



QUANTUM EVENT EVALUATION REPORT

IFF Men's World Floorball Championships 2022

5-13 NOVEMBER 2022

ZÜRICH & WINTERTHUR | SWITZERLAND

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EXECUTIVE SUMMARY

EXECUTIVE SUMMARY



ECONOMIC & TOURISM

€5.35m

Direct economic impact

€3.50m

Total visitor expenditure

155,485

Total attendance

53,756

Tickets distributed

14,494

Bed nights generated

INTRODUCTION

The IFF Men's World Floorball Championships 2022 (WFC 2022) in Zurich and Winterthur, Switzerland has been credited as being one of the most successful and the most sustainability conscious WFC ever.

Building on the success of the women's WFC 2019 in Neuchâtel, Swiss unihockey, the Swiss Floorball Federation, considered the WFC 2022 as another opportunity to consolidate the position of floorball as one of the leading indoor sports in Switzerland and to further boost its growth in terms of public perception, commercial appeal and participation at all levels of the sport.

The organising team, led by an experienced event professional, Daniel Kasser, who had previously coordinated the organisation of the men's WFC in Bern and Zurich in 2012, focused on ensuring that the WFC 2022 would contribute to achieving Swiss unihockey's strategic goals while providing the best possible experience for participating fans and athletes.

With a cumulative spectator attendance of 155,485 the WFC 2022 became the second-most attended WFC in history (after the WFC 2018 in Prague, Czech Republic). It surpassed previous records in terms of the number of matches broadcast worldwide, as well as the total sponsorship revenues achieved. The sustainability programme also set the bar for future floorball events as the tournament's goal was to become the first ever climate-neutral WFC.



ECONOMIC & TOURISM

- The direct economic impact of the WFC 2022 is estimated to be in the region of €5.35m (CHF 5.24m). This figure considers visitor expenditure and organisational surplus expenditure made specifically for the event within the host economy.
- The event attracted a cumulative spectator attendance of 155,485 across the nine days of competition, recording a unique attendance of 50,393.
- More than 25,000 school children were provided with the opportunity to attend the WFC 2022 in Zurich and Winterthur which formed part of a seat-filling strategy for the less busy mid-week matches for which tickets are more challenging to sell to the general public and visitors.
- 19,588 out-of-town spectators, including almost 1,000 overseas visitors are estimated to have attended the WFC 2022.
- The WFC 2022 invested more than €1.35m (CHF 1.32m) in its legacy initiatives, including Street Floorball, its school programme and the Green Goal sustainability initiative.
- The final budget statement of the organisers recorded a profit of €0.28m (CHF 0.27m).

EXECUTIVE SUMMARY



STAKEHOLDER EXPERIENCE

97%

Spectator
event satisfaction

98%

Athlete
event satisfaction

% of athletes/spectators who rated their experience as good or very good



IMAGE & REPUTATION

92%

Positive rating of
Zurich (spectators)

83%

Positive rating of
Winterthur
(spectators)

83%

Positive rating of
Zurich (athletes)

% of athletes/spectators who rated Zurich/Winterthur as a good or a very good place to visit



STAKEHOLDER EXPERIENCE

- Overall satisfaction among athletes and spectators was very high at the WFC 2022.
- Spectators recorded the highest satisfaction ratings for the atmosphere at the event (98% positive), with the helpfulness of staff and volunteers (93% positive) and the sports presentation offering (90% positive) also tracking well.
- Even the lowest event experience ratings amongst spectators were still highly positive, with overall value for money (75% positive) and the availability of match data and statistics (72% positive) receiving the lowest scores across all event experience elements surveyed.
- In terms of athlete experience, the standard of the venues and facilities at the WFC 2022 was highly praised (including 97% positive event experience ratings), as was the atmosphere during the games (95% positive) and the quality of the flooring (93% positive). Athletes were less satisfied with the perceived quality of the refereeing and officiating during the tournament (55% positive).



IMAGE & REPUTATION

- The city of Zurich received strong overall scores as a place to visit with 92% of spectators and 83% of athletes rating the city as a 'Good' or 'Very Good' place to visit. As for Winterthur, 83% of spectators stated that it is a good place of visit.
- 71% of athletes would recommend Zurich as a destination to visit to their friends and family following their experience in the city.
- 68% of Zurich and Winterthur residents surveyed believed that the event had a positive impact on the city, while 92% of residents would like the event to come back to Zurich and Winterthur in future.
- The perception that floorball is a clean and fair sport remains very high among both athletes and spectators (97% agreement). Disparity remains between athletes and spectators in relation to the perception that floorball is an accessible sport, with 92% of spectators agreeing with this statement, whilst a lower percentage of athletes, 72%, agreed.

EXECUTIVE SUMMARY



COMMERCIAL & MARKETING

5.4m

Cumulative TV audience

6.3m

Social media impressions

CHF 1.34m

Revenue from domestic sponsors



PARTICIPATION & PERFORMANCE

320

Athletes participating

140

Team officials

22

Technical officials



COMMERCIAL & MARKETING

- With 5.4m TV viewers, 659 hours of coverage and more than 300 individual broadcasts, WFC 2022 is believed to have been the most successful WFC to date in terms of broadcast reach.
- The new IFF app and streaming platform, developed in partnership with Sportswik, was launched just before the championships and enabled the IFF to monetise its streaming content. More than 15,000 user accounts were created during the WFC 2022.
- Social media activity on the IFF and WFC channels generated 6.3 million impressions and 221,000 engagements.
- Sponsors contributed CHF 1.34 million towards the event budget. Concordia, Mobiliar and Lidl received the highest spontaneous and prompted awareness scores amongst surveyed spectators, demonstrating the visibility and recognition of these brands and their involvement in the WFC 2022.



PARTICIPATION & PERFORMANCE

- Sweden won gold at the WFC 2022 defending the title won at the WFC 2020 held in Helsinki, Finland in December 2021.
- Athletes from floorball clubs based in Sweden were most represented at the WFC 2022. Around one quarter of all players represented clubs in Sweden.
- The average age of competitors was 25, while the average winning margin stood at 4.9 goals.
- Teams were supported by 140 accredited team officials and the competition was officiated by 22 IFF-appointed technical officials.



EVENT OVERVIEW

EVENT OVERVIEW

IFF MEN'S WFC HOSTS (1996-2024)

Year	City	Nation
1996	Stockholm, Skellefteå & Uppsala	Sweden
1998	Prague & Brno	Czech Republic
2000	Drammen, Oslo & Sarpsborg	Norway
2002	Helsinki	Finland
2004	Zurich & Kloten	Switzerland
2006	Stockholm, Helsingborg & Malmö	Sweden
2008	Ostrava & Prague	Czech Republic
2010	Helsinki & Vantaa	Finland
2012	Bern & Zurich	Switzerland
2014	Gothenburg	Sweden
2016	Riga	Latvia
2018	Prague	Czech Republic
2021	Helsinki	Finland
2022	Zurich & Winterthur	Switzerland
2024	Malmö	Sweden

OVERVIEW

The IFF Men's World Floorball Championships 2022 in Zurich and Winterthur was the 14th edition of the event and took place from 5-13 November 2022. It was the third time Zurich has hosted the Men's WFC and the first time Winterthur has hosted the event. The City of Zurich co-hosted the event in 2004 alongside Kloten, and in 2012 alongside Bern.

Switzerland was awarded the WFC 2022 at the IFF General Assembly in December 2018. swiss unihockey had originally planned to organise the tournament in partnership with the German Floorball Association, but in the end proceeded with a solo bid.

The objective of swiss unihockey and the organising team was to integrate the organisation of the WFC 2022 into the strategy of the federation. The tournament was the catalyst for the grassroots and sport development projects such as the promotion of outdoor floorball and the engagement of schools across Switzerland. More than CHF 1.3 million was spent on these initiatives.

One of the key promotional platforms for the WFC 2022 was the Mobiliar Street Floorball Tour launched in 2021. The project enabled swiss unihockey to purchase 16 courts for outdoor floorball which have been used by schools and clubs across the country.

The school programme which enabled more than 25,000 children to attend the WFC 2022, was an opportunity to get teachers and pupils closer to floorball through the distribution of educational materials and the invitation for schools to witness the competition live in Zurich and Winterthur.

The organisation of the women's WFC 2019 in Neuchâtel was an important factor in generating the interest of fans, sponsors and media for 2022. The 2019 tournament ended with thrilling matches involving the Swiss national team which helped build anticipation for the WFC 2022.

Sustainability was also a core focus for the organisers with a range of initiatives designed to deliver the WFC 2022 as a climate-neutral event. A large majority of attendees, including IFF Officials, used public transport to travel to the venues.

HOSTING OBJECTIVES (SWISS UNIHOCKEY)

1. Provide the best possible platform for the development of floorball in Switzerland.
2. Meet the cumulative attendance goal of 150,000.
3. Engage 25,000 children through the school programme.
4. Make a profit of CHF 300,000.
5. Become the first climate-neutral WFC in history.

EVENT OVERVIEW



Swiss Life Arena



AXA Arena

HOST PROFILE

HOST CITIES

- **Zurich** and **Winterthur** are the two most populous cities in the canton of Zurich, located 25 km apart. As the largest city in Switzerland (with a population of around 430,000 people), Zurich is home to many of the country's most successful sports clubs. Floorball team GC Zurich won the national championship in the 2021-22 season.
- **Zurich** will play host to the UCI Road and Para-Cycling Road World Championships in 2024 and the IIHF Ice Hockey World Championships in 2026. It also hosts major annual sporting events such as Weltklasse Zurich, an athletics meeting which also doubles up as the final of the World Athletics Diamond League.
- **Winterthur** is a regular host of sporting events on a local and national level, but the WFC 2022 was the largest sporting event that it had hosted since the Men's Fistball World Championships in 2019.



Stadt Zürich

winterthur
switzerland

VENUES

- Zurich's **Swiss Life Arena** was the main event venue during the WFC 2022. The 12,000-capacity arena was inaugurated in October 2022, shortly before the WFC 2022. 26 out of 48 games played throughout the tournament took place at the venue which boasts the largest LED cube scoreboard in Europe.
- **AXA Arena** in Winterthur which opened in 2018 acted as the secondary venue at the WFC 2022. It has a seated capacity of 1,940 and is home to local handball and floorball clubs. 22 matches of the WFC 2022 were played in AXA Arena, including one group game of the Swiss national team.

SwissLife
Arena



ECONOMIC & TOURISM



ECONOMIC & TOURISM

TOTAL ATTENDANCE

155,485

Cumulative attendance
(spectators & accredited
event participants)

MOST ATTENDED MATCHES

ZURICH – SWISS LIFE ARENA

Match	Attendance
Sweden – Czech Republic (<i>Final</i>)	11,254
Finland – Switzerland (<i>3rd place</i>)	11,254
Sweden – Finland (<i>Semi-final</i>)	11,254
Switzerland – Czech Republic (<i>Semi-final</i>)	11,254
Finland – Switzerland (<i>Group stage</i>)	10,359

WINTERTHUR – AXA ARENA

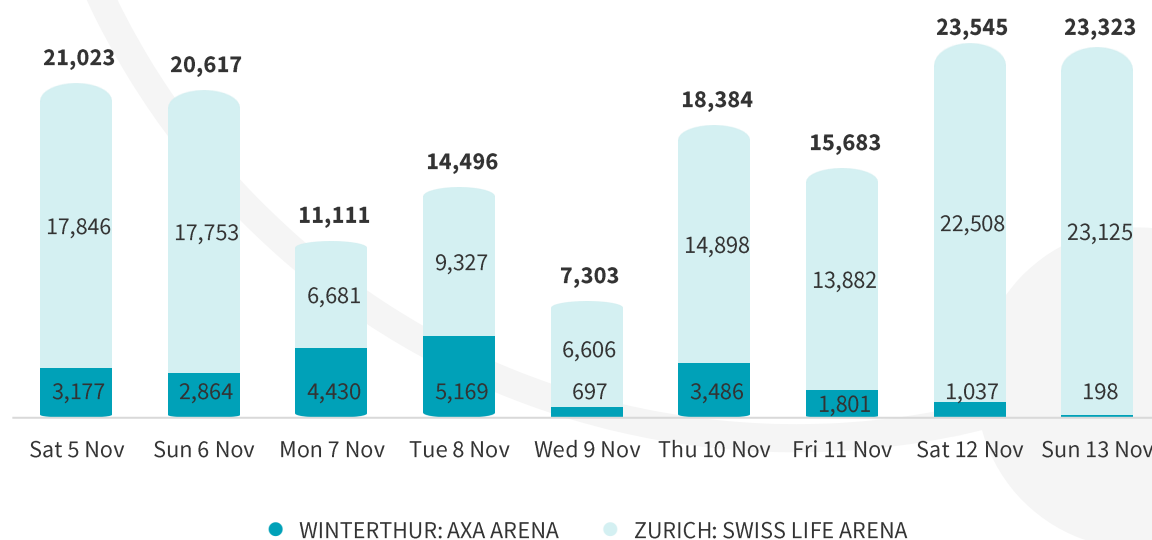
Match	Attendance
Slovakia – Switzerland (<i>Group stage</i>)	2,000
Denmark - Philippines (<i>Group stage</i>)	1,682
Estonia - Canada (<i>Group stage</i>)	1,677
Singapore - Thailand (<i>Group stage</i>)	1,659
Thailand - Philippines (<i>Group stage</i>)	1,523

ATTENDANCE

The total cumulative attendance recorded at the WFC 2022 was 155,485, inclusive of all accredited participants and spectators. A maximum capacity attendance of 11,254 was achieved during four games: the semi-finals, the 3rd place game featuring Switzerland and Finland, as well as the final between Sweden and Czech Republic.

- The attendance in Zurich and Winterthur has been calculated using a combination of ticket sales data and venue admissions data.
- Around 25,000 children attended the event between Monday 7 November and Friday 11 November as part of the school programme.
- Spectators attended the event on 2.2 competition days on average, rising to 3.8 days on average amongst spectators attending from overseas.
- The finals weekend (Saturday 12 and Sunday 13 November) welcomed a cumulative attendance of 46,868 in total.

CUMULATIVE ATTENDANCE BY VENUE & BY DAY



ECONOMIC & TOURISM

AVERAGE GROUP SIZE

3.1

Many spectators attended in groups, mostly with friends and family members.

The spectator demographics profile below is based on results from spectator surveys that queried 599 adults aged 18+ during their attendance of WFC 2022. Therefore, the data does not include those aged under 18, however, 28.4% of spectators surveyed attended the event with children under 18, demonstrating the WFC to be a family-friendly event for all ages.

GENDER PROFILE



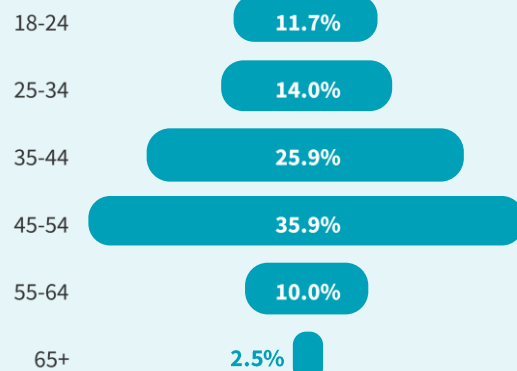
62%



37%

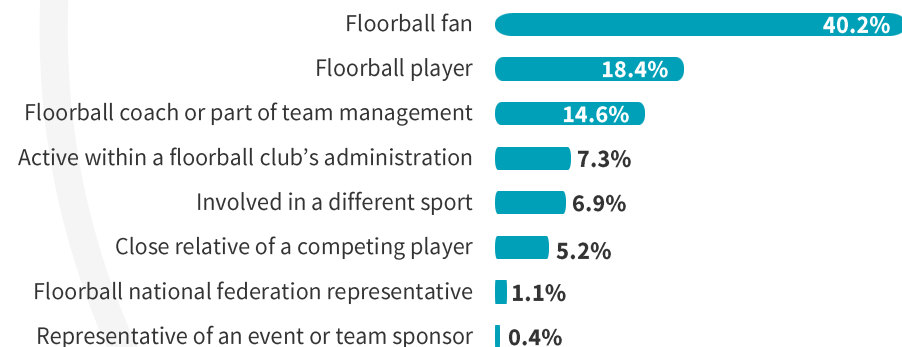
0.5% of respondents preferred not to say

AGE PROFILE

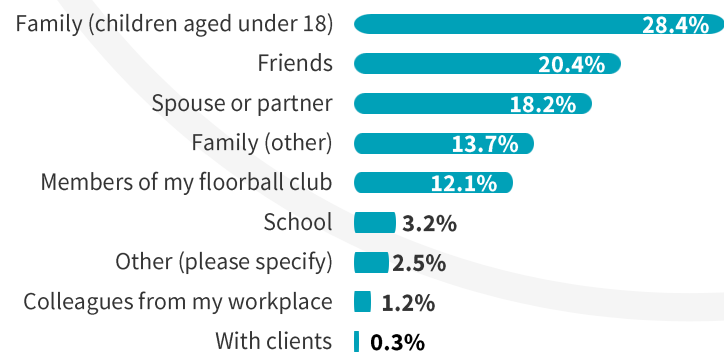


ATTENDANCE

SPECTATOR PROFILE | RELATIONSHIP WITH FLOORBALL (self-selected, multiple options)



SPECTATOR GROUP TYPE (self-selected, multiple options)



ECONOMIC & TOURISM

TICKETS DISTRIBUTED

53,756

Tickets distributed for the WFC 2022

TICKETS SOLD & COMPLIMENTARY

39,340

Tickets sold

14,416

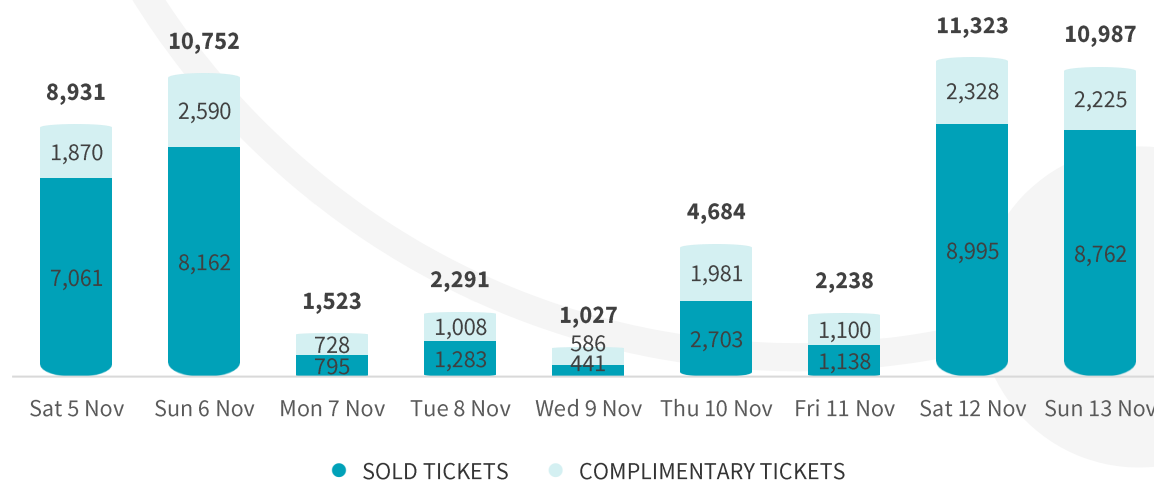
Complimentary tickets

Complimentary tickets were distributed to IFF and its stakeholders, event partners, volunteers, etc. The official school programme is not included in these figures.

TICKETING

- There were 53,756 tickets distributed in total, of which 39,340 were sold and 14,416 were distributed free of charge amongst local sports groups and event stakeholders in a targeted effort to ensure attendances were maximised and so that young people could be inspired to take up floorball after experiencing the event in person.
- Ticketmaster Schweiz AG was appointed as an official supplier to the WFC 2022 and managed the ticketing process for the event. On 1 October 2021, advanced ticket sales were opened.
- Ticketing plans also included special designated seating sections at the Swiss Life Arena for fans from Czech Republic, Finland and Sweden during the semi-finals and finals to create a unique atmosphere and enable fans to enjoy the games together.
- During December 2021, a special ticket incentive was introduced whereby purchases made between 6-11 December would receive a pair of official WFC 2022 special edition socks.
- Following the completion of the group ballot, full ticketing information was published and all tickets went on sale on 15 June 2022.

TICKETS DISTRIBUTED BY DAY (SOLD & COMPLIMENTARY)



ECONOMIC & TOURISM

TICKET SALES BY TYPE

Type	Sold
Preliminary Round Day 1 day ticket	764
Preliminary Round Day 1 day ticket	6,297
Preliminary Round Day 2 day ticket	714
Preliminary Round Day 2 day ticket	7,448
Preliminary Round Day 3 day ticket	544
Preliminary Round Day 3 day ticket	251
Preliminary Round Day 4 day ticket	973
Preliminary Round Day 4 day ticket	310
Playoff Round Day 5 day ticket	257
Playoff Round Day 5 day ticket	184
Quarterfinals/Placements Day 6a day ticket	364
Quarterfinals/Placements Day 6b day ticket	2,339
Quarterfinals/Placements Day 7a day ticket	83
Quarterfinals/Placements Day 7b day ticket	1,055
Placement Games Day 8 day ticket	420
Placement Games Day 9 day ticket	205
Semi-finals Day 8 day ticket	8,575
Medal Games Day 9 day ticket	8,557
	39,340

* Sold for a limited time and removed from 2021 sales

TICKETING | PRICING

DAY TICKET PRICE (CHF)

Category	Swiss Life Arena						AXA Arena			
	5-6 Nov	7-9 Nov	10 Nov	11 Nov	12 Nov	13 Nov	5-7 Nov	8 Nov	10 Nov	9-13 Nov
1	99/69*	79/55	109/77	99/69	139/99	159/112	59/42	79/55	39/28	59/42
2	85/59	65/45	95/66	85/59	119/84	129/91	43/31	68/47	29/21	43/31
3	69/49	49/35	79/55	69/49	99/69	109/77	36/25	56/39	22/15	36/25
4	55/39	35/25	59/41	55/39	85/59	89/63	59/42	79/55	39/28	59/42
5	43/29	29/21	45/31	43/29	69/49	72/51				
6					55/38	59/42				
7					43/29	47/33				

* adult ticket / ticket for children aged <16

- Between June 2021 and February 2022, prior to the group ballot taking place, tickets for the preliminary round match days came with an early bird discount of 10%. Additionally, floorball clubs received a contribution of CHF 10.00 for every ticket sold via the "Support unlimited" campaign.
- As part of the Green Goal initiative, ticket purchasers were offered the opportunity to make a voluntary donation of CHF 2 per ticket which would go to the initiative "Cause We Care" to offset CO2 emissions.
- The WFC 2022 and Green Goal initiative was also supported by Swiss Railways SBB which offered all WFC ticket holders free public transport within the canton of Zurich on game days.
- As an added value bonus, WFC 2022 tickets also provided discounted access to local tourist attractions in Winterthur and Zurich to encourage wider visitation across the region.

ECONOMIC & TOURISM



FINANCIALS

- As of February 2023, the **WFC 2022 reported a profit of approximately CHF 270,000**, with total revenues surpassing CHF 7.3 million.
- Ticket sales accounted for 39% of all revenues, while sponsorship sales contributed a further 18.2%.
- The organisers received nearly CHF 2.8 million in government funding support to stage the event and its accompanying legacy projects.
- The largest expenditure categories included staff salaries and venue rental costs. Use of the Swiss Life Arena cost the organisers CHF 1.82 million, the highest categorised expenditure item.

INCOME & EXPENDITURE STATEMENT (FEBRUARY 2023)

Income		Costs	
Government Support	CHF 2,800,000	AXA Arena	CHF 243,000
Sponsorship	CHF 1,340,000	Entertainment	CHF 317,000
Ticketing	CHF 2,866,000	Human Resources	CHF 1,320,000
Miscellaneous	CHF 340,000	IFF	CHF 252,000
Total income	CHF 7,346,000	Legacy Projects	CHF 1,321,000
		Logistics	CHF 664,000
		Miscellaneous	CHF 281,000
		PR & Communication	CHF 858,000
		Swiss Life Arena	CHF 1,820,000
		Total expenditure	CHF 7,076,000

ECONOMIC & TOURISM

VISITING SPECTATORS

19,588

Out-of-town spectators visiting Zurich and Winterthur (overnight and day visitors)

OVERNIGHT ACCREDITED PERSONNEL

847

Out-of-town accredited event participants that stayed in paid accommodation

OVERNIGHTS VISITORS (SPECTATORS)

2,291

Overnight visitors estimated to have stayed overnight in Zurich and Winterthur during their visit

73%

Overnight visitors who stayed in paid accommodation in Zurich or Winterthur during their visit

83%

Of those staying in paid accommodation opted to stay in a hotel during their visit

TOURISM | ORIGIN & BED NIGHTS

HIGHLIGHTS

- The unique spectator attendance at the WFC 2022 was 50,393, of which 25,123 attended as part of the school programme. 77% of spectators not related to the school programme (19,588 of 25,270) came from outside Zurich and Winterthur, with 7% of this figure visiting from another country.
- 81% of visiting spectators commuted from home each day whilst 19% stayed overnight during their visit. 73% of these overnight visitors stayed in paid accommodation in Zurich or Winterthur.
- Of those staying in paid accommodation in Zurich and Winterthur, 83% opted to stay in a hotel, 14% in private rented accommodation and 3% in hostels.
- Overnight visitors to Zurich and Winterthur stayed for 3.4 nights on average.
- It is estimated that 2,291 out-of-town visitors stayed overnight in paid accommodation in Zurich and Winterthur during their visit, generating 7,789 bed nights throughout their stay. A further 6,705 bed nights were produced by accredited participants.

SPECTATOR ORIGIN | PLACE OF RESIDENCE

23%

ZURICH & WINTERTHUR

70%

OTHER SWITZERLAND

7%

OVERSEAS

BED NIGHTS IN ZURICH & WINTERTHUR

Origin	Persons in paid accommodation	Average nights	Bed nights
Athletes	320	10.8	3,456
Team officials	140	10.8	1,512
Technical officials	22	10.0	220
IFF staff, VIPs & guests	174	4.5	783
Accredited media	131	4.0	524
Other event staff & suppliers	60	3.5	210
Spectators (visitors)	2,291	3.4	7,789
Total	3,138		14,494

ECONOMIC & TOURISM

VISITOR EXPENDITURE

€3.50m

CHF 3.43m

Total spend in Zurich and Winterthur from out-of-town visitors (spectators and accredited personnel)

TOURISM | VISITOR EXPENDITURE

HIGHLIGHTS

- It is estimated that visiting spectators to the WFC 2022 spent €2.80m (CHF 2.75m) in total whilst in Zurich and Winterthur, while accredited personnel spent a further €0.70m (CHF 0.58m) in the host economy.
- The average per person expenditure associated with the event is estimated to be €167 (CHF 170) for out-of-town spectators from Switzerland and €593 (CHF 605) for spectators that travelled from overseas and stayed in paid accommodation.
- This includes expenditure on accommodation, event merchandise, food and drink, public transport and visiting local tourist attractions in Zurich and Winterthur.
- Spending on accommodation amounted to €0.64m (CHF 0.65m), representing 24% of the total expenditure generated by spectators in Zurich and Winterthur.

EXPENDITURE BREAKDOWN BY VISITOR ORIGIN

€167

CHF 170

AVERAGE SPEND PER PERSON PER VISIT

**VISITING SPECTATORS FROM
SWITZERLAND STAYING IN PAID
ACCOMMODATION**

€593

CHF 605

AVERAGE SPEND PER PERSON PER VISIT

**OVERSEAS SPECTATORS STAYING IN
PAID ACCOMMODATION**

ECONOMIC & TOURISM

DIRECT ECONOMIC IMPACT

€5.35m

CHF 5.24m

Direct economic impact estimated for Zurich and Winterthur from hosting the WFC 2022

ECONOMIC IMPACT

HIGHLIGHTS

- The total direct economic impact of the WFC 2022 has been estimated using spectator expenditure, accredited participant expenditure and organisational expenditure of the local organising committee and the IFF.
- Expenditure items included within the direct economic impact calculation have been generated because of the event taking place in the host economy, measured as net additional benefit to that economy.
- The host economy has been defined as the host cities of Zurich and Winterthur.
- The accessibility of Zurich and Winterthur to other cantons across Switzerland resulted in a large number of domestic day visitors to the WFC 2022. This led to greater day time expenditures, but lower overnight accommodation expenditures compared to previous editions of the WFC in other host cities and countries.

DIRECT ECONOMIC IMPACT BREAKDOWN

€2.80m

CHF 2.75m

VISITING SPECTATORS
EXPENDITURE

€0.70m

CHF 0.68m

ACCREDITED PERSONNEL
EXPENDITURE

€1.85m

CHF 1.81m

ORGANISER SURPLUS

TOURISM EXPENDITURE

**NET ORGANISATIONAL
SPEND**



STAKEHOLDER EXPERIENCE



STAKEHOLDER EXPERIENCE

OVERALL SPECTATOR EXPERIENCE

97%

% of spectators rating their overall experience as 'Good' or 'Very Good'

OVERALL ATHLETE EXPERIENCE

98%

% of athletes rating their overall experience as 'Good' or 'Very Good'



Look at this WFC and do the same thing again. Zurich best tournament ever.

Athlete Feedback

Mostly an amazing event. Hope that the standard of atmosphere, content and highlights can be maintained.

Athlete Feedback

*alles topp organisiert, ein super event
Everything was perfectly organized, a great event*

Spectator Feedback

*Tolle Stimmung, ich habe den Anlass sehr
genossen. Tolle Halle die SwissLife Arena
Great atmosphere, I really enjoyed the occasion. Great hall
the SwissLife Arena*

Spectator Feedback

SPECTATOR EXPERIENCE

- Spectators rated their experience of the WFC 2022 very highly with 96.5% of those queried stating that they had a 'good' or 'very good' experience in Switzerland. They praised the overall atmosphere during the games and the helpfulness of staff and volunteers. Sport presentation elements were also rated highly which demonstrates the successful progress in the IFF and its event organisers' strategic aims of improving the presentation of the sport.
- Some spectators felt that the availability of match statistics and data could have been better whilst the overall value for money was also not rated as highly as it was at past editions of the Men's WFC.

SPECTATOR EVENT EXPERIENCE SCORES

(% SATISFIED)

Atmosphere during the competition	98%
Helpfulness of staff and volunteers	93%
Sport presentation	90%
Ease of booking tickets	86%
Marketing and promotion of the event	84%
Entertainment provided at the venue	81%
Overall value for money	75%
Availability of match statistics and data	72%

ATHLETE EXPERIENCE

- Athletes participating at the WFC 2022 rated the standard of the venues and facilities extremely highly (97% 'good' or 'very good'). Players also felt that the atmosphere of the games, quality of flooring, transport provisions and information available at the venues were all positive (all 90%+ ratings for 'good' or 'very good').
- Players were less happy with the standard of refereeing and officiating during the games (55% 'good or 'very good'). Of all players surveyed, 10% stated the standard of refereeing and officiating was 'poor' or 'very poor', whilst 35.3% stated this was 'neither good nor poor'.

ATHLETE EVENT EXPERIENCE SCORES

(% SATISFIED)

Standard of venues and facilities	97%
Atmosphere during the games	95%
Quality of the flooring during the games	93%
Transportation arrangements to and from the event venue	92%
Information/announcements available to athletes at the venue	92%
Accommodation during the event	78%
Standard of refereeing/technical officials you experienced	55%



**IMAGE
& REPUTATION**



IMAGE & REPUTATION

CITY SCORE (SPECTATORS)

92%

% of visiting spectators rating Zurich as a 'Good' or 'Very Good' place to visit

83%

% of visiting spectators rating Winterthur as a 'Good' or 'Very Good' place to visit

CITY SCORE (ATHLETES)

83%

% of athletes rating Zurich as a 'Good' or 'Very Good' place to visit

LIKELIHOOD TO RECOMMEND

SPECTATORS

WINTERTHUR

67%

ZURICH

84%

ATHLETES

ZURICH

71%

% of out-of-town spectators/athletes that would recommend visiting Zurich/Winterthur to friends/family

DESTINATION IMAGE – ZURICH & WINTERTHUR

HIGHLIGHTS

- The city of Zurich scored highly as a place to visit amongst both athletes and spectators.
- When asked to rate Winterthur as a place to visit, spectators were also complimentary of the destination.
- Out-of-town spectators are likely to recommend visiting Zurich (84%) and Winterthur (67%) to friends and family following their visit to the WFC 2022.
- Likewise, players would also recommend visiting Zurich (71%) to friends and family.
- More than half of all residents surveyed believe that by hosting the WFC 2022, the international profile of Zurich and Winterthur will have increased.



Photo credit: Zurich, zuerich.com



Photo credit: House of Winterthur, winterthur.com

ZURICH AND WINTERTHUR RESIDENTS' AGREEMENT LEVELS WITH PERCEIVED EVENT IMPACT

92%

% of Zurich and Winterthur residents who would like the city to host another edition of the event

79%

% of Zurich and Winterthur residents who felt proud about WFC 2022 being hosted in Switzerland

68%

% of Zurich and Winterthur residents who believe the event had a positive impact for the host destinations

IMAGE & REPUTATION



ASSESSMENT CRITERIA

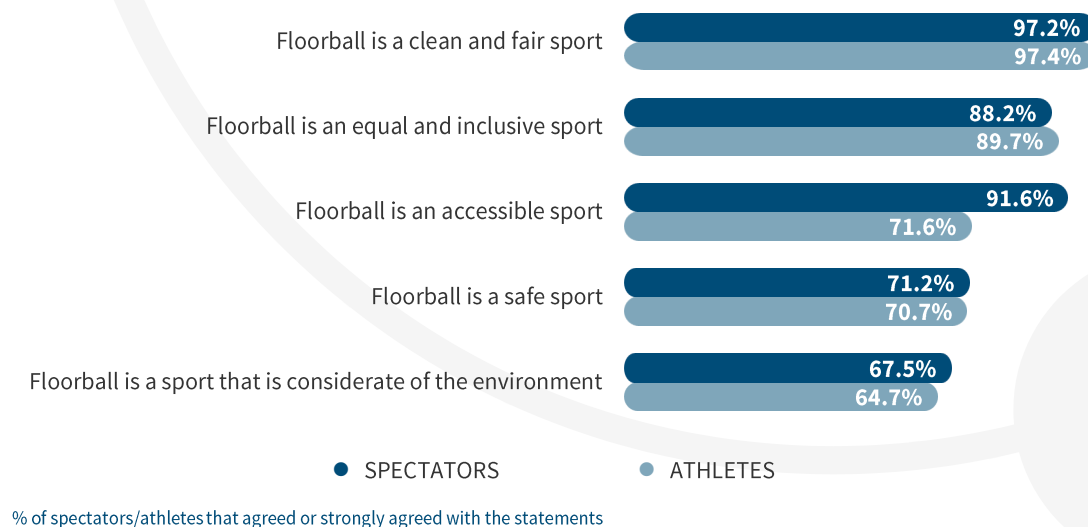
- **Accessible sport** (required facilities and equipment to play, e.g. court, stick and ball)
- **Clean and fair sport** (match-fixing, doping, adjudicating, scandal)
- **Equality and inclusivity** (gender parity, diversity of players/fans, disability friendly)
- **Environmental consideration** (sustainability initiatives and advocacy)
- **Safe sport** (likelihood and prevention of injury, protection from abuse – e.g. children/youth)

PERCEPTION OF FLOORBALL

HIGHLIGHTS

- There is strong consensus between WFC 2022 spectators and athletes that floorball is a clean, fair and inclusive sport.
- Continuous long-term consensus building is required to increase the perception that floorball is a sport that is considerate of the environment.
- Players feel less convinced than spectators that floorball is an accessible sport which is similar response to what has been assessed at during previous editions of the WFC. This topic demonstrates the widest difference in opinion between spectators and athletes.

LEVELS OF AGREEMENT WITH STATEMENTS ABOUT FLOORBALL (SPECTATORS & ATHLETES)





**COMMERCIAL
& MARKETING**



COMMERCIAL & MARKETING

CUMULATIVE AUDIENCE

5.4m

Total viewership based on average audience data for the WFC 2022 broadcasts

KEY DATA

22

TV broadcasters

73

TV territories

659h

TV broadcast time

TV & STREAMING SUMMARY

HIGHLIGHTS

- WFC 2022 enjoyed record-breaking coverage with broadcasters from 73 territories acquiring the rights to air 384 games during the tournament, more than any previous edition of the WFC.
- Around 659 hours of broadcast time were generated and 5.4m viewers watched the coverage of WFC 2022. Sport TV in Slovenia aired more coverage than any other broadcaster (more than 145 hours), but the largest overall viewership was recorded in Switzerland (1.5m) and Finland (1.3m).
- Streaming generated close to 2.8m live video views, of which around 1m were recorded in Finland, 0.8m in Switzerland, 0.3m in Sweden, 0.25m in the USA and 0.2m in Czech Republic. Around 23,500 unique viewers followed the event on RMC Sports' streaming platform in France.

DISTRIBUTION

- Media rights to WFC 2022 were distributed by IFF in selected key territories, including the host country, and by Protocol Sports Marketing internationally.

PRODUCTION

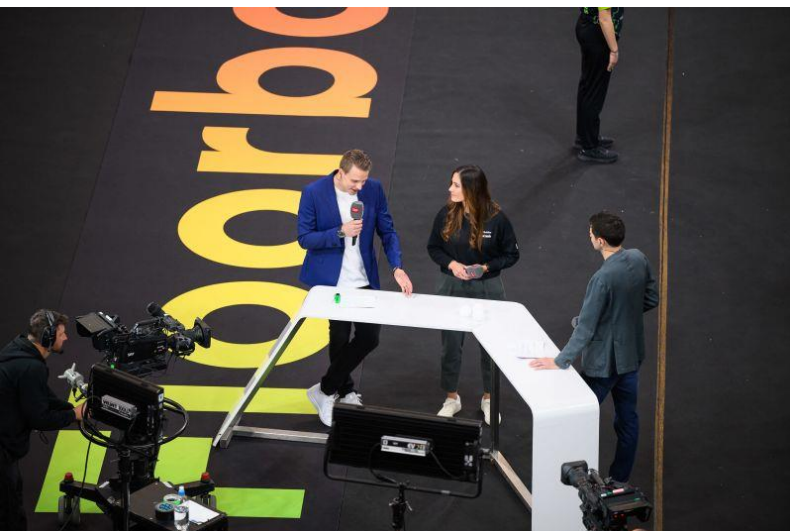
- Television production was handled by Polar HD. IFF was responsible for general coordination and the distribution of the feed to broadcast and streaming partners.

HOST BROADCASTER

- SRG SSR acted as the host broadcaster for the WFC 2022.

CUMULATIVE TV AUDIENCE COMPARISON IN KEY MARKETS (WFC 2018 – WFC 2022)

Event edition	Czech Republic	Finland	Sweden	Switzerland
WFC 2018	2,013,000	1,593,000	714,653	726,305
WFC 2020	753,000	1,632,000	1,296,000	518,609
WFC 2022	870,000	1,330,000	1,130,000	1,510,000



BROADCASTERS

LIVE & DELAYED COVERAGE

Territory	Broadcaster	Territory	Broadcaster
Brazil	BandSports	Philippines	People's Television Network
Canada	CBC	Singapore	SG Sports TV
Czech Republic	Czech Television	Slovakia	TV JOJ
Czech Republic	TV Tipsport*	Slovenia	Sport TV
Denmark	Sport Live	Sub-Saharan Africa	Africa XP***
Finland	YLE	Sweden	Swedish Television (SVT)
France	RMC Sports**	Switzerland	RSI (SRG SSR)
Georgia	Silknet	Switzerland	RTS (SRG SSR)
Germany	Sport1	Switzerland	SRF (SRG SSR)
Indonesia	MNC Sports	Thailand	T Sports
Latvia	Sportacentrs	USA	beIN Sports
Norway	TV 2		

* Streaming only

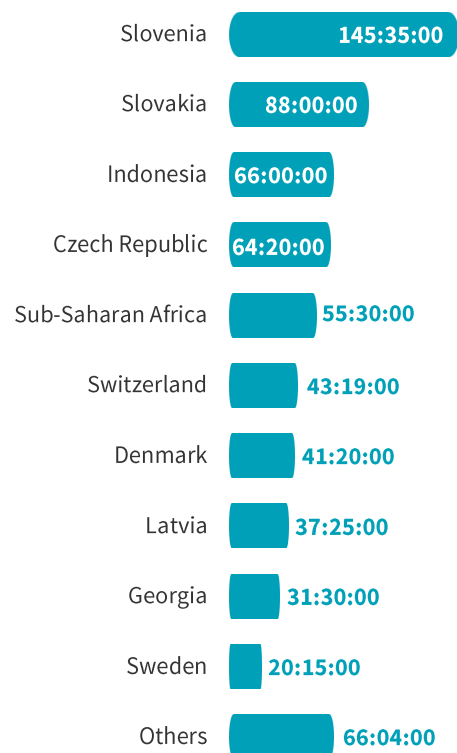
** Incl. Andorra

*** Sub-Saharan Africa: Angola, Benin, Botswana, Burundi, Burkina Faso, Cameroon, Cape Verde, Central African Republic, Chad, Comoros Islands, Congo Democratic Republic, Congo Republic, Djibouti, Equatorial Guinea, Eritrea, Ethiopia, Gabon, Gambia, Ghana, Guinea, Guinea Bissau, Ivory Coast, Kenya, Lesotho, Liberia, Madagascar, Malawi, Maldives, Mali, Mauritania, Mauritius, Mayotte, Mozambique, Namibia, Niger, Nigeria, Reunion, Rwanda, St Helena and Ascension Island, São Tomé & Príncipe, Senegal, Seychelles, Sierra Leone, Somalia, South Africa, South Sudan, Sudan, Swaziland, Tanzania, Togo, Uganda, Zambia, Zimbabwe.

COMMERCIAL & MARKETING

BROADCAST TIME

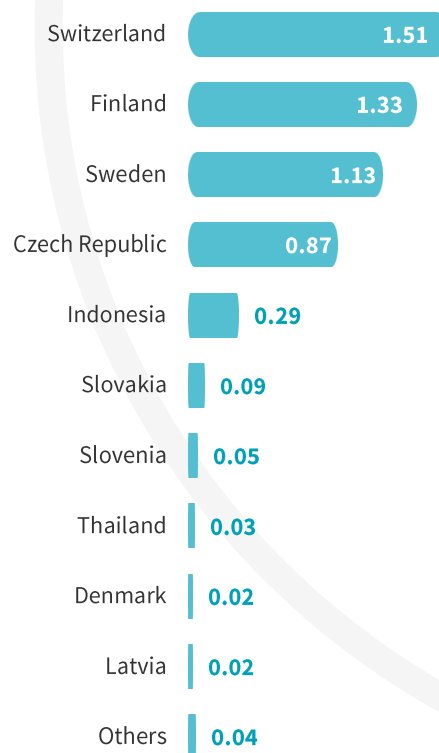
BY TERRITORY (HH:MM:SS)



Finland (with more than 19h of broadcast time) and Canada (15h of broadcast time) are included under Others.

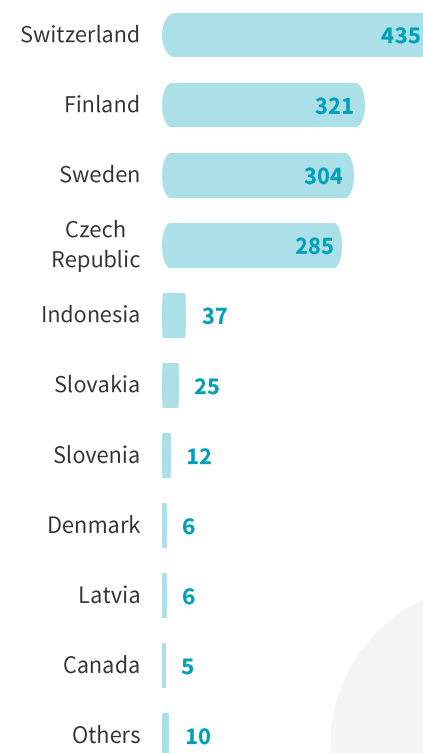
CUMULATIVE AUDIENCE

BY TERRITORY (MILLION)



MEDIA CONTACTS

BY TERRITORY (MILLION)



Media contacts – Quality measure of the coverage relating broadcast time and audience ratings. A single contact is equal to one person viewing 30 seconds of a broadcast.

COMMERCIAL & MARKETING

KEY DATA – IFF FLOORBALL APP (04.11-14.11)

30,357

Watch time (hours)

15,248

Registered users

2,977

Purchases

MOBILE & STREAMING APP

HIGHLIGHTS

- In October 2022, the IFF announced the launch of its new media platform which would replace the old mobile app and become the main streaming service and fan communications tool for all IFF events.
- Developed in collaboration with Swedish company Sportswik, which offers a white label solution for rights holders, the platform provides match results, live feeds, statistics, photos, video highlights and live streaming, in addition to other fan engagement features such as live chat and match predictor.
- During the WFC 2022 the app was available only on Apple devices as the Android version was only cleared and released by Google the day after the tournament concluded.
- As of 14 November 2022, the number of user registrations totalled 15,248, with 95% of these users being based in Europe.
- Users could purchase access to live streams and highlights from the WFC 2022 either in PPV (for the price of €4.99 for a single match stream) or as an event pass (€19.99) enabling access to all streaming and video content from the tournament. 2,977 purchases were made in the app, including 1,877 event passes and 1,120 PPV buys. The income from in-app sales totalled around €40,000.
- The number of recorded viewing hours dropped from 204,629 during the WFC 2020 (when all matches were streamed free of charge on YouTube) to 30,357 for the WFC 2022.

COMMERCIAL & MARKETING

WEBSITE TRAFFIC

- The traffic generated on the WFC 2022 website (www.wfc2022.ch) during the event period was significantly greater than for the previous edition of the tournament.
- In comparison with the WFC 2020, the number of users, sessions and page views has increased threefold.

KEY DATA – WFC 2022 WEBSITE (05.11-13.11)

193,355 **477,446** **1,494,942**
USERS SESSIONS PAGE VIEWS

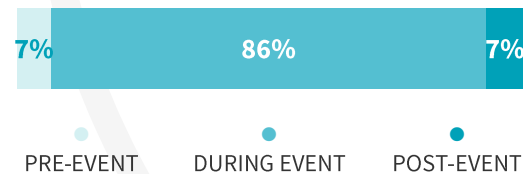
USERS BY COUNTRY OF ORIGIN

Switzerland	74%
Sweden	4.7%
Finland	4.1%
Germany	3.5%
Czech Republic	2.4%
Norway	1.0%
Latvia	0.9%
Slovakia	0.8%
Estonia	0.7%
Singapore	0.7%

DIGITAL NEWS

- 2,310 news stories about the WFC 2022 were published during the event period +/- seven days, according to data from the news and online content monitoring service provider, Meltwater.
- Around 86% (1,989) of all stories were published during the event period.

DIGITAL NEWS PRE-, DURING AND POST-EVENT



% OF ALL NEWS BY TERRITORY

Sweden	24%
Czech Republic	19%
Finland	17%
Switzerland	14%
Slovakia	7.1%
USA	6.3%
Latvia	3.0%
Vietnam	2.6%
Germany	1.3%
Estonia	1.1%

ACCREDITED MEDIA / LOCAL COVERAGE

- 258 accreditations to WFC 2022 were granted to media representatives, including broadcasters and media staff from member federations.
- Around 49% of all accredited media were from Switzerland. Among the other most represented nationalities were Czech Republic (25 media representatives), Sweden (24) and Finland (15).
- In total, media representatives from 13 countries applied for accreditations to attend the WFC 2022.
- The promotion of the WFC 2022 in local media focused on the Mobiliar Street Floorball Tour (originally launched in 2021 and then continued in 2022), the WFC qualifiers in April, May and June 2022 and the WFC 2022 draw at the end of June 2022.
- Swiss national team players Luca Graf, Pascal Meier and Tim Braillard were appointed as ambassadors of the WFC 2022. A 60-minute documentary introducing the three players and the national team coach David Jansson was produced and released shortly before the WFC 2022 by the domestic broadcaster SRF, providing further in-depth coverage of the event.

COMMERCIAL & MARKETING

KEY DATA (05.11-13.11)

6,301,293	Impressions
220,842	Engagements
151,601	Reactions
3,276	Net audience growth
1,587	Comments
1,195	Posts
1,337	Shares

Data based on analysis of six IFF and WFC accounts across Facebook, Instagram and Twitter.

SOCIAL MEDIA | OWNED MEDIA

HIGHLIGHTS

- IFF uses its main federation accounts and the WFC accounts on Facebook, Instagram and Twitter to promote WFC-related content. The WFC organising committee is responsible for the administration of the WFC accounts in the year of the world championships.
- The performance of IFF's owned social media channels during the WFC 2022 was broadly similar to the results achieved at the previous edition of the Men's WFC. While the number of impressions declined by around 21%, there was a greater level of engagement from users, resulting in more comments and shares.
- 85% of all impressions were generated on Instagram, while the highest engagement rate recorded, 10%, was on Facebook (WFC account).
- In 2022, the IFF also launched an account on TikTok to target young floorball fans. During the WFC 2022 the TikTok videos published by the IFF recorded around 1m views, 30,000 likes and 300 comments.
- According to analysis conducted by the media monitoring company, IRIS, IFF's owned channels accounted for 24% of all engagement and 54% of the overall reach generated by the WFC 2022 on social media.

PROFILE PERFORMANCE – IFF/WFC ACCOUNTS (05.11-13.11)







Profile	Audience	Net Audience Growth	Published Posts	Impressions	Engagements	Engagement Rate
Twitter (IFF)	14,508	70	19	38,651	2,049	5.3%
Twitter (WFC)	2,655	142	497	277,876	15,336	5.5%
Instagram (IFF)	80,499	1,273	248	3,306,175	87,796	2.7%
Instagram (WFC)	16,343	1,685	344	2,073,596	61,173	3.0%
Facebook (IFF)	43,334	49	34	345,589	28,654	8.3%
Facebook (WFC)	15,758	57	53	259,406	25,834	10.0%

COMMERCIAL & MARKETING



SOCIAL MEDIA | OWNED MEDIA

MOST POPULAR POSTS

Facebook	Twitter	Instagram
13 November 2022	5 November 2022	6 November 2022
 <p>World Floorball Championships Sun 11/13/2022 7:28 pm CET</p> <p>Ladies and Gentlemen, this is 🌟 The All-Star team of the Men's WFC 2022! GOALKEEPER: Lukas Bauer cz DEFENDER: Ondrej Nemecek ...</p> 	 <p>@IFF_Floorball Sat 11/5/2022 9:33 pm CET</p> <p>Ketil Kronberg has now played in 12 World Floorball Championships 🏆 What a legend! Kronberg scored two goals against Switzerland...</p> 	 <p>iff_floorball Sun 11/6/2022 3:46 pm CET</p> <p>When the tournament MVP is actually a radio controlled truck 🚚 🏆 #floorball #WFC2022 #FloorballUnlimited</p> 
3,689 TOTAL ENGAGEMENTS	1,623 TOTAL ENGAGEMENTS	6,525 TOTAL ENGAGEMENTS



SOCIAL MEDIA | EARNED MEDIA

TOP HASHTAGS

TOTAL ENGAGEMENT		# MENTIONS	
Hashtag		Hashtag	
floorball	737,467	floorball	593
WFC2022	436,953	WFC2022	579
florbal	373,998	floorballunlimited	434
ceskyflorbal	372,224	ceskyflorbal	99
floorballunlimited	364,956	florbal	99

TOP AUTHORS

# POSTS		REACH	
ceskyflorbal	89	ceskyflorbal	1.70m
salibandy.fi	58	SG Sports TV	1.52m
swissunihockey	49	SVT Sport	0.81m
svenskinnebandy	37	svenskinnebandy	0.79m
SG Sports TV	20	salibandy.fi	0.78m
TOTAL ENGAGEMENT		AVERAGE ENGAGEMENT	
ceskyflorbal	331,236	Lukasbauer74	6,568
svenskinnebandy	100,993	galantecarlstrom	6,105
swissunihockey	97,344	kimnilsson70	5,148
salibandy.fi	95,218	ceskyflorbal	3,722
lanyz29	40,069	lanyz29	3,082

COMMERCIAL & MARKETING

WFC 2022 SPONSORS

IFF SPONSORS

Gerflor

UNIHOOC

DYNAMIC
OFFICIAL MATCH BALL BY SWERINK

SWERINK
WORLD CHAMPION FLOORBALL RINK

CRAFT

FROMM

DUSCHOLUX

WFC 2022 MAIN SPONSORS

CONCORDIA

die Mobiliar

WFC 2022 OFFICIAL SPONSORS

**ALL ACCOR
LIVE
LIMITLESS**



LEND



SPONSORSHIP | OVERVIEW

HIGHLIGHTS

- In commercial terms, the WFC 2022 has been the most successful WFC to date, with local sponsors contributing more than CHF 1.34m in cash and in-kind agreements.
- The LOC signed 18 sponsors for the event. The two main sponsors, Concordia and Mobiliar, each contributed around CHF 300,000, while four official sponsors (AllAccor, Fleurop, Lend and Lidl) each paid around CHF 100,000 for the sponsorship rights. Another CHF 150,000 in cash and CHF 240,000 via in-kind support was provided by event suppliers.
- International sponsors comprised long-standing IFF partners (Gerflor, Swerink, Unihoc), as well as three other brands which signed agreements with the IFF specifically for the WFC 2022: Craft (official sports apparel provider), Duscholux (referee shirt sponsor) and Fromm (IFF event partner).
- In the build-up to the WFC 2022 the IFF announced the extension of its partnership with Swerink. The company will continue to supply floorball rinks to major IFF events through 2023-2026.
- Sponsors received additional visibility in the new IFF Floorball app with a wide range of advertising banners and other visual mentions used to promote key event partners. In total, these banners had more than 1.2 million impressions during the tournament.
- Most sponsor activations were linked to the sustainability goals of the WFC 2022, e.g. through the contribution to the reduction of the carbon footprint of the tournament – these activations are further described in the Social Impact & Sustainability chapter of this report (page 47).





SPONSOR CASE STUDY – CONCORDIA

BACKGROUND & OBJECTIVES

- Concordia, the health insurance company, has been the main partner of Swiss unihockey since 2018. For the insurer, which was also the partner of the women's WFC hosted by Switzerland in 2019, the sponsorship of the WFC 2022 was its largest ever sponsorship commitment.
- Through the sponsorship Concordia was aiming to strengthen its association with floorball. As the main partner of the WFC 2022, the company benefited from extensive branding and media coverage, while its activation focused on providing opportunities and experiences to children and families.

ACTIVATION

- Concordia Family Club was the core idea for the sponsorship leverage programme. Family-oriented activities spanning from a player escort initiative to providing free transportation to children reflected Concordia's vision for the partnership.
- The player escort initiative, which Concordia also ran at the WFC 2019, engaged children from schools attending the WFC. Over 2,000 children took part over the duration of the tournament and could retain special outfits that they wore as they walked out the players before the games. For the home side's matches there was a competition organised to select the player escorts.
- Ticket competitions were also organised to give fans the chance to witness the WFC 2022 from the Concordia lounge and attend a behind the scenes tour of the venue during the final weekend.
- Concordia supported the Green Goal initiative by providing free public transport to all children taking part in the school programme. In addition, the sponsor developed a platform where ticket buyers could apply for a CHF 20.00 voucher for public transport. More than one thousand registrations were made on the platform within one week of its launch.
- As part of the sponsorship, Concordia was also a partner of the Mobiliar Street Floorball Tour, a series of outdoor summer floorball events which was launched in 2021 and then continued in 2022. Concordia had an activation stand at the events on the tour, promoting its services to participants and spectators.

COMMERCIAL & MARKETING

For us as the main partner of swiss unihockey, the additional commitment around the WFC was obvious. Not being able to take advantage of this sporting highlight would have been a huge missed opportunity from our point of view. We are very proud of our long-standing partnership with swiss unihockey and, despite the lack of a medal for Switzerland, we can look back at a gigantic event with a new record number of spectators. In the field of indoor sports, a new benchmark was set here and it was great fun to have been a part of this event.

Luca Linder
Head of Sponsorship, Mobiliar

SPONSOR CASE STUDY – MOBILIAR

BACKGROUND & OBJECTIVES

- Mobiliar's partnership with swiss unihockey was initiated in 2007. The property insurance company has supported numerous floorball initiatives and events since, including the WFC 2019 in Neuchatel, and the association with the sport was further enhanced through the sponsorship of the WFC 2022.
- Mobiliar supports four indoor sports in Switzerland (handball, volleyball, basketball and floorball) and floorball has consistently generated the highest returns in terms of the overall visibility for the Mobiliar brand.

ACTIVATION

- Mobiliar's commitment to floorball extends to all levels of the sport: from the national team and league/cup competitions to mass participation and grassroots projects. As a result, Mobiliar became the title partner for the Mobiliar Street Floorball Tour to support amateur and youth players. The tour played an important role in building anticipation and excitement for the WFC 2022.
- Another activation highlight before the tournament was the Unihockey WM Trophy, a competition organised in association with Blick.ch, a media partner of the WFC 2022. Fans could take part in a daily quiz and win attractive prizes, including floorball sticks and tickets to the final weekend of the WFC 2022.
- To coincide with the start of the WFC 2022, Mobiliar launched a national campaign promoting its involvement in the four indoor sports.
- On-site during the event Mobiliar was visible through extensive branding, a sales booth, the MOVE dance team and a remote-controlled blimp. Over the nine-day competition, Mobiliar also hosted more than 720 guests from 38 general agencies.



COMMERCIAL & MARKETING



SPONSOR AWARENESS

UNPROMPTED AWARENESS (TOP 3)

CONCORDIA

69%

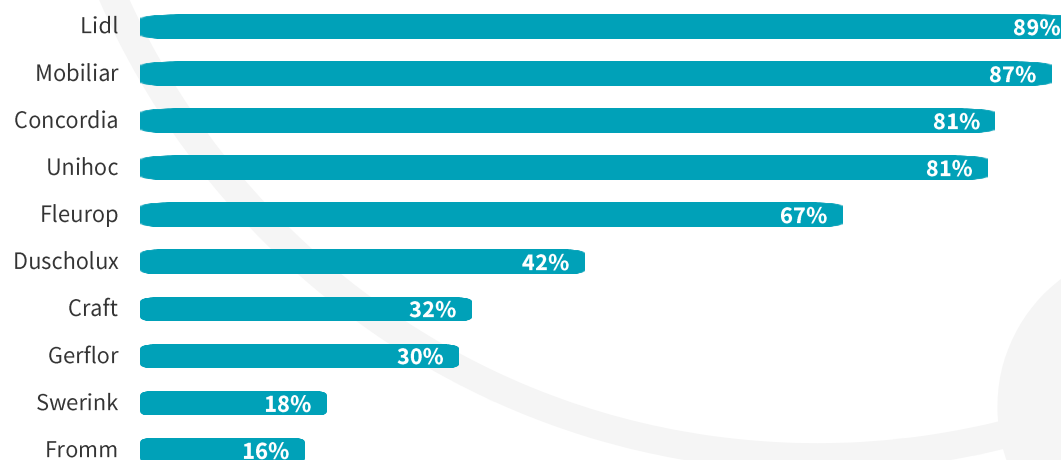
die Mobiliar

55%



42%

PROMPTED AWARENESS (TOP 10)



Source: Post-event spectator survey.



**PARTICIPATION
& PERFORMANCE**



PARTICIPATION & PERFORMANCE



EVENT FORMAT

- Five regional qualifications were held in April to June 2022 to determine the 16 teams that would compete at the WFC 2022.
- The Americas Qualifier took place in Fort Worth, TX, USA in April 2022 with USA and Canada contesting the one qualification spot for the WFC 2022.
- The three European Qualifiers were held in May 2022 in Latvia (two events) and Italy. 23 teams competed (incl. Ivory Coast from Africa) and 10 qualified for the WFC 2022.
- Singapore hosted the Asia-Oceania Qualifier in May-June 2022 with eight competing nations. Four top ranked teams qualified for the WFC 2022.
- The WFC 2022 took place over nine days of competition. The 16 teams were divided into four groups, with the top eight nations, according to IFF rankings, being placed in Groups A and B, and the lower ranked nations in Groups C and D.
- At the conclusion of the group stage, the top two teams from Groups A and B automatically advanced to the quarterfinals.
- The third-and fourth-placed teams in Groups A and B and the top two teams from Groups C and D faced each other for a place in the quarterfinals. Nations which did not progress through the play-off round or quarterfinals took part in the placement round to decide the final rankings (5th-16th place).

QUALIFYING TOURNAMENTS

Americas Qualifier	29-30 Apr 2022
Europe 1 Qualifier	25-28 May 2022
Europe 2 Qualifier	25-28 May 2022
Europe 3 Qualifier	24-27 May 2022
Asia-Oceania Qualifier	30 May - 5 Jun 2022

COMPETITION DATES

Group Stage	5-8 Nov 2022
Play-off Matches	9 Nov 2022
Placement Matches	10-13 Nov 2022
Quarterfinals	10-11 Nov 2022
Semi-finals	12 Nov 2022
Bronze Medal & Final Match	13 Nov 2022

PARTICIPATION & PERFORMANCE

ATHLETES & NATIONS

320

Athletes

16

Competing nations

4

Continents



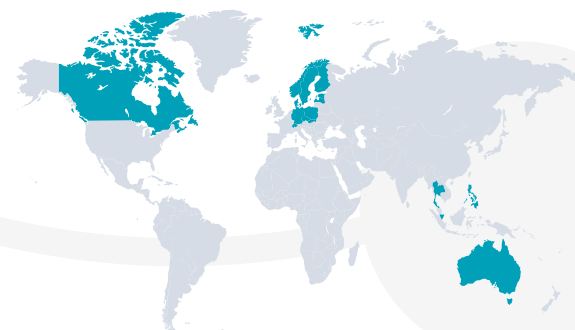
SPORT PARTICIPATION

HIGHLIGHTS

- A total of 320 athletes representing 16 nations took part in the WFC 2022 in Zurich and Winterthur, Switzerland. The maximum squad size was set at 20 players per team.
- Europe was represented by 11 nations, including 10 that won their spot in the qualification process and the host nation Switzerland. Three nations came from Asia and one each from the Americas and Oceania.
- The players represented clubs from 15 nations. 77 of them (almost one quarter of all participants) represented clubs from Sweden. 37 players were from clubs in Switzerland. Clubs from Czech Republic had 36 representatives at the WFC 2022.
- The average age of those competing was 25 years old. Philippines had the youngest team (the average age of players was 22.4 years old), while Sweden had the oldest team (average player age of 28.3). The youngest player was 16 years old at the time of the competition and the oldest was 42 years old.

COMPETING NATIONS

Canada	Americas
Australia	Asia-Oceania
Philippines	Asia-Oceania
Singapore	Asia-Oceania
Thailand	Asia-Oceania
Czech Republic	Europe
Denmark	Europe
Estonia	Europe
Finland	Europe
Germany	Europe
Latvia	Europe
Norway	Europe
Poland	Europe
Slovakia	Europe
Sweden	Europe
Switzerland	Europe



PARTICIPATION & PERFORMANCE

WFC 2022 FINAL STANDINGS

1 st	Sweden	9 th	Estonia
2 nd	Czech Republic	10 th	Denmark
3 rd	Finland	11 th	Poland
4 th	Switzerland	12 th	Canada
5 th	Latvia	13 th	Australia
6 th	Germany	14 th	Thailand
7 th	Slovakia	15 th	Philippines
8 th	Norway	16 th	Singapore

AVERAGE WINNING MARGIN

**4.9
GOALS**

The average winning margin at the WFC 2022 was 4.9 goals

LARGEST WINNING MARGIN

**18
GOALS**

Germany 21-3 Canada

SPORT PERFORMANCE

- Sweden won the world championship title with a 9-3 victory over Czech Republic in the final at the Swiss Life Arena in Zurich. It was the second straight title for Sweden and 10th overall since 1996.
- In the bronze medal match Finland, the runners-up at the WFC 2020, beat the host side Switzerland 5-3. Latvia claimed the 5th place with an 8-3 victory over Germany whilst Slovakia finished in 7th position after their 10-5 win over Norway.
- Canada was the highest placed team from outside Europe, finishing 12th place in the tournament standings, while Thailand had the best performance of teams from Asia, finishing 14th overall.
- The average winning margin of 4.9 goals was smaller than at the WFC 2020 in Helsinki (5.6 goals). In 44% of all games, the goal difference was not larger than three goals.

MEN'S WFC HISTORICAL STANDINGS

Year	Host	Gold	Silver	Bronze
1996	Stockholm	Sweden	Finland	Norway
1998	Prague	Sweden	Switzerland	Finland
2000	Oslo	Sweden	Finland	Switzerland
2002	Helsinki	Sweden	Finland	Switzerland
2004	Zurich	Sweden	Czech Republic	Finland
2006	Stockholm	Sweden	Finland	Switzerland
2008	Prague	Finland	Sweden	Switzerland
2010	Helsinki	Finland	Sweden	Czech Republic
2012	Zurich	Sweden	Finland	Switzerland
2014	Gothenburg	Sweden	Finland	Czech Republic
2016	Riga	Finland	Sweden	Switzerland
2018	Prague	Finland	Sweden	Switzerland
2021	Helsinki	Sweden	Finland	Czech Republic
2022	Zurich & Winterthur	Sweden	Czech Republic	Finland

PARTICIPATION & PERFORMANCE

OFFICIALS

140

Team officials

22

Technical officials

14

IFF Referee

4

IFF Referee Management

4

IFF Jury

TEAM & TECHNICAL OFFICIALS

TEAM OFFICIALS BY TEAM

Territory	#	Territory	#
Australia	8	Norway	6
Canada	10	Philippines	10
Czech Republic	10	Poland	5
Denmark	5	Singapore	9
Estonia	8	Slovakia	10
Finland	10	Sweden	10
Germany	10	Switzerland	10
Latvia	9	Thailand	10

TEAM OFFICIALS BY ROLE

Role	#
Coach / Assistant Coach	49
Physiotherapist	19
Team Manager / Leader	18
Head Coach	17
Team Official	15
Equipment Manager	7
Other	15



SOCIAL IMPACT & SUSTAINABILITY



SOCIAL IMPACT & SUSTAINABILITY

TOTAL NUMBER OF VOLUNTEERS

1,039

Zurich volunteers: 600
Winterthur volunteers: 372
swiss unihockey volunteers: 67

BREAKDOWN BY PLACE OF RESIDENCE

80%

CANTON OF
ZURICH

18%

ELSEWHERE IN
SWITZERLAND

2%

OVERSEAS

Based on volunteer data from Zurich.

VOLUNTEER PROGRAMME

HIGHLIGHTS

- The volunteer programme was designed in collaboration with local floorball clubs in Zurich and Winterthur (GC Zurich and HC Rychenberg) which handled the recruitment, training and management of volunteers in their respective locations. An additional group of volunteers providing support in key event roles was managed by swiss unihockey.
- In total, more than 1,000 volunteers were recruited, of whom around 60% contributed to the delivery of the event in Zurich.
- The volunteers in Zurich and Winterthur contributed 15,710 volunteer hours, working across 2,435 shifts.
- The average age of volunteers was 28 in Zurich and 30 in Winterthur. The youngest volunteer in Zurich was eight years old, while in Winterthur 10 years old. The oldest volunteer in Zurich was aged 72, while in Winterthur 87.

VOLUNTEER SHIFTS BY ROLE

ZURICH		WINTERTHUR	
Arena security, services and support	596	Arena security, services and support	272
Volunteers operation centre	261	Competition (rink crew, statistics, anti-doping)	160
Competition (rink crew, statistics, anti-doping)	250	Other	138
Build-up/takedown	160	Build-up/takedown	112
Drivers	112	Event study	50
Ticketing	58	Welcome desk	40
Event study	54	Drivers	40
Welcome desk	43	Ticketing	19

SOCIAL IMPACT & SUSTAINABILITY

TOTAL NUMBER OF PARTICIPANTS

1,500

1,500 participants and 222 teams across 10 event locations.

EVENT DATES AND LOCATIONS

Date	Location	# Teams
28 Aug 2021	Winterthur	15
25 Sep 2021	Zurich	20
14 May 2022	Sierre	24
21 May 2022	Biel	21
11 Jun 2022	Winterthur	31
18 Jun 2022	Chur	20
3 Jul 2022	Bern	35
9 Jul 2022	Kloten	27
20 Aug 2022	Basel	14
22 Oct 2022	Zurich	15

MOBILIAR STREET FLOORBALL TOUR

HIGHLIGHTS

- The Mobiliar Street Floorball Tour was a series of outdoor floorball events launched in 2021 as part of swiss unihockey's efforts to build the interest in the upcoming WFC and to support its long-term goals of driving sport participation.
- Two categories were open for registrations: a family category (Concordia Family Cup), encouraging the participation of young and adult players from the same household or family, and an open category for players aged 16 and over.
- 10 tournaments across seven cities and five cantons (Basel, Bern, Grisons, Valais and Zurich) were held during the two summers before the WFC 2022. The concept of the series was first tested in 2021 with two initial events in Winterthur and Zurich, and was further expanded in 2022 with eight additional events.
- swiss unihockey purchased the flooring required to organise the tournaments and floorball clubs and schools could apply to use it for free for a limited time.
- The final event on the tour which was held at the main station in Zurich in October 2022 was also a promotional event for the WFC 2022. Participants and spectators could listen to the first live performance of the official song of the tournament, receive autographs from the national team players and purchase tickets for the WFC.
- Significant investment was made in communication and marketing activities to drive the awareness of the tour and to increase participation in the events during the summer season.



SOCIAL IMPACT & SUSTAINABILITY

SCHOOL PROGRAMME PARTICIPANTS

25,123

18,937 school children attended games in Zurich and 6,186 in Winterthur.



SCHOOL PROGRAMME

HIGHLIGHTS

- The WFC 2022 school programme enabled school children from all over Switzerland to attend the WFC 2022. The programme was organised in association with Concordia, one of the main sponsors of the event, which saw it as an opportunity to connect with families. The initiative played an important role in fulfilling the WFC 2022 organisers' objective to inspire the children and youth to play floorball.
- Concordia covered the cost of travel by public transport to the event for all children participating in the programme, while another tournament partner, national railway company SBB coordinated the delivery of free public transport tickets to schools.
- Participating schools and teachers received educational materials produced by Swiss Unihockey and Swiss Olympic with exercises designed to engage children with floorball in a fun and relaxed way.
- Around 850 schools from all but one canton in Switzerland took part in the programme which lasted for five days from Monday 7 November to Friday 11 November. In total, more than 25,000 children were engaged, with 75% of them attending the games in Zurich.

PROGRAMME ATTENDANCE BY DAY

ZURICH		WINTERTHUR	
Date	# Children	Date	# Children
Monday 7 November	3,580	Monday 7 November	1,654
Tuesday 8 November	4,092	Tuesday 8 November	1,601
Wednesday 9 November	2,987	Wednesday 9 November	71
Thursday 10 November	3,985	Thursday 10 November	1,308
Friday 11 November	4,293	Friday 11 November	1,552

SOCIAL IMPACT & SUSTAINABILITY

WFC 2022 GREEN GOAL

3,000t

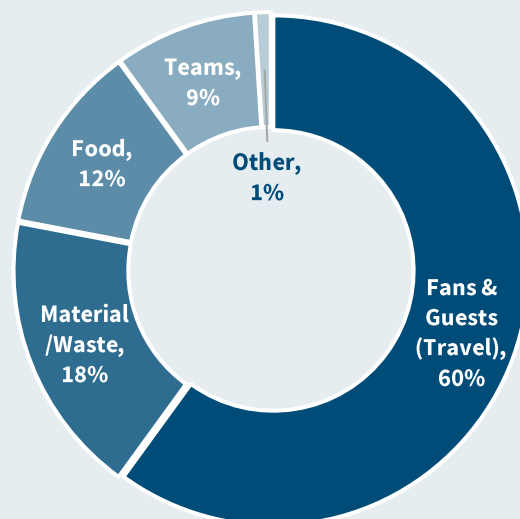
The target of maximum amount of CO2 emissions linked to the organisation of WFC 2022

GREEN GOAL INITIATIVE ASSESSMENT

86%

% of spectators that stated that the Green Goal initiative gave additional value to the event (spectators aware of the initiative)

CO2 OUTPUT SOURCES



SUSTAINABILITY | GREEN GOAL

The total CO2 output for the WFC 2022 was 3,019t and the emissions per person were halved in comparison with the WFC 2018 in Prague, reaching the Green Goal developed by the organisers of the tournament. The initiative was developed with the key aim of delivering the first ever climate-neutral WFC. Working together with myclimate, a Swiss consultancy on CO2 and carbon offsetting, swiss unihockey measured the CO2 emissions at the WFC 2018 in Prague and set the goal of reducing the emissions by more than 50% through the development and implementation of sustainability activities relating to the choice of products, suppliers, travel and transportation.

The Green Goal reflected IFF's drive towards sustainability. The IFF signed the UN Sports for Climate Action charter at the end of 2019, while the IFF Strategy 2021-2032, approved in 2020, sets out sustainability goals for the sport, one of which is to make all IFF events carbon neutral by 2028. Like swiss unihockey, the IFF also partnered with myclimate to further its own sustainability efforts.

WFC 2022 sustainability activities were broken down into five groups:

- 1. Arena** – both venues were built according to the Minergie Standard, a quality standard for sustainable building, and have a photovoltaic installation on the roof to produce energy.
- 2. Teams** – the organisers examined the most efficient ways in which the teams could travel to reduce emissions. The choice of accommodation providers was also partially driven by their sustainability policies. Excluding athletes, the vast majority of accredited participants used public transport to travel between the venues and their place of accommodation.

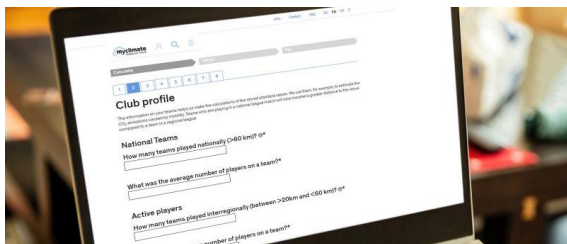
- 3. Travel for fans** – public transport was promoted as the best means of getting to the arenas and all ticket holders could use public transport within the Canton of Zurich free of charge. 80% of spectators used public transportation to get to event venues, according to the post-event spectator survey.
- 4. Food** – the organisers worked with the WFC 2022 catering partner and myclimate to prepare sustainable food options for event spectators.
- 5. Material and waste** – a range of innovative ideas were used to provide recycling solutions, reduce waste, manufacture sustainable clothing for volunteers and optimise transportation routes.

It is believed that WFC 2022 set the blueprint for future floorball events in the field of sustainability. In association with myclimate and based on the learnings from the WFC 2022, the IFF is looking to publish a Sustainability Manual for floorball event organisers to facilitate the planning and implementation of sustainability programmes.

SOCIAL IMPACT & SUSTAINABILITY

SUSTAINABILITY INITIATIVES

CO2 CALCULATION



swiss unihockey and myclimate developed a CO2 calculator for floorball clubs to help the measure their own carbon footprint. The tool also suggests areas for a possible reduction in emissions and gives information on energy saving.

SUSTAINABLE SIGNAGE



The signage from the WFC 2022 was recycled and used to produce merchandise items such as toiletry bags and gym bags which were sold online following the conclusion of the tournament.

GREEN GOAL DAY AND AWARD



The first day of the quarterfinals at the WFC 2022 (10 November) was named the Green Goal Day.

Ticket buyers who purchased their tickets before the end of May 2022 could pick up the limited-edition Green Goal socks produced by sau.ch, one of the event partners. The socks were manufactured with organic cotton and in a sustainable production.

Additionally, the Green Goal Award was presented during Switzerland's quarterfinal match to a floorball club that had submitted its own project to reduce CO2 emissions in a competition ran by swiss unihockey. The winning club received CHF 5,000 as a contribution towards the implementation of the project idea.

SPONSOR COOPERATION

- MSS Holding AG which supported the WFC 2022 through the Enterprise brand which it operates in Switzerland, provided a fleet of electric vehicles to reduce the CO2 footprint during the event.
- Logistics company Planzer offered a distribution centre to store the materials and equipment required to set up the Mobiliar Street Floorball Tour events. Where possible, the materials were transported by rail and an electric truck to reduce emissions.
- The University of Applied Sciences of Eastern Switzerland (OST) provided an innovative solution to recycle floorball sticks and balls by turning them into souvenirs and awards for the event.
- WFC hotel partner Accor made a commitment to plant a tree for each fan at the WFC 2022 that signed up to Accor's loyalty programme.
- Swiss clothing company werk5 ag produced around 5,000 individual pieces of sustainable clothing for the volunteers. Polo shirts and T-shirts used by the volunteers were made of recycled polyester and recycled cotton. They were also produced locally to reduce emissions during transport.



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