and regular physical activity, through coaching, mentoring, teaching, or administering athletic and healthy lifestyle



# OUR GOALS



## ***Specific goal:***

- Increase number of participants
- Increase number of teams
- Increase number of schools involved in a local activity
- Create new handball coaches and train new schoolteachers
- Involve national school movement through local school projects
- Participate as “Handball” in the national final stages of school championships

# THE PROJECT



## *Handball Like Culture*

The aim of the project is to bring children and adolescents closer to physical education specificities related to the practice of Handball and in general to sports practice.

**FIGH through the EHF master plan** intends to achieve at the same time, the further aims are:

- increase the number of trainees and above all the number of companies that can attract and develop relationships with families and therefore with the local area
- increase and strengthen the local relationship with schools, providing an effective tool for clubs to be credible within the school system and therefore return to using school facilities safely

The activity proposed within the project, referring to primary and lower secondary schools, is a simplified version of handball, a 4vs4 that FIGH has enclosed under the name "4Handball": it is a modality aimed at accelerating the learning of «official Handball», with very simple, intuitive and preparatory rules and therefore easy to understand and practice in the school system.

The sports clubs linked to the individual territorial realities will provide valid support to the schools to offer sports activities during school hours. It will be possible to integrate the sports project on the field with theoretical sessions dedicated to correct nutrition and correct and healthy lifestyle.

A plan will also be put in place on social media relating to the dissemination of the project and handball, the organization of promotional events and the creation of a final event with the participation of testimonials such as athletes from the National Team.



# ACTIVITY 1: CREATE A YOUNG HANDBALL CULTURE

## Create a Young Handball Culture

Develop guidelines on best practice to organize the young sector inside the clubs:

- Club organization chart
- Awareness about different roles inside the technical department
- Training of managers, officials, coaches and physical staff
- Create a connection with local school institutions



## CLUBS CAN:

- Make having fun a primary focus of sports programs
- Embrace a Handball-for-all mentality and offer programs that are safe, fun, inclusive, developmentally appropriate, and accessible to all youth
- Promote the benefits of and access to Handball opportunities to youth and their families
- Recruit coaches who reflect the demographics of the community
- Facilitate and support individuals who wish to become a coach, official, or volunteer, such as by using an online platform to recruit, register, train, and schedule shifts as well as to provide incentives
- Require and provide background checks for coaches, officials, and volunteers
- Require and provide access to training or certification programs for coaches, officials, and volunteers
- Provide adequate equipment, training, and other necessary resources to adapt or modify sports activities to meet the needs of youth of all abilities
- Develop partnerships across a variety of sectors, including business, community recreation, education, faith-based, government, health care, media, public health, sports, and technology

## ACTIVITY 2: SCHOOL PROJECT

The current situation of school projects in Italy is made up of two activities that FIGH follows:

- “Pallamano Scuola” direct by FIGH
- “Scuola attiva” in cooperation with Sport Minister

**335 schools** from different regions of Italy participate in both projects, with an increase of 12% compared to 2021.

Through the EHF masterplan, the Italian Federation intends to increase the number of schools and enter the territories more effectively, especially in the regions where handball is not many practiced.

The mid term growth estimate is to reach a **25% increase** in **4/5 years of project development** with the consolidation of the training of new staff and teachers that we have an innovative handball culture.



# ACTIVITY 2: SCHOOL PROJECT



## *Primary School*

- Launch a dedicated primary school campaign that introduces young children to handball
- Develop and implement digital and physical training courses for primary school teachers
- Provide primary schools with the equipment, toolkits and lesson plans they need
- Develop fun and engaging inter and intraschool competition models

## *Secondary School*

- Support the growth of Handball in secondary schools, providing tools and opportunities to sustain regular activity
- Support local clubs to create connection with school institutions
- Provide clubs and schools with the equipment, toolkits and lesson plans they need
- Organize the final young Handball Festival

The planned activities will be structured as follows (both in primary and secondary schools):

- an hourly commitment to be agreed with the individual Institutes (at least 6 hours in 4 classes)
- involvement of all pupils in the class without distinction of gender and/or ability at the beginning/during the school year in order to be able to use the outdoor space and in any case always in agreement with the individual institutes
- an instructor with proven experience who will carry out the activity in the school structure during the Physical Science and Sports curricular hours (they will support the teachers during the Physical Education hours)
- “Handball KIT” free of charge to the partner companies of the equipment necessary for the implementation of the project (goals, soft balls and small tools)

## ACTIVITY 2: FINAL STAGE



### ***Final stage of School National Championships:***

- Final stage of School National Championship
- Develop a relationship with School Minister to create a unique project dedicated to handball culture
- Create a connection with schools' teacher
- Develop a local school tournament
- Collaborate with School Minister to organize the final stage of School National Championship

## ACTIVITY 3: «CAMPUS ITALIA», THE ITALIAN ACADEMY



«Campus Italia» is the academy, conceived and managed by FIGH since August 2021, which brings together - in a permanent team based Chieti - the best 18 Italian talents aged between 16 and 18 years old.

The federal team participates in the senior leagues:

- **Season 2021/22**
  - participation in the Serie A2 league (Group B)
- **Season 2022/23**
  - participation in the Serie A Gold league
  - participation in the Youth League U20

The path faced by each group of athletes is biennial.

The primary objective is to give continuity to the training of athletes that, at the end of the two-year period, are devoted to the professional practice of handball.

### **NEXT STEPS**

Prospective to growing with women's team.

# MEDIA DEVELOPMENT

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## *Communication and Media Development*

The communication activity of the Federation, always in continuity with what has already begun in recent years, will have to address the generation Z more and more strongly through the creation of specific formats (such as, for example, the web-series "Campus Italia | La Serie"), to be disseminated on the digital platforms of the Federation, but also on third-party platforms.

The Federation will have to strengthen its partnerships with national television broadcasters, such as those already active with Sky Sport and Eleven Sports, continuing in the positioning of top events and tournaments in the movement (EHF Champions League, EHF EURO, World Championships, etc), but also by identifying economic resources to increase the opportunities for television production of its events (Italian Championship, Italian Cup, etc.) and by acquiring ad hoc promotional and visibility spaces.



# MIDTERMS TARGET

## Forecast targets 4-5 year:

- Increase clubs number:  
**+18%**
- Increase youth athlete's number:  
**+27%**
- Increase schools involved:  
**+25%**
- Increase social followers:  
**+30%**



TOURNAMENT

GENOVA

