



Strategic plan 2019-2022



INTRODUCTION AND SUMMARY

From the President.

EPF was founded in 1977 and has since then been a powerful umbrella federation grown from 4 to 35 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 voluntaries throughout about 40 years.

All this years, EPF rules have been improved step by step to keep up to the standard 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 that meet the IOC standard and to be a "sport for all" with high ethical standard.

This Strategic Plan is a long-term plan and will be a guideline for all EPF officials and member nations. All have the opportunity to work towards common goals, which will make the process more effective and transparent. Cooperation and support from all member nations is crucial if we shall reach our goals.

EPF faces several challenges in the future. One of these challenges is to increase the economy. The economy is crucial both for the member nations and EPF to establish improved facilities for our lifters, coaches and officials. EPF is dependant of professional people outside our organization to modernize e.g. our web page, streamline our identity and to work more professional with sponsors and Media. These people cost money to hire but if they contribute to lift EPF to IOC standard, the outcome will pay back in the long term both for the member federations and for EPF as their umbrella organization.

Another challenge is to improve the organization of European championships and cup. The standard has raised considerably the last years – as our member nations have been more and more professional regarding the organization. But if one look at European championships in related IOC recognized sports, we can see more professionalism but also a lot more money involved.

EPF has established a Marketing and a Media project with people inside and outside EPF. This project consist of voluntarily members as well as professional people and consultant companies. The mandate is directly related to the Strategic Plan 2019-2022 and is focused to

- Improve the number of EPF member federations
- Improve the EPF identity
- Improve Media and number of Sponsors
- Improve organization of European championships
- Improve live streaming of our championships
- Improve electronic systems to help run the EPF administration and European championships.

It is my wish and hope that all part of the EPF organization will cooperate to achieve the goals specified in the EPF Strategic Plan 2019-2022.

Arnulf Wahlstrøm , EPF President





STRATEGIC PLAN: OUTLINE

Our Strategic Plan for 2019-2022 highlights the EPF's opportunities and challenges. The Strategic plan outlines our pathway to our long term goals. The 2019-2022 EPF Plan document is relatively schematic. This serves to highlight the key issues the EPF has to deal with and 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

EXCELLENCE	<i>Development of our sport and Powerlifting events will be of the highest standard</i>
FAIR PLAY	<i>The EPF will continue to work for a clean, fair and true sport for all athletes and officials</i>
INTEGRITY	<i>All doing by EPF will be fair, transparent and subject to due process.</i>
INSPIRATION	<i>The EPF officials will be the proactive force to develop powerlifting in Europe</i>
SPORT FOR ALL	<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 2019-2022 period

- *Zero positive doping tests at European Championships*
- *Zero positive doping tests out of competition (OCT)*
- *Aim for 80 "out of competitions tests" (OCT) yearly in Europe*

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 test

- Doping test to be performed at all European championships
- Stimulate to out of competition testing in cooperation with the 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
- **Nutrition education of coaches and lifters**

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 2019-2022 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 2019 – 2022 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



OBJECTIVES, GOALS AND ACTIONS

MISSION 3: ORGANISING EVENTS

Objective: Provide European Powerlifting championships of Superior Quality

Goals to be achieved during the 2019-2022 period

- Introduce European University cup in powerlifting and seek partnership with EUSA (European University Sports Association)
- Provide a yearly European Champs. calendar which fits with the IPF calendar

3.1 Comprehensive European Powerlifting Calendar.

- * Work to include powerlifting into European Games.

3.2 Commencement of Higher Order International Competition

- Encourage to arrange European Series or cup of Powerlifting.
- Encourage to arrange high quality World championships in Europe.

3.3 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 2019-2022 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 2019-2022 period

- 3 high quality level streaming of European championships per year
- Increase from 20 000 to 50 000 unique visitors to the EPF website per month average
- Increase from 30 000 to 100 000 unique viewers on the EPF YouTube ch. per month
- Increase from 17 000 to 50 000 followers on the EPF Facebook page
- Increase from 2200 to 10 000 followers on the EPF Twitter page and [Instagram](#)
- Increase the amount of income from Sponsors by 50%

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

- Establish and 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

- Gather online address and other data to National Federations for local marketing actions

