



Strategic plan 2021-2024



INTRODUCTION AND SUMMARY

Updated 2021.04.22

From the President

EPF was founded in 1977 and has since then been a powerful umbrella federation grown from 4 to 36 national member federations.

To develop European powerlifting to what we see today has been a democratic process and lot of work by numerous officials, lifters and volunteers throughout more than 40 years.

All these years, EPF rules have been improved step by step to keep up to the standard that IPF, IOC, WADA and we as EPF members require. The goal has all the time been to improve, streamline and develop powerlifting to a popular and professional “sport for all” with high ethical standards.

This Strategic Plan is a long-term plan and will be a guideline for all EPF officials and member nations. Cooperation and support from all member nations is crucial if we shall reach our goals.

In 2020 and 2021, the Covid-19 pandemic slowed down or stopped the competition and training activities. In the administration, this period has given the opportunity to work with sponsorship besides the daily administration.

Since the last update of the Strategic plan (2019), at least *five* important goals have been reached.

One is signing in 2 large sponsor contracts (Rogue Fitness and A7 Fitness inc.) which secure better economy for EPF in the next 4 years. In general, a better economy makes it possible to reach many of the goals listed in this Strategic plan.

Second is that a Market strategy plan has been established and a professional *Marketing Consultant* has been signed in.

Third is that increased economy ensures that up to 4 championships will be professional streamed yearly.

Fourth is that a part time *Media Secretary* has been employed which will help to reach more of the goals listed in the Strategic plan. Professional media work will be essential in the development of our sport to make it better known and to highlight our lifters.

Fifth is that the *European University cup* has been established and a mutual agreement between EPF and EUSA (European University Sports Association) has been signed.

In addition, progress has been made to reach or improve more of the strategic goals.

One is the standard of our championships. Our organizers have been more and more professional as the standard has raised considerably over the past years.

By guidelines, support and requirements from the EPF administration, the goal is to reach a standard we see at IOC recognized sports. It is my wish and hope that all parts of the EPF organization will cooperate to achieve the goals specified in this EPF Strategic Plan 2021-2024.

Arnulf Wahlstrøm, EPF President





STRATEGIC PLAN: OUTLINE

Our Strategic Plan for 2021-2024 highlights the EPF's opportunities and challenges. The Strategic plan outlines our pathway to our long term goals. The 2021-2024 EPF Plan document is relatively schematic. This serves to highlight the key issues the EPF has to deal with and to focus our work.

The EPF aim to take an active role in shaping the future of powerlifting as part of IPF.

Outline of the strategic plan:

- Introduction and summary
- Outline
- The core: our values, vision, mission
- The EPF Missions
- Objectives and actions





THE CORE: OUR VALUES, VISION, MISSION

EPF VISION

The EPF will lead the sport of Powerlifting to a position of respect in Europe, by providing high quality championships, promoting powerlifting and leading by example in terms of integrity, inspiration and sport for all

EPF VALUES

<i>EXCELLENCE</i>	<i>Development of our sport and Powerlifting events will be of the highest standard</i>
<i>FAIR PLAY</i>	<i>The EPF will continue to work for a clean, fair and true sport for all athletes and officials</i>
<i>INTEGRITY</i>	<i>All doing by EPF will be fair, transparent and subject to due process.</i>
<i>INSPIRATION</i>	<i>The EPF officials will be the proactive force to develop powerlifting in Europe</i>
<i>SPORT FOR ALL</i>	<i>The EPF's structure, activities and deliverables will encompass all, irrespective of race, color, gender, age, disability, nationality and sexual orientation.</i>





THE CORE: OUR VALUES, VISION, MISSION

EPF MISSIONS

1. *INSPIRE* Promote, support and encourage doping free powerlifting as a sport for All.
2. *GOVERN* Maintain structure and processes for the sound functioning of the EPF in line with IPF, IOC and WADA rules
3. *ORGANISE* Provide European Powerlifting championships of Superior Quality
4. *DEVELOP* Grow participation by member federations , athletes, officials and supporters of Powerlifting in Europe.
5. *PROMOTE* Encourage media and markets to actively engage with Powerlifting





OBJECTIVES, GOALS AND ACTIONS

MISSION 1: INSPIRE TO DOPING FREE POWERLIFTING

Objective: Promote, support and encourage doping free powerlifting

Goals to be achieved during the 2021-2024 period

- *Zero positive doping tests at European Championships*
- *Zero positive doping tests out of competition (OCT)*

1.1 Promote role models

- Highlight lifters with great results, outstanding behavior and living out the EPF values to the fullest. Interviews published at live stream and social medias are part of such highlights
- Highlight enthusiasm and energy shown by athletes, teams and organizers
- Highlight team spirit
- The EPF will be open-minded for opinions and input from all federations

1.2 An organized plan for doping tests

- Doping test to be performed at all European championships in cooperation with IPF.

1.3 An organized plan for educational anti-doping work

- Organize anti-doping seminars in connection with some European championships
- Publish anti-doping news in EPF media

1.4 Co-operate with IPF for a doping free sport

- Develop and conduct anti-doping education
- Work together with IPF to maintain strong anti-doping rules





OBJECTIVES, GOALS AND ACTIONS

MISSION 2: GOVERNING THE EPF

Objective: Develop and maintain structure and processes for the sound functioning of the EPF

Goals to be achieved during the 2021-2024 period

- *Increased number of active volunteers working for EPF*

2.1 Maintain structure and processes

- Follow up contracts with organizers
- Follow up Guidelines for organizers
- Follow up guidelines for different EPF duties

2.2 A Functioning Strategic plan

- Formally adopt a 2021– 2024 Strategic Plan
- Review outcomes and adjust every second year

2.3 Professionalized People and Processes

- Seek support from independent consultants when needed to complement the work done by volunteers.
- Develop task specific committees and working groups

2.4 Financial Security and Integrity

- Achieve turnover and margins and increase income in connection to increased activity.
- Yearly execution of a documented work plan and budget
- Consolidate existing Powerlifting-specific commercial partnerships and initiate new partnerships

2.5 Represent the European region in the IPF

- High focus to work for IOC recognition. Adopt rules and guidelines from IPF.
- Maintain Code-Compliant status in line with the WADA
- Contribute to the development of SOI Powerlifting
- Provide a yearly European Championship Calendar which fits with the IPF calendar

OBJECTIVES, GOALS AND ACTIONS

MISSION 3: ORGANISING EVENTS

Objective: Provide European Powerlifting championships of Superior Quality

Goals to be achieved during the 2021-2024 period

3.1 Commencement of Higher Order International Competition

- Encourage to arrange European Series or cup of Powerlifting
- Encourage to arrange high quality World championships in Europe
- Work to include powerlifting into European Games

3.2 Enhanced Quality Control of International Championships and Events.

- Maintain an event certification function for pre-event quality assurance and post-event evaluation. Tools are to actively use the documents named; Promoters Contract, Organizing Checklist and Championship Evaluation.





OBJECTIVES, GOALS AND ACTIONS

MISSION 4: SPORTS DEVELOPMENT

Objective: Grow participation by athletes, officials and supporters of Powerlifting in Europe.

Goals to be achieved during the 2021-2024 period

- *Reach 40 member national federations*
- *35 nations taking part at Europeans championships*
- *Both genders represented in all committees*

4.1 Increase number of active national member federations in Europe

- Establish contact with nations with low or no activity
- Recruiting new member federations

4.2 Recruitment

- No minimum qualification limits for Europeans for the time being, but to be evaluated from year to year to secure a proper quality level of our main championships
- Increase number of European Cups or Games in the Calendar
- Record and publish athlete participation growth at National championships and member growth for member federations.
- Yearly calendar and report showing national championships in Europe

4.3 Gender Equality

- Uptake qualified members of both genders onto commissions and committees
- Implement gender, age and weight category equality when promoting powerlifting





OBJECTIVES, GOALS AND ACTIONS

MISSION 5: PROMOTING MEDIA AND MARKET INVOLVEMENT

Objective: Encourage media and markets to actively engage with Powerlifting

Goals to be achieved during the 2021-2024 period

- *4 high quality level streaming of European championships per year*
- Website updates in News at least twice a month,
- Regular Newsletter to member federations and umbrella federations (such as EUSA) once a month, in case of interesting news, individual sending's should be done
- More posts on social media, especially on Facebook and Instagram, especially with nice photos and videos, also sharing of posts of member federations more often
- Relevant posts to be published on Twitter
- *Increase the amount of income from Sponsors*

5.1 Clearly Differentiated EPF Product (under the IPF umbrella)

- Brand EPF Powerlifting
- Gather data basis for marketing analysis
- Establish and implement Marketing Strategy and yearly "Marketing roadmap"
- Maintain and develop cooperation with sponsors
- Search for cooperation with new potential sponsors

5.2 Extensive Online Presence for the EPF

- Implement Media Strategy and yearly "Media roadmap"
- Active EPF web-site, Facebook, Twitter and Instagram accounts
- Provide High level quality streaming of European Championships
- Gather and publish data to verify on-line activity

5.3 EPF Online Data

- Grow the database of broadcasters, print publications and sports organisations with contacts from national down to regional level for press releases
- Make video clips accessible to broadcasters via press releases and social media

