



# EPF STRATEGIC PLAN 2024 - 2029



# FOREWORD BY THE EPF PRESIDENT

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European Powerlifting Federation is a regional sport organization with a long history, rich experience, and prominent athletes. We are proud of our activity but it's a high time to to keep up with the modern world, focused on the latest technologies.

The administrative board of EPF realizes that we must do profound changes in the direction of Federation's work. These concern such areas as good governance, anti-doping, events organization and media actions. Our reforms in good governance relate predominantly to improvements in our Constitution and By-Laws, which will allow the EC to react immediately on the arising challenges. Our full determination to protecting clean lifters is based on a fruitful partnership with the IPF and respectively CCES, which are in charge of the entirety of our anti-doping activities.



# FOREWORD BY THE EPF PRESIDENT

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To start with the work, which will lead us to the better future we need an essential tool – a Strategic Plan. A roadmap that can guide the way forward in all areas of activity.

The EPF is fortunate to have strong and diverse expertise and experience among our members, which made possible to create a plan how to unlock our full potential. We had to estimate our strong and weak sides, look for the threats and decide what can be done not to lose first, overcome the second and avoid the third. Afterwards it will be required to establish priorities, allocate resources to implement them and, equally important, to measure success. This what the Strategic Plan is.

We did our best to take into consideration the interests of the athletes, national federations, and sponsors. It is now up to all of us to develop and work hard to fulfil these goals. Every single one is achievable between now and 2029. The visions, missions and values stated in this Plan belong to all of us and should equally be respected. They are the key principles lying in the basis of our work.

From now on we must work hard to implement these words into actions and create a concrete reality we would like to live in. I count on each of you to participate in this struggle to make European Powerlifting Federation even more strong attractive and reliable regional sport organization.

**Bjorn Astad, EPF President**

# RICH HISTORY

First Nationals in powerlifting in European region were conducted in Great Britain.



Foundation of the European Powerlifting Federation in Turku, Finland. First official European records were noted from the beginning based on results of Europeans taking part in World championships.

**1966**

**1977**

**1968**

**1977**

**1978**

First international competition in powerlifting between Great Britain and France. a team of six French lifters were invited to Bristol and the year after a team of six British lifters went to Paris for a return match.

In these competitions no dead lift was included and in squat the lifter had to stay down in the squat until the referee gave him the signal to return up again. The British team won the competitions.

First EPF President Jaakko Parviainen from Finland was elected.

First European Championship in powerlifting was conducted in Birmingham, Great Britain. 63 lifters from 11 nations took part.

# RICH HISTORY

Second EPF President Helge Stave from Norway was elected. He acted as a President only one and a half year before he died in 1981.

**1980**

First Open European championships for Women was organized in Darmstadt, Germany. 52 female lifters from 11 nations took part.

**1983**

The first European Junior Champion-ships for Men was organized in Soest, Germany.

**1985**

**1982**

The next EPF President Vic Mercer from Great Britain was elected. He served his duty till 1988.



**1984**

At the European championship in Norway first doping control was carried out. It was paid by a donation from Great Britain.

# RICH HISTORY

First EPF Constitution and By-Laws prepared by Vic Mercer, Heiner Köberich and John Moody was accepted by the Congress.

**1987**

A historical person Arnulf Wahlstrøm from Norway was elected as a new EPF President. He served at the post for 33 years!

**1990**

EPF started with the first European University Cup.

**2002**

**1988**

Next EPF President Wouter v.d. Toorn from the Netherlands was elected for only 2 years when he died in 1989.

**1995**

First European Women Junior Championship was organized in Cherkasy, Ukraine.

**2003**

First Western European Cup was organized for the countries belonging to this region. Currently such nations as Austria, Belgium, Cyprus, Denmark, Finland, France, Germany, Great Britain, Greece, Iceland, Ireland, Italy, Luxembourg, Malta, Netherlands, Norway, Portugal, Spain, Sweden and Switzerland are participating there.



# RICH HISTORY

First combined championships for both men and women were carried out in Stavanger, Norway.

**2006**

New bodyweight categories were instituted both in IPF and EPF.

**2011**

The doping tests at European championships were delegated to the IPF.

**2021**

**2009**

New and present EPF logo was instituted.

**2015**

First European Classic Powerlifting championships was organized in Pilsen, Czech Republic.

**2023**

New and current EPF President Bjorn Astad from Norway started guiding the European Powerlifting Federation.



# SWOT ANALYSIS



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SWOT analysis is a framework used to evaluate an organization's competitive position and to develop strategic planning. It assesses internal and external factors, as well as current and future potential. SWOT is an acronym, standing for Strengths, Weaknesses, Opportunities and Threats. This analysis has been applied to the EPF as a part of the strategic plan development.

## STRENGTHS

Describe what an organization excels at and what are its strong qualities and assets, and why it is attractive to public

## WEAKNESSES

Stop an organization from performing at its optimum level. They are areas where the organization needs to improve to remain competitive, or even what resources are lacking

## OPPORTUNITIES

Refer to favorable external factors that could give an organization a competitive advantage. Looking at the environment around and inside the organization, they describe areas that should be prioritized

## THREATS

Refer to factors that have the potential to harm an organization



## HISTORY

Powerlifting started in Europe in 1966. Since then European region became one of the strongest in IPF with the biggest number of member nations and with the best lifters in the world. European Powerlifting Federation affiliates 41 national federations, 75% of which are usually participating in the EPF Championships.

## STRONG PRESENTATION OF FEMALE REFEREES

Female referees are currently almost as numerous as their male counterparts at EPF events. Progress has been made in recent years with giving the opportunity for women to pass referee exam without any fee. This provides the opportunity to conduct all the procedures in accordance with the Safeguarding Policy.

## EQUALITY, DIVERSITY AND INCLUSION

Underpinned by its inherent accessibility and universal appeal, Powerlifting is among the most inclusive kind of sports in the world. European Powerlifting Federation organizes championships for all the age categories of the athletes starting from 14 years old with no further limit. The range of weight classes offer opportunities for athletes of all body types. The sport is also leading the way in gender equity – with equal quantity of body classes for both genders and equal possibilities for participation in the EPF championships.

## SAFEGUARDING

EPF provides the safe conditions for the athletes at its events. The Safeguarding policy is being followed at all levels with the strict designation of the referees of the respective genders to conduct the weigh-in procedure.

## ACCESSIBILITY

Powerlifting is highly accessible to both spectators and participants, underpinned by the Goodlift computer system, explicit referee system and a simple competitive objective: to lift the greatest weight.

## FAIR PLAY

EPF conducts all the events in the full compliance with the IPF Anti-Doping Rules and WADA Code. In-Competition and Out-of-Competition testing of the athletes lies under the responsibility of Canadian Centre for Ethics in Sport (CCES). We are proud that we can protect the clean athletes from any deception.

## STRONG IOC AND IWGA TRUST

EPF administration is strongly cooperating with IPF and respectively with CCES to conduct both In-Competition and Out-of-Competition tests to ensure that powerlifting does not have any positive tests at the World Games and prove to the IOC that is a sport worth of recognition.

## EUSA MOU

In 2024 EPF managed to succeed in establishing the cooperation with the European University Sport Association. The Memorandum of Understanding between EPF and EUSA will be signed at the EUSA EC meeting in Portugal an April 2024. The first EPF EUSA event is planned for 20-23 February 2025 in Luxembourg.



## PRODUCTION OF THE QUALITY SPECIALIZED STREAMING

In order to ensure balanced and top-level coverage of the EPF events, a standardised streaming is provided by Viva TV company. This guarantees the unique style of the video supported by the professional commenting.

## EUROSPORT

In 2025 for the first time the European Open Classic Powerlifting Championship will be covered by pan-European television sport company Eurosport. This channel's net is spread over 54 countries. The broadcasting is being conducted in 20 languages. The cooperation with Eurosport gives unprecedented benefit for the EPF both in terms of the powerlifting promotion and commercial possibilities for the EPF sponsors, which result in the increased sponsorship packages.

## MULTI-EVENT CALENDAR

European Powerlifting Federation has a year-round events calendar with the competitions set mostly in the same dates annually, which gives the opportunity to conduct them with the highest efficiency and for the national federations to plan their events accordingly. However, EPF is open for the new promotional events to engage even bigger quantity of the participants of different levels.



# WEAKNESSES

## **VOLUNTARY BASED ADMINISTRATIVE WORK**

The EPF is predominantly concerned with institutional governance and should operate as a modern, competitive sports organization. The operational staff is small and mainly works on voluntary basis.

## **MEDIA MARKETING**

There is a significant scope for EPF to better realize its potential to reach and engage consumer audiences with positive storytelling focused on the athletes and their performances. In particular, social media engagement between competitions is currently very limited.

## **UNATTRACTIVE EVENTS**

Sometimes because of not appropriate venues or incomplete set up and organization work competitions can appear repetitive and unexciting to casual spectators.

## **LACK OF REFEREES AT EPF EVENTS**

Currently EPF faces the lack of referees to officiate at the EPF events. Not all the participating nations bring referees with their teams.

## **POSITIVE DOPING CASES OF EPF MEMBER NATIONS**

Lately EPF faced the problem that some of the EPF member nations had positive doping cases at EPF and IPF events. The reason is not effective cooperation between some European national federations and their respective NADOs.

## **LACK OF NEW ORGANIZERS**

Not always EPF receives the bids from several Organizers for the same event and therefore can't choose the best option.

# OPPORTUNITIES



## ENGAGEMENT OF YOUNG PEOPLE

EPF is leading the way in engaging young but experienced in powerlifting people to put the athletes' vision in the heart of governance. Further work in this direction can help positively transform the culture of the sport and our organisation.

## COOPERATION WITH TV PRODUCTION COMPANIES

It is obvious that all the sponsors are interested in the widest visibility of their products. That's why it is very important to spread the video material of the EPF events among the TV broadcasting companies both of global and regional level. Cooperation with the regional TV companies opens for EPF the possibility to provide the commercial to the sponsors of the respective regions and gain more beneficial contracts with them.

# OPPORTUNITIES



## INVOLVEMENT OF THE MANUFACTURERS

There is significant untapped potential in collaborating with commercial equipment manufacturers and strength training brands and providers to create new revenue sources and promotional opportunities.

## SPONSORING AND COMMERCIAL APPROACH

Adding revenue generation to the EPF strategy will bring the federation in line with the other modern and commercially successful sports organisations. A wholesale review of the commercial approach is overdue and likely to identify new opportunities.

## FOSTER INTEREST OF FUTURE ORGANISERS

Creating beneficial conditions for the EPF event's organizer may increase the interest and willingness to apply for the event. More proactive approach based on early engagement and dialogue with potential future event organisers can deliver better collaboration and a stronger end-product.

## DOPING

The recent growth of classic powerlifting led to the enormous numbers of lifters participating in the EPF events. Classic powerlifting is highly accessible, and people can do it at any sport club, gym or even at a home gym without any guidance of experienced coaches who can provide the information on anti-doping.

This increases the risk of having positive tests at EPF events. EPF is investing resources to strengthen antidoping activity starting from national level. However, success in addressing the persistent issue of doping in powerlifting depends on the integrity and commitment of individual athletes and coaches.

## RESOURCE WEAKNESS

The Federation must be confident that it will be able to successfully carry out its activities in the absence of sponsorship during the year. This may be achieved through effective budget planning and the accumulation of reserve funds in a bank account.



## LOOSING SPONSORS

If EPF is focused on itself, delivering attention only to the organization and conduction of the championships, without promoting them in media giving no visibility to sponsors, it will result into their absence.

If EPF doesn't take into consideration the needs of the companies and has no clear strategy for attracting and retaining sponsors, they will not be interested in cooperation.

# THREATS

# 2024-2029 EPF STRATEGIC PLAN

VISION

MISSIONS

VALUES

ACTIONS &  
STRATEGIES





# OUR VISION

To be successful European regional sport organization that operates in the spirit of justice, respect, and unity, meeting the needs of people of all ages, genders, nationalities, and creeds, organizing fair and exciting competitions of the highest level.



# VALUES

## PROFESSIONALISM

We set the high standards in powerlifting events as well as in the areas of EPF governance to ensure the highest level of transparency and to guarantee a sustainable financial situation, taking care about every aspect of Federation's activity as industrious, reliable and well-organized organization.

## WORK

A primary factor behind each successful Federation is the level of dedication to work, which signifies the commitment towards achieving objectives and goals. It is a foundational principle of the EPF administration. We transfer our energy and force to fulfil all our plans in day-by-day work, willing to do this because it is important for the European powerlifting community. We have a strong commitment, loyalty, and focused effort towards bringing EPF to the highest level of its development.



# POWER

## OPENNESS

EPF is perceptive to new ideas and new experiences. We are sharing and receiving information openly, honestly, and without bias. All EPF members are free to speak their minds, offer opinions or ask questions without fear of reprisal or judgment. EPF engages open-minded, imaginative, creative and insightful people in the activity of Federation. We guarantee equal access to our sport for all communities and groups, taking powerlifting beyond its traditional boundaries. These types of interactions are crucial to be successful in today's society.

## EQUALITY

EPF provides equal treatment in status, rights, resources, and opportunities to all the EPF members, regardless of their race, gender, ethnicity, age, origin, language, religion, convictions, opinions, health, or disability, avoiding discriminatory laws, policies and practices.

## RESPECT

We respect individual diversity, which is essential for creating a more inclusive and harmonious Federation. We accept and value opinions and needs of all our Member Nations, recognize their unique backgrounds, experiences, and perspectives.



# OUR MISSIONS

## GOVERN

Ensure integrity, sustainability, and transparency in governing powerlifting in Europe in accordance with the IPF, IOC and WADA rules and regulations.

## ORGANIZE

Conduct top level events for the athletes of all ages, genders, and health conditions.

## DEVELOP

Lead, strengthen, grow, and promote powerlifting for the current and future generations in the Europe.

## INSPIRE

Support, promote, and encourage doping-free powerlifting as sport with broad appeal and positive impact for all.

## PROMOTE

Encourage media and markets to actively engage with powerlifting.

## REPRESENT

Move Federation to fruitful cooperation with the major sport organizations in Europe and world.

# ACTIONS & STRATEGIES



## EMPLOYMENT BASED ADMINISTRATIVE WORK

With the new challenges, increased requests and new goals set by the EPF the workload of the administrative staff grows enormously. The EPF should operate as a modern, competitive sports organization. It's time to switch from voluntary administrative work to the employment system.

## HIGH LEVEL EVENTS

To make the events more attractive EPF must improve the level of its events. This work includes higher demands on the city, venue, transport, food, etc.

The set-up of the events should be modified to bring more accent to the lifter and provide more impression to the spectators.

## GAINING PROFESSIONAL REFEREES AT EPF EVENTS

To confront the lack of referees at the competitions brought by the nations, EPF should move in the direction of inviting experienced and professional referees for the cost of EPF. With the increased fee for nations for not bringing the referee, EPF will have the possibility to forward these costs to cover the expenses of the invited referees. This will allow to fill the gap and provide the best referees for all the EPF events.

## HEALTH CARE AND SAFETY

To provide the best health care and safety conditions for all the participants of the European Championships EPF must engage the professional medical staff into its events.

# ACTIONS & STRATEGIES



## MEDIA MARKETING

Social media is currently the keyway and a driving force for promotion.

Improvement of the representation of the EPF and better visibility to the EPF sponsors should be provided by a professional team of the social media workers, with the accurate goals set.

In particular their work should include but not be limited to making the highlights of the events, taking interviews, making teasers before the events, using targeting, etc.

The social media engagement between competitions must be intensive not to lose the attention of the fans.

Currently EPF has at:



**You Tube**

**22 500**

followers

**1 200 – 16 000**

views in average



**Instagram**

**19 300**

followers

**4 000 – 20 000**

views in average



**Facebook**

**26 000**

followers

**1 000 – 10 000**

views in average

# ACTIONS & STRATEGIES

## GIVE BETTER PROMOTION FOR THE SPONSORS

EPF values its sponsors which support the Federation financially and therefore give the possibility to the EPF to work on gaining its statutory purposes. EPF must work on bringing best benefits to its sponsors using different options:

- social media commercial
- logos on backdrop banner
- logos at standing banners at the venue
- brand wall with the sponsors' logos
- video spots in the streaming breaks, etc.

## INVOLVEMENT INTO MULTI-SPORT EVENTS

EPF will work on developing the cooperation with the organizations which conduct multi-sport events. The beginning was set with European University Sport Association (EUSA). The further work will include powerlifting in Small Countries Games. The European Games is our final goal.

## ASSISTANCE TO THE EPF MEMBER NATIONS IN FIGHT AGAINST DOPING

Taking into consideration that the reason of positive doping cases mostly is not effective cooperation between some European national federations and their respective NADOs, EPF will forward its efforts and costs to cover the testing on the national level in the respective National Federations.

# ACTIONS & STRATEGIES

## ATTRACTING ORGANIZERS

EPF should continue to increase the support to the organizers providing equipment for the platform, medals, covering the accommodation costs of all the EPF officials and loaders, paying work of the loaders, etc.

During the event preparation the organizer must feel the backup from the side of EPF. All the organizational processes will be conducted in strong cooperation with the EPF responsible personnel.

## RAISE INCLUSIVENESS

To expand the participation possibilities EPF must add Special Olympic division to its events.

