



EHF EURO 2020





JOINT APPLICATION TO HOST THE MENS EURO 2020 IN SWEDEN, AUSTRIA AND NORWAY

On behalf of the Swedish, Austrian and the Norwegian Handball Federations we hereby submit our joint application documents.

VENUE CONCEPT SYSTEM

We would like to present the following venue structure on this moment but it could be changed if we find better solutions together with EHF in the preparation period.

PRELIMINARY ROUNDS

- Group A Austria – Vienna Stadthalle
- Group B Norway – Spektrum, Trondheim
- Group C Sweden – Malmö Arena
- Group D Austria – Graz Messehalle
- Group E Norway – Telenor Arena, Oslo
- Group F Sweden – Scandinavium



MAIN ROUNDS

Group A AUSTRIA - Vienna Stadthalle
Group B Malmö Arena or Scandinavium

FINALS AND PLACEMENT MATCHES

SWEDEN – Tele 2 Arena, Stockholm

ORGANIZATION STRUCTURE

To make the best possible communication within the countries and EHF we chose to make a small top level group.

HEAD ORGANIZATION GROUP (6 PERSONS)

2 representatives from Sweden (for the moment Stefan Lövgren and Frank Ström)
2 representatives from Austria
2 representatives from Norway
Sweden will be the main contact partner to EHF

COMPETITION STRUCTURE

PRELIMINARY ROUNDS

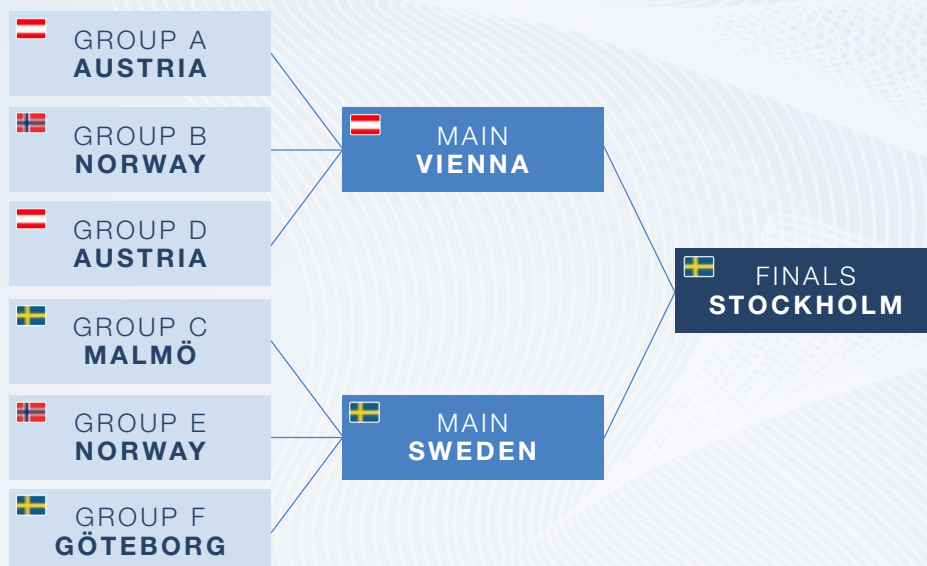
We will play matches every day in each country.

MAIN ROUNDS

Group 1 Austria Vienna Stadthalle
Group 2 Malmö Arena or Scandinavium

FINALS AND PLACEMENT MATCHES

Tele 2 Arena, Stockholm



PROMOTION GUARANTEE

All three federations have great experience in organizing big sports events and our governments and regions will support this EURO2020 in the best possible way. Our host cities will support and be a part of the development of our promotion concept and the organizations like Visit Sweden, Visit Austria and Visit Norway will join and support.

LOCAL TRANSPORT

Every host city has an international airport close to the city and the organizers are prepared to cover the transport from and to the international airport and between the venues during the championship.

ARENA DETAILS

The three organizers are aware of the obligations in the bidding manual and will secure the best possible venues to this EURO2020.



DECLARATION OF AUTHORITIES

Sweden and Austria is a part of the European Union and Norway is a part of the Schengen treaty, therefore it will un-complicate customs restrictions and Visa legislation during the championship.

NATIONAL AND INTERNATIONAL PROMOTION AND MARKETING

We will prepare a promotion tour inside our countries and use all our common international tournaments and events to promote the Championship internationally. Our ideas on this stage are described in the bidbook enclosure 15.

STRATEGIES AND IDEAS

Sweden, Austria and Norway have long and strong tradition with handball. Although it is important to inspire new players, trainers, volunteers and sponsors as a part of our sport also in the future. We will use the EURO 2020 to make a long term strategy.

BIDBOOK AND WEBSITE

We will present our bid and all actual news on our website.
The bidbook is made to summarize our bids from all three countries.



INTRODUCTION

It is the privilege of the Swedish, Austrian and the Norwegian Handball Federations to apply for the Men's European Championship 2020 January 12-26.

We will include 7 cities and 7 venues in our application.

In the next pages we will give a short presentation of our event concept according to the Bidding Manual for Applicants.

SWEDEN AS ORGANIZER

This application is supported by all involved Regions and cities. From 1993 and up to now Sweden hosted 2 Men's World Championships and 2 European Championships (2002 for men and 2006 for women)

As a result of those Championships Sweden has a very skilled and functional organization.

AUSTRIA AS ORGANIZER

The Application of Austria is supported by the Austrian Ministry of sport, by the federal country Styria and the city of Vienna. Austria showed up as organizer for the Men's Euro 2010 and EHF youth and junior tournaments 2005, 2006, 2012 and 2014.

NORWAY AS ORGANIZER

This application is strongly supported by the Royal Norwegian Ministry of Culture, the Mayor in our capital Oslo and the Norwegian Olympic and Paralympic committee and confederation of sports. Norway has great experience in organizing sports events and will use this to develop next generation EURO in 2020 in a close cooperation with EHF and EHF's partner Infront.

The Norwegian Handball Association has been organizer for the following events:
1999 Women's World Championship. DEN hosted one group.
2008 Men's EHF EURO.
2009 Senior Beach European Championship
2010 Women's European Championship. DEN hosted the final weekend.



GENERAL INFORMATION FROM SWEDEN, AUSTRIA AND NORWAY

FOCUS ON TEAM AND PLAYER FACILITIES

We would like to prepare a championship where we place the handball in focus and make sure that we got:

“BEST POSSIBLE CONDITIONS FOR THE
PLAYERS AND THE TEAMS”

INDIVIDUAL TEAM-LEADER MEETINGS

To secure all needs to every team we will arrange individual visits for the team-leaders from every participating country with every host city to go through all actual topics about their stay.

TRANSPORT

To make sure that the transport of the teams will go as fast as possible, every team will be transported with direct or charter planes and buses for each team between the host cities and the halls and hotels.

AIRPORTS

All host cities have international airports close to the city centres and venues. They have ordinary air traffic to central airports in Europe.

VIP TRANSPORTATION

There will be luxurious and exclusive cars and mini vans for transportation of EHF representatives, including different categories of transportation for the EHF President, selected EHF representatives and VIPs.



TRANSPORTATION OF TEAMS

Each team will travel by separate bus and detailed transport plans will be made to accommodate the teams training and match times as well as their flight plans in respect of their arrival and departure. The plans are made so that no teams will be kept waiting for their bus.

TRAINING FACILITIES

During their stay every player and EHF official will get an offer of Fitness training inside the hotel or in a walking distance of maximum 10 minutes from the hotel lobby. The handball training will be organized in a maximum distance of 30 minutes by bus.

HOTEL STANDARD AND FOOD

We will make sure that the teams will be located in international hotels on a high standard level. We will secure that every team hotel is equipped with large beds, international food and a possibility for individual team offers if needed. Our hotels will have enough rooms for meetings, massage and social activities.

The technological infrastructure in the hotels and the halls will be prepared on a high level to make sure that every guest, delegate and referee from all nations have the possibility to communicate both by internet and mobile phones.

HOST CITIES WITH GREAT ENTHUSIASM FOR HANDBALL AND SHORT TRAVEL DISTANCE

We have done a lot of research to find the best possible venue structure of the EURO 2020. In the preliminary rounds we expect to fill the hall mainly with the local population. The main rounds and the final weekend are placed in cities easy to reach for all foreign fans with all kind of transportations. Hopefully this will make the best possible atmosphere to the players and the best possible support for every team.



MEDICAL AND ANTIDOPING SERVICES

All host cities has high equipped hospital facilities in short distances from the arenas. There are antidoping laboratories with international competence in all 3 countries and they will do the tests within fixed time.

ORGANISING COMMITTEE

To make the best possible communication within the countries and EHF we chose to make a small top level group.

HEAD ORGANIZATION GROUP (6 PERSONS)

2 representatives from Sweden (at the moment Stefan Lövgren and Frank Ström)

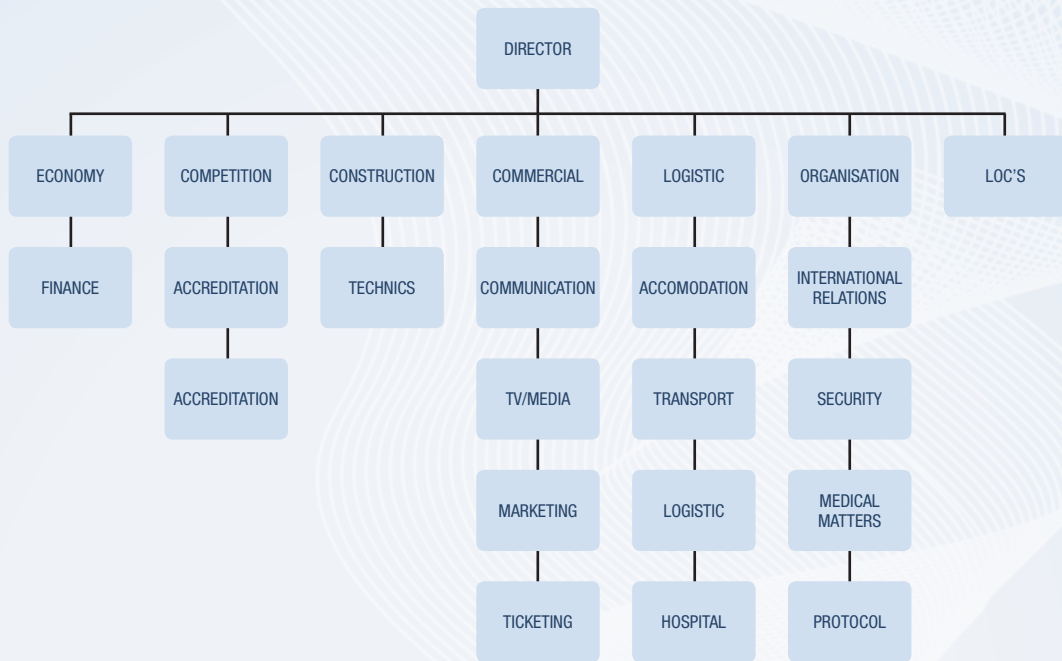
2 representatives from Austria

2 representatives from Norway

Sweden will have the main contact coordination responsibility and will designate one person to EHF.



EHF EURO ORGANIZATION IN EACH COUNTRY



The local organizers will establish their own project event committees who will have the responsibility for ideas and accomplishment in co-operation with the local tourist- and culture offices.

LOCAL VOLUNTEERS AND ENTHUSIASM

In every handball tournament and event we are working together with fantastic local volunteers. These peoples are helping the organization and the professionals with guiding all the teams, transport, and other services both inside and outside the venues. They are doing this, simply by their love to the game and their enthusiasm for the local community. We highly appreciate this effort and try our best to take care of and to give our people the respect and thankfulness that they deserve.

VISA PROCEDURE

It is no special Visa except your own passport needed to get in to Sweden, Austria and Norway.



ENTRY PROCEDURE

The Participants will be guided by our own Championship guides from all our International Airports and our local airports.

CUSTOMS AND REGULATIONS FOR TRAVELLERS

If you have currency or goods with you when you come to Norway, you are required to report this to the customs service. There are many exemptions from this requirement. Further check this issue if you are in doubt.

Into Sweden and Austria as EU-members you are allowed to bring cash € 10.000 without any information. In Norway it is only allowed to bring approximately € 3.125

MEAT, MEAT PRODUCTS, MILK AND DAIRY PRODUCTS

If the teams intend to bring with them any of above mentioned products they will be given the rules from the organizers. The importation of agricultural products is normally subject to special provisions aimed at preventing the spread of plant and livestock diseases.

IMPORT OF EHF EURO MATERIAL

It is possible to make a temporary import of the goods and material from EHF and your suppliers. It is important that you make a Proforma Invoice with a description of the goods and material inside your luggage and which items you will return / will not return to your country. It is possible to pay the deposit of the VAT and to get your money back when you leave the country.

ADVERTISING PROHIBITION

We strongly emphasize that any advertising for the following product categories is strictly prohibited in Norway and Sweden:

- Alcoholic drinks
- Tobacco
- Pornography
- Betting companies from abroad

Advertising for the following product categories is strictly prohibited in Austria:

- High proof alcoholic drinks
- Tobacco
- Pornography



SECURITY PLAN

The National Police will have the overall responsibility of the security during the Championship. NHF, SHF and OEHB will have our own security manager who will have contact with both the national and the local Police departments.

ARENA SECURITY

The local Police will provide the necessary security level and define what areas and how many people from our professional security partner we need to secure every arena.

We will also have our own security personnel to guide and to take care of the spectators.

SECURITY FOR TEAMS

Normally it is not necessary with police escort when the teams are travelling in Norway, Sweden and Austria. At the players entrance we always have professional security personnel to make sure that nothing happens or interrupt the players when they arrive at the arena. Inside the halls it will be accreditation zones to make sure that the teams can move inside restricted areas. When the players want to move from one zone to another they will be guided by our volunteer staff.

POLICE ESCORT

In Norway, Austria and Sweden this is normally not necessary. We will take this under consideration close to the Championship and with close dialog with the national and local police.

PROFESSIONAL SECURITY

We will use the police, professional companies like Securitas and the military forces to establish a professional security team.



VOLUNTEER ASSIGNMENT

Our volunteers will be taking care of the guiding, controls and the eventually troubleshooting in all the halls. In case of any trouble with spectators we will use our professional partner to take care of this.

ACCESS CONTROL AT THE HALL

At the entrance we will use a mix of volunteers and professionals to make the visitation of the spectators. The ticket control will be made by our volunteers.

THE VENUES

At all venues doormen from approved security companies will be present who will do the initial security control at the entrance.

They will also be called in if disorder should occur among the spectators in a given situation or if persons must be expelled from the venue.



ANNEX 3: PLAYING SCHEDULE

COMPETITION STRUCTURE

PRELIMINARY ROUNDS

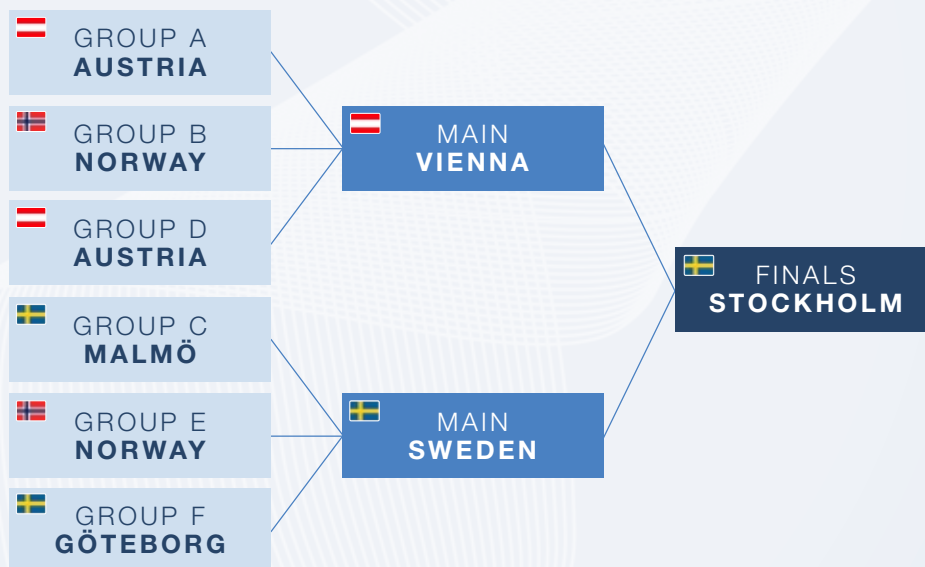
We will play matches every day in each country.

MAIN ROUNDS

- Group 1 Austria Vienna Stadthalle
- Group 2 Sweden (Malmö Arena or Scandinavium)

FINALS AND PLACEMENT MATCHES ROUNDS

Sweden and Stockholm





ANNEX 5: DETAILS ON THE VENUE

THE SWEDISH VENUES

MALMÖ

Malmö, Sweden's third largest city is located in the rapidly developing Öresund region, right on the border between Sweden and continental Europe and only 20 minutes from Copenhagen international airport. Malmö is easily accessible by train, car or ferry. Malmö has its distinctly own flavour, it is Sweden's most eclectic city – over 175 different nationalities enriches the city.

MALMÖ ARENA

Hosted the final of the 2011 Men's Handball World Championship. The arena has state of the art facilities for any kind of event. It has 3 restaurants and 72 boxes that can seat 3600 dinner guests.

Capacity sport events: 13.000

GOTHENBURG

Gothenburg has an ideal location on the Swedish west coast, right between the Swedish, Danish and Norwegian capitals. Gothenburg is easy to access from around the world through the two airports connecting Gothenburg to the rest of Europe with 60 nonstop routes to 50 cities. Gothenburg is also proud hometown of the world famous handball tournament Partille Cup.



SCANDINAVIUM

The Scandinavium Arena is located right in the heart of the city. It is a multipurpose arena hosting many different sports, concerts and events. For the 2011 Men's Handball World Championship Scandinavium hosted for example the opening game and a ground breaking championship opening ceremony
Capacity sport events: 12.044.

STOCKHOLM

Stockholm is the capital and the economic and cultural centre of Sweden. Stockholm is connected to the world through Stockholm Arlanda airport. Stockholm city consists of 14 islands, and surrounded by water this metropolitan, vibrant 2 million city is strikingly beautiful.

TELE 2 ARENA

This state of the art venue is a high tech, modern multipurpose arena where we in a unique concept will host the final weekend. With all under one roof we can produce an event with a main arena for 20.000 spectators and fanzones, exhibition, sponsor activation areas etc. All this just 10 minutes by subway from the city center.

Capacity for handball: 20.000 or more.

THE AUSTRIAN VENUES

VIENNA

is the capital city of Austria, 1.8 Million people live in the capital of Austria and the city is the heart of political, economic and cultural live in Austria.



The near international airport offers any opportunity to reach Vienna from every destination in Europe. With a hotel capacity of over 53.000 beds offering all categories, we find optimal conditions for organizing an event.

The playing Venue Vienna Stadthalle has a capacity of maximum 12.000 spectators and was well approved during the Euro 2010. Several public transport connections bring you to the heart of the city within a few minutes.

GRAZ

Near the Slovenian and the Croatian border Graz, with more than 200.000 inhabitants, is the second most populated city in Austria and the capital city of Styria. The international airport is linked to the airport in Vienna, from the capital cities Zagreb and Ljubljana a highway leads directly to the city centre of the capital of Styria.

THE VENUE GRAZ MESSEHALLE

The Graz Messehalle is a modern, but empty hall! Just for the event it offers any imaginable opportunity and turns in a handball arena for 6.000 spectators within 3 days. Situated in the heart of the city centre it is easily reachable for the fans, who enjoy the beauty of the city and the wide variety of culture! In the near surrounding of the city there are various offers for visitors for skiing. The venue was also approved during the Euro 2010, when Norwegians and Croatiens celebrated their handball party in Austria. Graz offers 5.600 hotel beds of all categories!



THE NORWEGIAN VENUES

TRONDHEIM

Trondheim is a city and municipality in Sør-Trøndelag, Norway. With a population of 170,936, it is the third most populated municipality and fourth most populated city in the country. The city has important institutions and among them the world leading Norwegian University of Science and Technology (NTNU).

Trondheim is an experienced handball city located in the middle of Norway. Travel time is 50 minutes by plane from Oslo. Byaasen handball club for women played in the Champions League qualification in 2013. Trondheim was a successful partner during the EURO 2008 and were the host city of the International Tournament "Møbelringen Cup" for Women in 2010. The community of Trondheim is now looking forward to the new arena.

The new Trondheim Spektrum will have a capacity of approx. 8.000 spectators.

OSLO

Oslo is the capital and largest city in Norway. Oslo was established as a municipality on 1 January 1838. Founded around 1048 by King Harald III "Hardrada" of Norway, the city was largely destroyed by a fire in 1624. The Danish-Norwegian king Christian IV rebuilt the city as Christiania. In 1925 the city reclaimed its original Norwegian name, Oslo. The diocese of Oslo is one of the five original dioceses in Norway, which originated around the year 1070.

Oslo is the cultural, scientific, economic and governmental centre of Norway. The city is also a hub of Norwegian trade, banking, industry and shipping. It is an important centre for maritime industries and maritime trade in Europe. The city is home to many companies within the maritime sector, some of them are amongst the world's largest shipping companies, shipbrokers and maritime insurance brokers. Oslo is a pilot city of the Council of Europe and the European Commission intercultural cities programme.



Oslo is considered a global city and ranked “Beta World City” in studies performed by the Globalization and World Cities Study Group and Network in 2008.

As of 2010, the metropolitan area of Oslo has a population of 1,422,442 of whom 912,046 live in the contiguous conurbation. The population currently increases at a record rate of over 2% annually, making it the fastest growing capital in Europe. This growth stems from immigration, as the Norwegian population in the city is actually decreasing, increasingly changing Oslo into a multicultural city. The immigrant share of the population in the main city now counts more than 25%.

Oslo is a wonderful city and full of contrasts. Its natural beauty, in combination with all the facilities of a modern metropolis, adds to the charm of a city often called “the world’s biggest village”. Oslo’s location between the fjord and the forested hills makes it an exciting city for leisure time activities.

Telenor Arena has a capacity of 15.000 spectators appr. 10 km from city centre.

Telenor Arena is a multi-use indoor stadium at Fornebu just outside Oslo by the beautiful Oslo Fjord. Telenor Arena has hosted concerts by Andrea Bocelli and Eurovision Song Contest in 2010 and big events as The Oslo International Horse Show. In November 2013 we had the pleasure to have the first international handball matches in the arena during Bring Cup. Croatia, Denmark, France and Norway competed and it was a great test for the Norwegian Handball Federation to see how the arena could be.





By motorway: The E6 motorway through Denmark and Sweden is the main access by road.

By railway: Norway is linked to the Continent via Copenhagen, Denmark. The connection to Copenhagen is 9 hours.

By sea: Daily arrivals by ferries from Denmark (Fredrikshavn and Copenhagen) and from Germany (Kiel) make it easy for European guests to travel to Oslo by car.

By Air: Oslo Gardemoen Airport, 30 minutes from Oslo city.

PUBLIC TRANSPORTATION

Being a town of only 600.000 inhabitants, the centre of Oslo is small and compact, and most hotels, shopping areas, and entertainment offers are within walking distance.



Public transportation within Oslo: The public transport system is well developed: buses, trams, local trains, underground and ferries are all a part of the network. There is a common fare system for all local transport within the city borders, including transport directly into the extensive forests 20 minutes away – for hiking, biking or just relaxing in an unspoilt environment.





ANNEX 6: ARENA DETAILS

THE SWEDISH VENUES

STOCKHOLM

Tele 2 Arena, 20.000 Spectators



PHOTO: OSCAR OHLSON

FACTS: STOCKHOLM, TELE 2 ARENA

Court size:

Lightning in LUX center court: 3500 LUX

Height: meters to the soffit

Audience capacity: 20.000

Internet:

Bigscreens during the Championship:

Changing rooms during the Championship: 9

VIP seats:

Spectators area:

Ambulance access to the hall:



MALMOE

Malmö Arena, 13.000 Spectators



PHOTO: BILDBYRÅN

FACTS: MALMOE, MALMÖ ARENA

Court size: 60 x 40 meters

Lightning in LUX center court: 3300 LUX

Height:

Audience capacity: 13.000

Internet:

Bigscreens during the Championship:

Changing rooms during the Championship: 8

VIP seats:

Restaurant seat:

Spectators area:

Ambulance access to the hall:



GOTHENBURG

Scandinavium, 12.044 Spectators



FACTS: GOTHENBURG, SCANDINAVIUM

Court size: 60 x 40 meters

Lightning in LUX center court: 2300 LUX

Height:

Audience capacity: 12.044

Internet:

Bigscreens during the Championship:

Changing rooms during the Championship: 9

VIP seats:

Restaurant seat:

VIP boxes:

Spectators area:

Ambulance access to the hall:



THE AUSTRIAN VENUES

VIENNA

Playing Venue:
Spectators Capacity:
Internet:

PRELIMINARY, MAIN ROUND

Vienna city hall
12.000
www.stadthalle.com

TRAFFIC

Airport:
Distance to the airport:
Playing Venue is connected:
Parking:

Vienna
20 km
Public Transport
2.100

PRESS

Press seats:
Tourist capacity:
Points of Handball Interest within 300 km:

200
57.300 hotel beds, all categories
CZE, HUN, Croatia in the city!





GRAZ

Playing Venue:
Spectators Capacity:
Internet:

PRELIMINARY

Messehalle, Stadthalle
6.000
www.meg.at

TRAFFIC

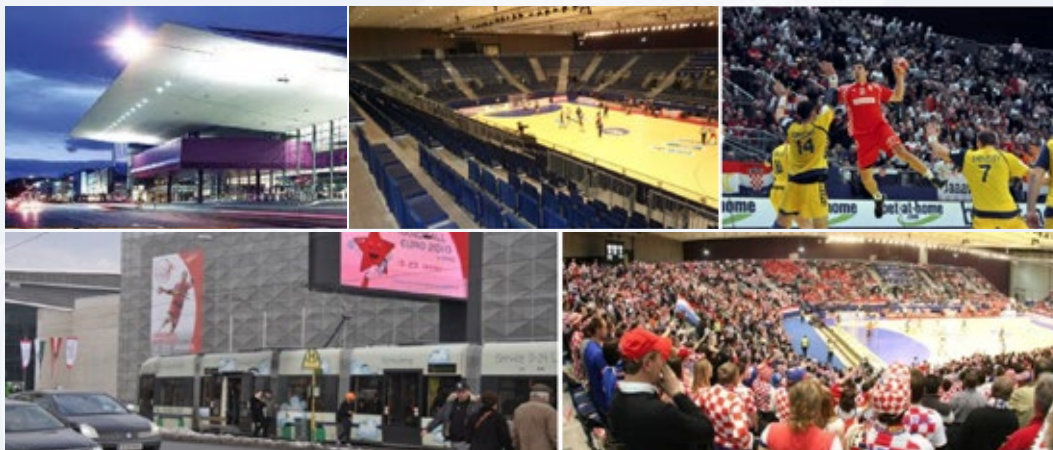
Airport:
Distance to the airport:
Playing Venue is connected:
Parking:

Graz
5 km
Public Transport
1600

PRESS

Press seats:
Tourist capacity:
Points of Handball Interest:

70
5.600 hotel beds, all categories
Hungary, Slovenia, Croatia





THE NORWEGIAN VENUES

In Norway we will use the new Trondheim City Hall and Telenor Arena in Oslo as our main playing courts during the Championship. To make this Championship a social meeting place and a compact Championship we will build up arenas with playing courts and spectator meeting places and services inside the different venues.

All playing courts and training courts in every host city satisfies all the requirements mentioned in the Chapter 9 “Playing Arenas”.



TRONDHEIM

Trondheim Spektrum, 8.000 Spectators



FACTS: TRONDHEIM, TRONDHEIM SPEKTRUM

Court size: 50 meters x 30meters

Lightning in LUX center court: 1500 LUX

Height: 16 meters to the soffit

Audience capacity: 8.000

Internet: WLAN

Bigscreens during the Championship: 2

Changing rooms during the Championship: 10

VIP seats: 300

Spectators area: appr. 1.000 m2

Ambulance access to the hall: appr. 3 minutes



OSLO

Telenor Arena, 15.000 Spectators



FACTS: OSLO, TELENOR ARENA

Court size: 50 meters x 30 meters

Height: 23 meters to the soffit

Internet: WLAN

Changing rooms during the Championship: 6:

Reastaurant seat: 800

Spectators area: appr. 5.000m²

Ambulance access to the hall: appr. 10 minutes

Lightning in LUX center court: 1500 LUX

Audience capacity: 15.000

Bigscreens during the Championship: 2 - 4

VIP seats: 800

VIP boxes: 40

Telenor Arena was used for handball for the first time during Bring Cup 2013 (Golden League Tournament).



ANNEX 9: PRESS CENTER DETAILS

We will provide different sized media centre areas both in the halls and the hotels.

We are aware of all the requirements according the Bid and Event Manual and will make sure that every venue has perfect communication possibilities and good food and facilities for the press.

The OC's will make sure that the media have their own entrance, restricted areas in the hall, necessary working rooms with a high level of communication facilities, their own seats in the arena, security of all working rooms and areas.



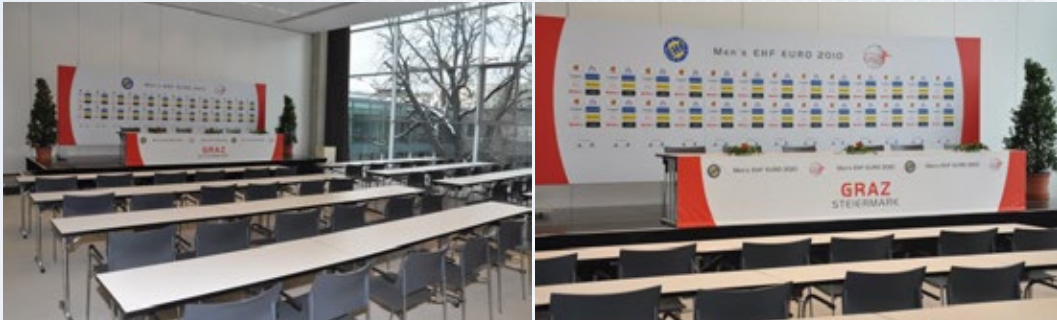
The OC's will establish own press conference rooms in every playing hall and make sure that every journalist and photographer are able to work in their own mixed zone.

The OC's are aware of all this issues concerning the press and used the EURO 2008, EURO 2010, WC 2011 and all our International matches during the season to develop our performance in handling the press and make sure that they have the best possible working conditions.



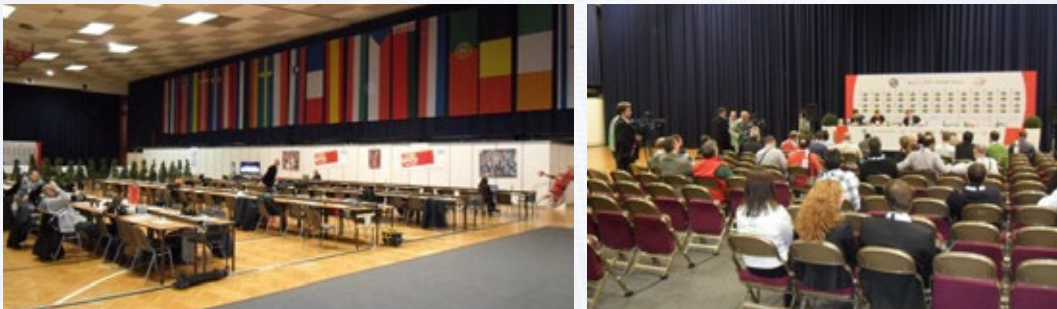
AUSTRIA

THE GRAZ MESSEHALLE



The press center will be prepared for about 70 journalists! It is situated within 3 Minutes walking distance to the hall and on the camera side. You enjoy very short distances. Highest standard concerning technique will be provided.

VIENNA CITY HALL



The press center will be prepared for about 300 journalists! It is situated within 5 Minutes walking distance to the hall and on the camera side. You enjoy very short distances. Highest standard concerning technique will be provided.



ANNEX 10: INFORMATION ON HOTELS AND INFRASTRUCTURE

HOSPITALITY FACILITIES

We are working together with our Hotel Partner Scandic and Rica in Sweden and Norway to make sure that every player, referee, delegate, representatives and guests will be treated with the best possible service.

Scandic and Rica Hotels offers exceptional quality and personal service at affordable prices. Furthermore, all the hotels are situated near the respective playing hall.



THE SWEDISH VENUES

In Gothenburg and Malmö we will use hotels of high international standard that are located in the city center.

In Stockholm however there is a risk that the bus ride from a city center hotel to the arena will take considerably more than 30 minutes. Therefore we have to use hotels closer to the arena. All teams will have their meeting room.

Our aim is to distribute the food wishes from each participating team to the chef of the hotel restaurant.

The EHF hotels will fulfil all requirements.

In all hotels there will be offers of fitness training alternatively outside the hotel with a maximum 15 minutes from the hotel.

For the moment and the year to come lots of 5 star hotels will be built.

Based on that we in Sweden think to produce a list of hotels will not be good, because coming to 2020 they will not be actual.



THE AUSTRIAN HOST CITY VENUES

ACCOMODATION IN AUSTRIA

In Vienna you find 57.000 hotel beds of all categories. Near the venue we have 7 hotels of international standard within walking distance to the hall, so we can offer for the teams, the officials and the journalist optimal conditions.

When we, together with the EHF decide about the hotels, we will take care about an adequate size of the rooms, as well about the additional requirements as fitness center, meeting rooms and balanced food.

In Graz you find 4 hotels cross the street of the playing venue, more than 5.000 hotel beds of all categories secure good conditions for fans and other incoming people. In Graz every major hotel is within 15 Minutes to the playing venue.

COMMUNICATION

Together with our IT partners we will secure a “state of the time” standard of IT and communication.

DISTANCES

GRAZ

- Hotel to venue - within walking distance
- Hotel to airport - 15 minutes
- Venue to city center - 10 minutes walking distance

VIENNA

- Hotel to venue - within 15 to 20 minutes distance
- Hotel to airport - 30 minutes
- Venue to city center - 10 minutes public transport



THE NORWEGIAN CITIES

MAIN FOCUS FOR THE ACCOMODATION

HOTELS

All hotels are on a high international standard level. It is located close to the halls to make the travel distance as short as possible. It is possible to locate 1 or 2 teams in separate hotels if needed. This will secure that every country can have enough space for all activities.

ROOMS

We will make sure that every guest will have a room with a big bed and enough space. Every team will have their own meeting rooms for social activities, massage, meetings and other necessary activities.

FOOD

We will make sure that every guest will be provided with an international menu. Every hotel will offer the individual teams the meals that they request.

COMMUNICATION

Every EHF hotel will be equipped with a meeting room with video conference system. Every hotel will be equipped with high speed internet connections and their own service desk.

FITNESS TRAINING-FACILITIES

Every hotel will have an offer of fitness training inside the hotel or in a walking distance of maximum 5. minutes from the hotel lobby.

EHF representatives and guests will be accommodated in other top hotels than the players.



TRONDHEIM

All hotels are located app. 10 minutes by car/team bus from the hall.

- Team hotels – 2 teams in each hotel
Rica Hotel Nidelven, distance from arena 4 km
Comfort Hotel Park, distance from arena 3 km
Thon Hotel Trondheim, distance from arena 3 km
- EHF hotel – Britannia Hotel, distance from arena 3 km
- Media hotel – Clarion Hotel St. Olav, distance from arena 4 km
- Supporters – Scandic Hotel Solsiden, distance from arena 5 km

OSLO

All hotels are located app. 15-20 minutes by car/team bus from the hall.

- Team hotels – 2 teams in each hotel
Scandic/Rica Holmenkollen Hotel, distance from arena 12 km
Scandic/Rica Hotel Bygdøy Alle, distance from arena 7 km
Scandic/Rica Hotel Holberg, distance from arena 10 km
Scandic/Rica Hotel G20, distance from arena 10 km
Scandic/Rica Hotel Victoria, distance from arena 9 km
Thon Hotel Opera, distance from arena 11 km
- EHF hotel – Scandic/Rica Grand Hotel Oslo, distance from arena 10 km
- Media hotel – Radisson Blu Park, distance from arena 1 km
- Supporters – Scandic Hotel Sjølyst, distance from arena 6 km



ANNEX 14: SPECTATORS MANAGEMENT

To make the best possible spectators management we will facilitate a workshop to find out the best practice and use all new technology to make the best possible spectator management for the future.



THE AUSTRIAN CITIES

Graz and Vienna offer both a wide variety of cultural highlights, as well as an impressive infrastructure! The Venues are located in the middle of the city, easily reachable with public transport.

GRAZ



VIENNA





SPECTATORS' MANAGEMENT AUSTRIA AND IDEAS

TOURISTS AND TICKETS

International activities

PRE Euro Cups at the venues
Qualification Games are Promotion Events
Draw Event
„One Year to Go“ Gala Evening
Ticketing - one year prior to the event
International Promotion Activities
Media Lobbing Events
Media Cooperation
Mascot Tour

Together with tourist agencies we will provide our guests with a wide offer for connecting sport and city tourism or handball and skiing in Austria.

We will use the chance of the new playing schedule, in cooperation with national tourist agencies and their connections to the important markets in Croatia, Hungary, Slovenia and Germany. We will work on a concept, filling the halls with international guests.

Collecting the handball fans as costumers from 2016 on at all big Euro events and creating a databank.



Cooperation with the “big” Federations to create a “Fan Emigration of Nations” to the Euro 2020!

SCHOOLS AND CHILDREN

The Austrian Federation will organize a “mini euro” with all schools playing handball.

CLUBS AND LOKAL FEDERATIONS

All Clubs in Austria should be involved and get the opportunity to visit the Euro! As they take responsibility, they are part of the Euro and will celebrate the party!

SPONSORS

Our Sponsors are partners bringing fans to the Euro - special ticket offers for their customers should bring more fans to the venues and create new handball fans!



THE NORWEGIAN CITIES

SPECTATORS' MANAGEMENT NORWAY

To attract young players the OC will make special offers to all Schools and Handball clubs which invite them to join the Championship. This is the best possible way to fill the halls with enthusiastic youngsters and to recruit new players through inspiration and self experience of world stars and idols.

TOURISTS AND TICKETS

The local organizations will make sure that every spectator will get a hotel with reasonable prices and we are working closely with the Norwegian Tourist Board to get help with information about the possibilities in the respective cities. The tickets will mainly be sold on the Internet, so that everyone has equal opportunities to purchase tickets to the matches that they find interesting.

LOCAL ORGANIZERS

The local organizers look forward to show the world a friendly and service minded atmosphere and a beautiful nature.

We will work with the following special activities to ensure sold-out halls:

- Special quantity offer to our main sponsors.
- Special offers with educational program for all Norwegian Handball Clubs.
- Special offer for small and medium sized companies.
- Weekend Packages.
- Seminar Packages.
- Hospitality packages.

We would like to take the best of these offers in to our work with the EHF EURO in 2020.



SPECTATORS MANAGEMENT SWEDEN

Sweden will have the same priority as for The Men's World Championship 2011. That is to fill every arena for every single match to minimum 80% of capacity.

To reach that

- You have to be flexible in pricing the tickets
- You have to be attractive to schools and handball clubs
- You have to build interesting packages for foreign supporters
- You have to use the strength of all new social medias
- You have to convince EHF not to play 3 matches in a row in the same arena



ANNEX 15: NATIONAL AND INTERNATIONAL PROMOTION AND MARKETING

To make the best possible national and international promotion and marketing campaign the three organizers will facilitate a workshop to find out the best practice to develop the best programme for all venues and cities.



IDEAS

The OC's will make a marketing plan that involves both international and national activities to make sure that everyone all over Europe will be informed about the Competition in Norway, Austria and Sweden 2020. We will use professional assistance from all our media partners to make sure that we get an updated commercial design program in close cooperation with a marketing and promotion plan. The OC's are working in close cooperation with organizations like Visit Norway, Visit Austria and Visit Sweden as well as with Convention Bureaus to promote all host cities and the three countries in the best possible way

Our main goals for these campaigns will be to increase:

- The support of every participating nation in every venue.
- The ticket sales.
- The number of new players
- The number of school children to be interested in the team sport Handball.
- The media and sponsor interest to the sport.

STEP 1: JANUARY-JUNE 2015

We will have a meeting with the three Federations to establish a plan. This will be a plan for how we together can use the three organizations and our sponsors to work out a promotion concept which includes all parts of the world and all kind of services and products needed to the Championship.

STEP 2: JUNE 2015 – JUNE 2019

We will work out a Championship profile and design manual and make commercial distribution plans with international brands. We will establish international ambassadors to the Championship and use all kind of international meetings, tournaments and Championships to promote the EHF EURO 2020 in Austria, Norway and Sweden.



STEP 3: JUNE 2019 – START OF THE CHAMPIONSHIP

We will roll out an international campaign through our international sponsors and through all national federations and other contacts. We will roll out all national activities through all our regions, sponsors and in local media.

MARKETING CHANNELS

We will use all available social and commercial Medias and channels. We will use our experience and our existing network of sponsors and suppliers to make the best impact of the Championship and to serve the local organizations with needed products. We are in close cooperation with the largest newspaper in our countries, as well as The largest commercial Radio stations and the largest commercial TV stations. They will all give us great advice and support to make the best National promotion campaigns.

OFFICE EQUIPMENT

The OC's has a good relationship with suppliers of all kind of products and equipment like cars, mobile phones, computers, copy machines and printers.

LOGISTICS

Our car suppliers will make sure that we may offer all kind of cars suitable for teams and VIP's. We will also have all support so that necessary transportations with bus, flight or train will be taken care of.

REFRESHMENTS AND CATERING

We will work together the government to serve local and ecological food to serve all hotels and halls with fruit, refreshments and catering.

CORPORATE IDENTITY

We will use a professional partner to develop our design manual and creating corporate identity including logo, Championship profile and mascot design on close cooperation with EHF.



ANNEX 16: STRATEGIES AND IDEAS

IDEAS FROM AUSTRIA

For sure the Euro 2020 will be electrifying for the players, for the spectators, a milestone in the international sport!

The Austrian Handball Federation is ready to work on new standards in the sense of the Brand Management of the European Handball Federation.

A firework of Ideas should thrill all involved persons, should bring a big “WOW” in the faces of our guests.

The main idea is to make the EHF Handball EURO an international Sport Event, showing impressive pictures all over the world!

In Austria the Handball Euro 2020 will be the major sport event. This is a big chance to get all the publicity!

The long period of preparation offers a lot of opportunities to develop the event.

We focus on three major projects.

1) GET THE EURO 2020 INTERNATIONAL

Cooperation with handball nations and our tourist agencies in Austria using other handball Events as the Euro 2016, 2018 and the qualification games for 2020 as a platform.

Organizing an international mascot tour - bringing the ball to the guest nations.

Engage handball ambassadors in the guest countries.



PROMOTE THE EURO IN AUSTRIA

First step till 2019: Activating the Austrian Handball community, creating events and involving stakeholders in the preparation of the Euro!

Second step: use every opportunity to promote the event 6 month prior to the event to get the public ready to celebrate the handball party.

Involving all our partners and sponsors and use their promotional power

Use the opportunities of the host cities to promote the event

SUSTAINABILITY

After the Euro 2020 Handball in Austria should have a new standard and a new level, with more active handball players and more publicity than ever before. Programs in schools together with the clubs and the sport associations create a new spirit for handball!

MEDIA COOPERATION

Media cooperation are a major issues during a successful preparation of the Euro 2020, we are ready to go our long way with the most important partners concerning TV, print and radio.

SOCIAL MEDIA

To activate the next generation we are ready to prepare a broad offer of social media activities. Social media offers us the opportunity to connect the fans from all over Europe of all generations!



THE NORWEGIAN CITIES STRATEGIES AND IDEAS

The Norwegian Handball Federation will use the EHF EURO to increase the amount of young new players and to increase the number of top-players who will continue after they've become 20 years old. Therefore we will start a campaign immediately after the awarding process.

THE CAMPAIGN - YOUTH PLAYER PROMOTION CAMPAIGN

The Norwegian Handball Federation has more than 115.000 members. 70 % of these members are female players. We have started different activities to recruit new players and players to the top-handball. We will use the Championship to focus on the top-players and we will make several activities for this group.

Our Goal is to recruit more top-players from the date of the awarding of the Championship until the championship starts in 2020.

The campaign will include the following actions:

- Handball weeks 10 times a year.
- Colourful handball tournaments with focus on players from all parts of the world living in Norway.
- Handball schools for children in the age of 7-12 years old two times a year.
- Use the Norwegian National players as ambassadors and motivators in the schools to attract and to motivate the young players to start with handball.
- Release a welcoming guideline and programme in every handball club that make sure that every new player will feel that the handball environment is an attractive, safe and secure place to be. This will be presented through handouts in the schools and at our website www.handball.no

THE SPIRIT OF NORWAY - MUSIC, THEATRE AND FESTIVALS

As the playing venues in Norway are central cities also for tourist activities, all the local organizers will have access to a very competent and experienced network.



The hosting cities are culturally known for music, theatre and festivals, nationally and partly internationally.

For visitors as well as local audiences, the ambition is to organize folk festivals with music and entertainment during the match days in order to draw attention to the arrangement.

Radio, website, newspapers and television will naturally be central in the promotion of the EHF EURO. There are squares and market places in all the mentioned cities. It's an explicit ambition that everyone attending the EHF EURO in 2020 shall have the opportunity to experience cultural events including music, theatre and festivals.

ENVIRONMENTAL ISSUES AND ACTIVITIES

To make this a Championship with focus on environmental issues and Handball for all we would like to initiate activities for:

- Children
- Handball leaders
- Handball players
- National referees.

We would also like to do an environmental verification of the Championship and use the competence of the World Wildlife Foundation Norway to secure and guide us through all activities and arrangements during the Championship.



ANNEX 18: WEB SITE PRESENTATION

We will now immediately produce a basic web site presenting our joint application.

After the congress we will start the work with a joint design for the Championship and update the website in cooperation with EHF.

This website will be promoted in social media and all events in the period from the congress September 2014 until after the Men's EURO 2020.

We will also use all actual social medias to integrate supporters in the promotion of the event.



ANNEX 19: EVENT PRODUCTION CONCEPT





THE AUSTRIAN SIDE EVENTS

SEMINARS

The Austrian Federation understands a major Sport event as meeting point for all professional stakeholders of our sport, but also from other sports as a platform to exchange experiences and learn. Therefore we are ready to organize seminars in different fields, as law matters, medicine or marketing.

PARTIES AND FAN VILLAGES

As the Euro is spread to three countries and there will be matches on every day, we will organize in the city centre meeting points for Fans from all nations to watch handball games in a “handball Party” atmosphere!

VENUE DRESSING

The host cities Graz and Vienna are prepared to dress their cities to give the Euro a picture - the Handball Euro is in Austria- flags on the main streets, City lights and side events as for example a classic concert to the honour of the Euro.



THE NORWEGIAN CITIES STRATEGIES AND IDEAS

We will use the experience from the past EURO 2014 Denmark and our ongoing Golden League concept to make the best possible event production concept.

The event production concept shall be a composition of hospitality programmes, side events and city activities, fan zones as well as seminars and conferences as the main issues.

The hospitality set-up must be professional and interesting in order to attract important partners and guests. However, it is also necessary to introduce a more “mainstream” programme so that every spectator will feel welcome.

City activities can be organized prior to the Championship to get focus on the event and they can be organized during the event to create a good atmosphere in and around the venues. These activities will be made in close cooperation with the city officials, tourist agencies and other local partners.

The side events will mainly be organized during the Championship where they will underline the relaxed and joyful atmosphere. The intention will be to give the spectators a good experience in a professional set-up.

Fan zones are a part of the above description. It should be a place where the fans can feel that they are at the heart of handball. The fan zones can be situated close to the arenas or at central points in the city centres.

The EURO is a good opportunity for organizing conferences, seminars and workshops. The Development Department of the Norwegian Handball Federation will investigate the feasibility of conferences and seminars in close cooperation with EHF. All organization in this regard is guaranteed according to mutual agreements.