

The logo for the International Hockey Federation (FIH) is displayed in white, bold, sans-serif capital letters. The 'I' and 'H' are solid, while the 'F' has a distinctive curved bottom bar. The logo is centered within a thin, multi-colored rectangular border that transitions from purple to cyan.

**ANNUAL ACTIVITY
REPORT 2022**

#HockeyInvites #HockeyEquals

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KEY MILESTONES

FIH HOCKEY PRO LEAGUE 2021 – 2022

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FIH HOCKEY5s
LAUSANNE 2022

FIH HOCKEY WOMEN'S
WORLD CUP
SPAIN & NETHERLANDS 2022

SUSTAINABILITY
STRATEGY

FIH MEN'S
NATIONS CUP
SOUTH AFRICA 2022

FIH WOMEN'S
NATIONS CUP
SPAIN 2022

CONGRESS
2022

FIH HOCKEY PRO LEAGUE
2022 – 2023



FIH PRESIDENT FOREWORD

Dear Friends,

Following a very challenging time due to the global COVID pandemic, 2022 was a year plenty of exciting moments for hockey and FIH!

It was a year full of outstanding events, with the 15th edition of the FIH Hockey Women's World Cup played in Spain and the Netherlands, the FIH Hockey Women's Junior World Cup in South Africa – the very first FIH Hockey World Cup hosted on African soil –, the inaugural FIH Hockey Nations Cup in Spain and South Africa and of course, the third edition of the FIH Hockey Pro League. How many fond memories will remain in athletes' and fans' minds from all these tournaments!

In addition, we staged our first senior international Hockey5s event, in the Olympic capital of Lausanne, therefore helping to elevate Hockey5s to a major development opportunity for our sport.

Development, precisely, is our number one mission and this year has been no different to the previous ones: a vast range of courses, all aimed at helping the global hockey community to grow and reach the next level, have been organised throughout the year. Development – through engagement and empowerment – will be boosted in the years to come.

2022 also marks the year where FIH, for the first time in its almost centennial history, has launch a global strategy for sustainability. Based on three key pillars – Planet, People, Prosperity – this strategy aims at equipping the entire hockey community with the necessary tools to pursue the growth of our sport in a sustainable environment and manner. Clearly, this is an absolute must.

In November 2022, the FIH Congress entrusted me with the great mission of heading the International Hockey Federation. I've embraced this challenge with passion, commitment and a high sense of responsibility. I'm aware of the task at hand and will give my absolute best to contribute to the growth of FIH and hockey all around the world.

This activity report – the first of its kind for FIH – looks back at another fantastic year of hockey and the work accomplished by FIH – in particular the Executive Board, the Committees and Panels as well as the FIH Team, which I would like to thank wholeheartedly – to serve our sport. My thanks also go to Continental Federations and National Associations for their great work and efforts to develop our sport.

I wish you a very pleasant reading.

Yours in Hockey,

Tayyab Ikram
FIH President



FIH CEO FOREWORD

Dear All,

This very first annual activity report of FIH marks another milestone in our utmost care for a continuously improved governance.

The following sections will offer a detailed overview, in full transparency, of the main activities of FIH during the year 2022.

The role of the FIH Team is to ensure that the strategy and policies defined by the FIH Executive Board and the FIH Committees/Panels are implemented with maximal efficiency and benefit for hockey's world governing body.

To this end, I can rely on a team of highly skilled and committed professionals – the FIH Team – which I feel honoured and privileged to manage.

Precisely, I'd like to extend my sincerest thanks to the FIH Team members for their great dedication and hard work, as well as to the FIH President, the Executive Board and all the Committees and Panels for their invaluable guidance and support.

It's my sincerest hope that you enjoy reading this activity report, while my team and myself remain of course available for any questions you might have.

Thank you for your attention.

With best regards,

Thierry Weil
FIH CEO



HOCKEY DEVELOPMENT

Highlights

PARTICIPATION

- Direct funding to Continental Federations to support NA growth projects
- HockeyID growth in preparations for the 2023 Special Olympics
- 2000+ young players at FIH World Hockey Camps
- Evolution of Hockey5s as a global format.
- Participation impact estimated at 20,000 across 42 FIH/CF/NA projects

EDUCATION

- 165 events (courses & workshops) delivered across 5 programme areas to 2475 individuals (including 1000 sponsored free places) in 5 languages
- Participation impact from Education estimated at 1 million

ORGANISATION

- NA Development Series delivered 9 editions
- "State of the Game" survey returned by 92% of NAs

INSPIRATION

- FIH Solidarity assisted education programme for NGOs
- Strong engagement with Olympic Movement organisations
- Successful NA direct support project



Participation

- The “Start Hockey” matched funding programme for NAs was launched with its first 5 projects selected by Continental Federations. The 5 projects receive support in the form of funded Experts + Equipment + Education. Support is only for projects that can demonstrate sustainable development principles. Start Hockey 2022 specifically targeted initiation of new hockey activity for young children (5–13yrs) with projects ongoing into 2023.
- All 5 Continental Federations receive an annual grant for administration and development from the FIH. Many CF education and development projects are therefore a result of this funding via the FIH Executive Board (EB) and the FIH Development & Education Committee, there is continued alignment and tracking of FIH and continental programmes to maximise efficiency and sustainability.
- 2022 saw a heavy focus on ParahockeyID development, in particular targeting new nations, supporting Coach Development, and the training of event officials and volunteers in preparation for the Special Olympics Berlin 2023.
- The HockeyID Level 1 Coaching Course was successfully piloted in Dublin, Ireland, and is now ready to roll out in 2023 as part of a wider plan. FIH HockeyID lead Norman Hughes has driven development in this format.
- The second edition of the FIH World Hockey Camps welcomed 2,000k+ young people from over 20 nations in 5 countries (USA, Netherlands, Singapore, Wales and England). As well as a participation focus, all FIH WHC’s included education and training elements supported directly by the FIH Academy. In particular, 3 FIH L3C courses were delivered in tandem with the Camps. The FIH WHC programme is powered by existing top hockey camp providers who deliver within the parameters set by the FIH Academy.
- The first FIH Hockey5s global event in Lausanne was the catalyst to further development of this exciting format, which also saw continental World Cup qualifying events taking place in 2022. A series of workshops and courses were delivered together with new Hockey5s development resources. The development of Hockey5s as a format is to complement 11-a-side and Indoor Hockey programmes.



Education

- In 2022, 165 courses and workshops were delivered by the FIH Academy, including a return to face-to-face programmes. Over 2475 individuals accessed FIH education in 2022 of whom over 1000 were supported by Hero scholarships. The programme continues to grow, with over 90 different courses and learning moments available for individuals to access.
- New FIH Academy programmes for 2022 included the Athlete2Coach re-launch and the FIH Hockey Leaders Award.
- One particular highlight in 2022 was the launch of the FIH Academy Level 4 Coach Award and FIH High Performance Coach Award programmes. Both are extended programmes where learners are engaged in a variety of face to face and online tasks/sessions over a period of up to 2 years. The 37 participants on these two courses are, in many cases, supported directly by their NA. Candidates were selected based on prior learning plus Top club and international experience.
- The FIH Academy worked closely with many National Associations to support the development of their own domestic education pathways. Solutions range from equivalence/recognition of domestic programmes to complete integration of the FIH Academy framework.
- The FIH Academy Framework, across all 6 programmes, is currently being reviewed to align with the International Qualifications Framework, with a view to providing quality assurance and international recognition for all awards.
- Launch of the new FIH Academy platform in early 2023 will further enhance the learner and NA experience.



Organisation

- NA Development Series delivered 9 editions across a wide range of subjects from club development to gender equality with an average of 60 NAs attending each session. The aim of these sessions is to introduce areas of good practice, presented by individuals and organisations who have experienced success. All sessions are interactive, providing opportunities to ask questions and make connections.
- State of the Game survey 2022 was launched in September to analyse in particular the growth of hockey and the impact of the global pandemic on the game. This follows on from 2016, 2018 and 2020 surveys. In 2023, the FIH Academy will release key findings and trends from the survey. The State of the Game survey also serves as an important governance analysis tool, helping to see where the FIH, CFs and NAs are at.



Inspiration

- Since the launch of Hockey2024, the FIH Academy has been promoting the principles of sustainable development for all hockey projects and programmes. The launch of the FIH Sustainability strategy will further enhance the role of these principles and their alignment with the United Nations Sustainable Development Goals.
- FIH Solidarity projects, including the FIH Academy HERO Scholarships supported over USD 30,000 value of assisted and free education places in 2022. These places were accessed directly, via NA/CFs and via NGOs such as The Hockey Dreams Foundation.
- Continued engagement with IOC OS & WIS commissions, GAISF Membership and ASOIF ASDEG through representation and participation in meetings and projects is a key driver of hockey for development.

EVENTS

FIH Hockey Women's Junior World Cup South Africa



Dates 1 – 12 April 2022
City/Country Potchefstroom, South Africa
Venue Northwest University

Due to the Omicron variant outbreak in 2021, the FIH Hockey Women's Junior World Cup, which was initially scheduled to be played in December 2021, had to be put "on hold". It was then staged from 1 to 12 April 2022 at the originally planned venue, the North-West University of Potchefstroom in South Africa.

The South African Hockey Association (SAHA) and the North-West University (NWU) hosted the event, which was the very first FIH Hockey World Cup held on African soil.

Unfortunately, the team of Ukraine was at the last moment unable to travel to South Africa. Therefore, the event was played with 15 teams: Argentina, Austria, Canada, England, Germany, India, Ireland, Korea, Malaysia, Netherlands, South Africa, United States, Uruguay, Wales and Zimbabwe.

The Netherlands added another trophy to their collection winning the tournament with the incredible mark of 49 goals scored in 6 matches!

Zimbabwe had their first ever victory in a Junior World Cup (2-1 against Canada)!

Final Standings:

- 1. Netherlands**
- 2. Germany**
- 3. England**

4. India; 5. Argentina; 6. Korea; 7. South Africa; 8. United States; 9. Ireland; 10. Austria; 11. Malaysia; 12. Zimbabwe; 13. Uruguay; 14. Wales; 15. Canada

Individual Awards

FIH Player of the Tournament

Stine Kurzh (GER)

Hero Top Scorer

Jip Dicke (NED)

FIH Goalkeeper of the Tournament

Mali Wichmann (GER)



HERO FIH HOCKEY5s LAUSANNE 2022



Dates 4 – 5 June 2022
City/Country Lausanne, Switzerland
Venue Place de la Navigation – Lausanne

The FIH organised its first ever senior World Hockey5s event on 4 and 5 June 2022, in Lausanne, Switzerland. The event was organised on an iconic location of the Olympic Capital near Lake Lemman – the Place de la Navigation – where, thanks to the support of the City of Lausanne, a provisional stadium was set-up.

The event offered an exciting mix of intense competition, music entertainment and additional activities, such as initiations or demonstrations, and showcased hockey and engagement with the public.

After 2 days of swashbuckling Hockey5s action through 22 games, Uruguay, who won every match they played at the event, overcame hosts Switzerland in the women's final to become Champions, while India, who started the event as favourites, lived up to the billing prevailing over Poland to become the inaugural Champions in the men's event.

The success of the event proved the shorter format to be a real development asset for many nations due to its less restrictive infrastructure and less required players, but also enabled Polytan, FIH Global Supplier, to deliver its first prototype temporary non-watered turf.

Participating Teams (Women): Switzerland, India, Poland, South Africa and Uruguay
Participating Teams (Men): Switzerland, India, Malaysia, Pakistan and Poland

Individual Awards

FIH Best Player (Women)	Teresa Viana (URU)
Hero Top Scorer (Women)	Teresa Viana (URU)
FIH Best Goalkeeper (Women)	Ursina Fazis (SUI)
FIH Best Player (Men)	Mohammed Raheel (IND)
Hero Top Scorer (Men)	Mohammed Raheel (IND)
FIH Best Goalkeeper (Men)	Lars Kleikemper (SUI)

Final Standings:

Gold Medal (Women): Uruguay
Silver Medal (Women): Switzerland

Gold Medal (Men): India
Silver Medal (Men): Poland



FIH Hockey Women's World Cup Spain/Netherlands



Dates 1 – 17 July 2022
City/Country Terrassa, Spain and Amsterdam, Netherlands
Venue Terrassa: Olympic Stadium and Amsterdam: Wagner Stadium

The FIH Hockey Women's World Cup is the pinnacle of women's tournaments organised by FIH. Throughout the competition's history, legends of hockey have been made at each edition of this prestigious event.

Held simultaneously in Terrassa and Amsterdam, this 15th edition was a unique Women's World Cup. Each and every hockey match enthralled and the stories behind the teams gave the competition a depth and a character that had everyone hooked!

It was Chile's very first participation in this event and Canada were back after 28 years.

World number 1, the Netherlands, faced the world number 2, Argentina, in the finals and won their 9th title, while Australia won the bronze medal.

What was evident to everyone as the sun set on Terrassa, is that the coaches, athletes, officials and organisers had just produced a showcase event that has raised the bar to a whole new level.

Participating Teams

Argentina, Australia, Belgium, Canada, Chile, China, England, Germany, India, Ireland, Japan, Korea, Netherlands, New Zealand, South Africa and Spain.

Final Standings:

- 1. Netherlands**
- 2. Argentina**
- 3. Australia**

4. Germany; 5. New Zealand; 6. Belgium; 7. Spain; 8. England;
9. China; 9. India; 11. Ireland; 11. Japan; 13. Chile; 13. Korea; 15.
Canada; 15. South Africa.

Individual Awards

Odisha Best Player of the Tournament Award:

Hero Top Scorer:

FIH Best Goalkeeper:

FIH Best Junior Player:

Maria Granatto (ARG)

Agustina Gorzelany (ARG)

Belén Succi (ARG)

Charlotte Englebort (BEL)

On 17 February 2022, a magnificent draw ceremony was held at the National Museum of Science and Technology of Catalonia in Terrassa. FIH CEO Thierry Weil, LOC Tournament Director Berta Bonastre – former Spanish international player – and Santiago "Santi" Freixa – former Spanish international player as well – conducted the draw.



FIH Hockey Nations Cup

The aim of this new yearly event is to offer a top-level competition to the best-ranked teams not participating in the FIH Hockey Pro League and give the winning team the option to be promoted to the FIH Hockey Pro League the next season.



FIH Hockey Men's Nations Cup South Africa 2022

Dates	28 November – 4 December 2022
City/Country	Potchefstroom, South Africa
Venue	Northwest University

South Africa was the host country for the inaugural FIH Hockey Men's Nations Cup which took place in Potchefstroom from 28 November to 4 December 2022.

South Africa celebrated a victory over Ireland in the thrilling final of the inaugural FIH Hockey Men's Nations Cup South Africa 2022. The packed crowd in Potchefstroom was treated to an end-to-end display of attacking hockey in a closely fought match that ended in a 4-3 win in favor of South Africa.

Final Standing:

- 1. South Africa**
- 2. Ireland**
- 3. Korea**

4. Malaysia; 5. France; 6. Japan; 7. Pakistan and 8. Canada

Individual Awards

FIH Best Player of the Tournament:	Dayaan Cassiem (RSA)
Hero Top Scorer:	Jang Jonghyun (KOR)
FIH Best Goalkeeper:	Kim Jaehyeon (KOR)
FIH Best Junior Player:	Corentin Sellier (FRA)





FIH Hockey Women's Nations Cup Spain 2022

Dates 11-17 December 2022
City/Country Valencia, Spain
Venue Poliesportiu Municipal Verge del Carme – Betero

Spain was the host country for the inaugural FIH Hockey Women's Nations Cup which took place in Valencia from 10 to 17 December 2022.

The following eight teams participated in the very first edition, having qualified based on their position in the FIH World Rankings of 31 May 2021: Spain, Canada, India, Ireland, Italy, Japan, Korea and South Africa.

India and the host Spain started the FIH Nations Cup as the two favourites for the title and true to form, they met in the final. India won the title in front of an electric home crowd.

Final Standing:

1. India
2. Spain
3. Japan

4. Ireland; 5. Italy; 6. Korea; 7. Chile and 8. South Africa.

Individual Awards

FIH Best Player of the Tournament
Hero Top Scorer
FIH Best Goalkeeper
FIH Best Junior Player

Lucia Jimenez (ESP)
Kathryn Mullan (IRL)
Savita (IND)
Sarah McAuley (IRL)



FIH Hockey Pro League

FIH

PRO

LEAGUE

2021/22

The FIH Hockey Pro League – “Hockey at its Best!” – is an annual global League involving hockey’s best national teams in the world, currently 9 Women’s teams and 9 Men’s teams. The best team of the season – having accumulated the highest number of points at the end of the League – is crowned Champion and receives the coveted FIH Hockey Pro League Trophy.

Season 3

2022 was an important year for the FIH Hockey Pro League, covering two seasons where we saw the recovery from COVID-19 to conclude season 3 and the evolution of a new format for the League going forward for season 4.

The period January to June 2022 saw the culmination of Season 3, in which 142 matches were completed and finally crowds were able to return to stadiums. Matches were hosted in 18 venues by 10 different National Associations. Exceptionally at the start of this season in Oct 2021 we welcomed France & South Africa Men and India and Spain Women into the League due to Australia and New Zealand being unable to participate as a result of their on-going COVID travel restrictions. It was the very first time that Pro League matches were played on African soil.

In both the Men’s and Women’s League thrilling matches in the Netherlands in June saw Argentina Women and Netherlands Men lifting the trophies and being crowned new Champions of the FIH Hockey Pro League. The Hero Top Scorer Awards were won in the Women’s League by Agustina Gorzelany (Argentina) and in the Men’s League by Harmanpreet Singh (India).

At the end of the season, FIH hosted the season wrap up and planning sessions for season 4 at a workshop held in Spain in July with all participating nations.

Through-out 2022, preparations for the new four-year term of the FIH Hockey Pro League commencing in October 2023 (season 5) have also been taking place in the form of confirming commitments from National Associations and collating signatures to the new Participation Agreement.



Season 4

The FIH Hockey Pro League recommenced in October 2022 for its fourth season, free of COVID-19 restrictions and with a new evolved format.

The Season 4 League format encompasses a League where matches are played in mini-tournaments, where several of the 9 teams gather in one venue to play two matches against each other continuing to undertake 16 games per team. The old format saw teams travel frequently; the new format drastically reduces the travelling requirements of each team with the fourteen mini-tournaments which make up season 4 being hosted by 7 National Associations in 12 venues across the world. This initiative contributes towards creating a more environmentally sustainable event, while also reducing the travelling burdens on the teams and athletes



Trophy Tour

The FIH Hockey Pro League Trophy set off on tour in October 2022 to the first three mini tournaments of season 4 hosted in Bhubaneswar, India and Mendoza & Santiago Del Estadio, Argentina. These were played in front of capacity crowds with just short of 100,000 spectators attending these 3 mini-tournaments prior to the end of 2022.

Promotion/Relegation

At the end of this season, for the first time ever, the team finishing last will be relegated and replaced by the winner (or runner-up in case the winner decides not to join) of the inaugural FIH Hockey Nations Cup. Consequently, India Women and Ireland Men will join the FIH Hockey Pro League season 5 (2023/2024).

Thanks

FIH would like to acknowledge all the National Associations, Athletes, Officials, Volunteers and Staff for their extensive efforts for the FIH events, in particular during the extremely complex and challenging period of the pandemic.



Olympic Games and Youth Olympic Games

Collaboration and knowledge sharing has continued throughout 2022 with the IOC and Organising Committees of Paris 2024, LA 2028 and Dakar 2026 in relation to the upcoming editions of the Olympic & Paralympic Games and Youth Olympic Games respectively and in line with hockey's contribution to the IOC's Agenda 2020+5 for the Olympic Movement. Hockey is contributing pro-actively to discussions around optimisation and efficiency of Games delivery.

A dedicated Hockey Manager at Paris 2024 commenced in January 2022 and FIH has been actively supporting planning. An FIH visit took place to Paris in October 2022 and included a visit to the Yves-du-Manoir Stadium, Colombes, currently under renovation, where hockey will be hosted for the Olympic Games Paris 2024. The venue is on the site of the original 1924 Olympic Stadium and will in legacy become the home of the Fédération Française de Hockey post Games. FIH has supported and amplified all French Hockey & Paris 2024's promotional initiatives throughout 2022.



Commonwealth Games Birmingham 2022

10 women's and 10 men's teams qualified from all five continents for the Commonwealth Games Birmingham 2022. Four of those five continents were represented in the Men's semi-finals and two new Commonwealth hockey teams – Ghana Men & Kenya Women – competed in the Commonwealth Games for the first-time in. The event was played in front of packed stadiums in the well branded venue of the University of Birmingham, England, with Australia Men retaining their 100% gold medal winning record and England Women taking the champions honours for the very first time.

FIH would like to acknowledge the hard work of the Commonwealth Games Federation, the Birmingham Commonwealth Games Organising Committee – especially the Hockey Team, as well as the Officials and Volunteers who made the Games in Birmingham such a success.



SPORT

Sport Statistics from 2022

- After being impacted by COVID in the last few years, 2022 was the first year that hockey was fully back. In 2022, 1219 official international matches took place, with a total of 7029 goals being scored.

MEN	MATCHES	GOALS
Outdoor	447	2396
Indoor	97	939
Hockey5s	96	996
Total	640	4331

WOMEN	MATCHES	GOALS
Outdoor	417	1837
Indoor	80	477
Hockey5s	49	230
Total	546	2544

PARAHOCKEY (ID)	MATCHES	GOALS
	33	154

Outdoor FIH World Rankings

MEN

- Australia maintained their number 1 ranking throughout the year
- Korea jumped from 16th to 10th
- Canada dropped from 11th to 18th
- Sri Lanka from 39th to 34th
- Guatemala from 81st to 44th
- Bermuda, Iran and Malawi have entered the official FIH World Rankings

WOMEN

- Netherlands maintained their number 1 ranking throughout the year
- Chile jumped from 19th to 14th
- Canada dropped from 11th to 18th
- Switzerland dropped from 35th to 44th
- Malawi have entered the official FIH World Rankings

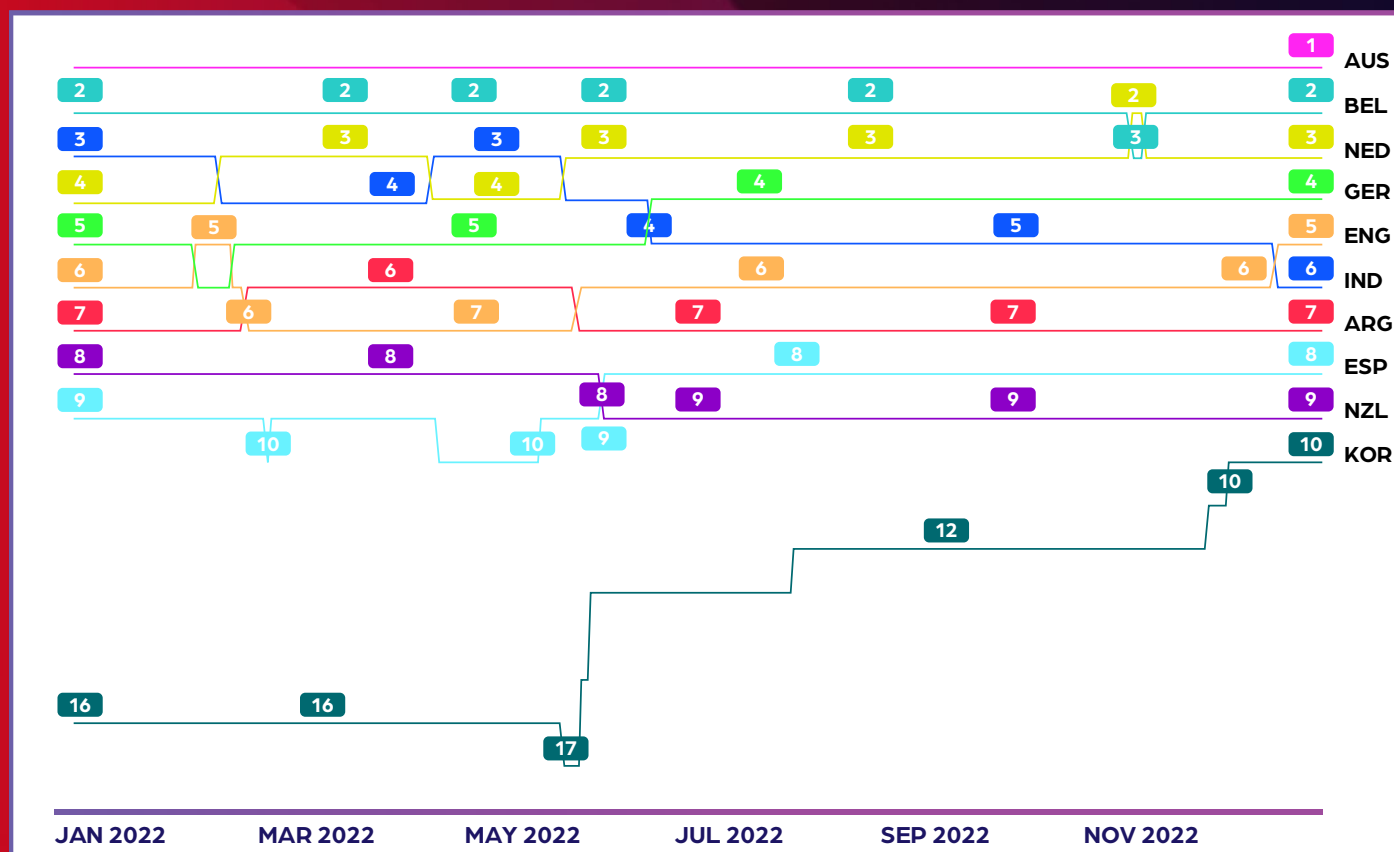
FEMALE

Biggest movers up the World Rankings in 2022

TEAM	MATCHES PLAYED	START DATE RANK	END DATE RANK	DELTA RANK	
BERMUDA	3	74	54	20	
NIGERIA	5	56	38	18	
GUATEMALA	4	66	57	9	
HONG KONG CHINA	6	44	36	8	
KAZAKHSTAN	6	40	33	7	
UZBEKISTAN	6	65	59	6	
CHILE	32	19	14	5	
PUERTO RICO	3	50	45	5	
ZIMBABWE	8	43	39	4	
JAPAN	15	14	11	3	

MALE

Male Ranking movement of the Top 10 nations during 2022



Penalty Corner Consultation project

- An extensive consultation was undertaken with the global hockey community regarding the safety of the current penalty corner. Ideas and possible changes to the Rules were requested to maintain the spectacle of the penalty corner set piece but to increase its safety.
- More than 4,300 responses were received and during 2023 various trials will be conducted around the world in order to inform the decision to maintain, or change, the current Rules.
- No change to the Rules will be brought in before September 2024 to allow proper time to consult, analyse and make decisions, and so that the teams can prepare for Paris2024 with certainty.



SPORT Committees

RULES COMMITTEE

Alignment of Indoor and Outdoor Rules

- An extensive piece of work was completed to align, where possible, the Rules of Indoor and Outdoor hockey. In addition, the Indoor Rules were updated and guidance documents improved to remove the static periods in matches when players are "trapped" in corners or on the boards. These amendments greatly improved the flow and speed of the indoor game.

COMPETITIONS COMMITTEE

Video Umpire Protocol:

- The Video Umpire Protocol is currently under review by the Competitions Committee. The aim of this review is to produce a clear and informative document that fully respects the Regulations and that helps the Video Umpires to understand the entire process, from the moment that a referral is requested until the outcome of his/her decision.

Junior World Rankings

- It was agreed during the last Competitions Committee meeting in September 2022 that a Junior World Ranking will be implemented in 2023.

OFFICIALS COMMITTEE

- New online reports and guidelines for grading of International Officials produced
- Regrading of Officials undertaken during the year
- Appointments to all FIH tournaments and events, including FIH World Cups, Junior World Cups and Nations Cups
- Monitoring of Fitness testing of international umpires to required standards



HEALTH AND SAFETY COMMITTEE

Injury Research:

- Introduction of an Injury Assessment Protocol to get a better insight on trends of injury and possible causes so that appropriate preventive measures can be devised to increase safety

Concussion Research:

- Ongoing discussion with the FIH Hockey Academy in order to create online educational modules on concussion / head & facial injuries.

ATHLETES COMMITTEE

The Athletes Committee had a strong voice within FIH in 2022 and provided a valuable contribution to all the FIH Committees where they have a representative. Among the various topics discussed in 2022, we can highlight the following:

- Human Rights and the Requests coming from Afghanistan players
- Discussion about the lack of competitions for the Teams that are not on the first tier which now is partially covered with the launch of the Nations Cup
- The importance of reducing the carbon footprint in FIH Events
- Feedback on how to have a better distribution of the continental quotas for FIH Events
- Penalty Corner consultation feedback
- Feedback on how to improve the Stars Awards voting process
- Feedback on match schedules



FIH Quality Programme

The FIH Quality Programme now has 51 commercial members, representing turf and equipment manufacturers and suppliers, lighting manufacturers and installation contractors. It also has 10 accredited test institutes, located around the world.

During 2022, 189 hockey fields were certified in 25 different countries. This was 35% more than 2021. England, India and Belgium led the way, accounting for 59% of the total number of fields certified. The hockey turfs laid on the fields were produced by 20 different manufacturers. Previous data suggests we currently certify around 20% of all the fields built each year. This indicates there was probably at least 1000 new hockey fields built in 2022. Again, data suggests that nearly all of these fields will have FIH Approved hockey turfs, manufactured by members of the Quality Programme.

The 2022 certified fields included:

- 5 Category 1 fields – international stadium
- 107 Category 2 fields – wet fields used for higher level club and international hockey
- 77 non watered community fields used for club and school hockey

Additionally, we approved 158 new hockey turf products in 2022. 79 were wet turfs, with almost all of them now only requiring 1 l/m² of water, 67 were sand dressed turfs and the remainder were long pile football/hockey surfaces. With no changes to our quality standards, creating a need to recertify existing products, this indicates manufacturers are continuing to strive to produce, better performing, more sustainable hockey surfaces.

We also certified lighting systems on 12 hockey fields, all supplied by our first Certified Lighting Supplier.

The Quality Programme also now includes field equipment including hockey goals, indoor hockey goals, team shelters/benches, Hockey5s rebound boards, Indoor hockey side-boards, and technical officials' booths.

With increasing awareness of the need to ensure synthetic turf surfaces, like those used by hockey, do not adversely affect the environment, the FIH, along with FIFA and World Rugby has been working with the European Synthetic Turf Council and European Standards Committee to set guidelines to help minimise the impact of surfaces used by each sport.





**LEGAL &
GOVERNANCE**

FIH Congress

In 2021, due to the unpredictable development of the Covid-19 situation worldwide and the related challenges, FIH decided to hold its 2022 Congress virtually.

The 48th FIH Congress started on 4 November with delegates joining a virtual conference titled "Stronger Together" where major topics such as fan engagement, innovation, sustainability, development or governance were discussed.

The next day, Tayyab Ikram was elected as new FIH President by the Congress for a duration of 2 years in order to complete the mandate of previous FIH President Dr Narinder Dhruv Batra who had resigned on 18 July.

Maureen Craig-Rousseau (TTO) and Elizabeth Safoa King (GHA) were re-elected to the FIH Executive Board (EB), while Hiroya Anzai (JPN), Piotr Wilkonski (POL) and Deon Morgan (RSA) were elected for the first time as FIH EB members.

The Elections to the FIH President and ordinary Executive Board Members were overseen by an Independent Notary from the UK firm of Cheeswrights Scrivener Notaries LLP who was sitting in Lumi's offices (e-provider) next to the voting machine with the responsibility for chairing the elections procedure under powers delegated by the FIH Elections Oversight Panel.

The Presidents of all Continental Federations were present at the FIH headquarters in Lausanne during the Congress. Since Seif Ahmed was FIH Acting President at the time, the African Hockey Federation (AfHF) was represented by its Vice-President, Nii Quaye-Kumah (acting as AfHF's President).

As is usually the case at the Congress, gratitude was expressed to a number of personalities for their outstanding dedication to hockey, as they received either the FIH Honorary Award – as determined by the FIH Awards Panel – or the FIH President's Award.

This Congress was the second consecutive one held virtually. All digital aspects of the event were handled and successfully delivered by the FIH Team internally.



Governance Panel

The Governance Panel has dealt with several topics by focusing on the importance of good governance in sport. Prior to each Congress, the Governance Panel proposes amendments to the FIH Statutes, in consultation with the recommendations from the Elections Oversight Panel, which are part of the Agenda for approval by the Congress. In addition, the Panel reviews all membership application criteria and has also started to work hard on the safeguarding awareness to protect the welfare of athletes, technical officials and staff.

FIH Integrity Unit

The FIH Integrity Unit (FIU) has been established and operating for nearly five years. The operating procedures are continuing to be refined and tested, and a number of consistent processes have been established.

Operationally, the FIU continues to engage with integrity, compliance and governance elements with other sporting organisations, law enforcement and international organisations in order to share operational information and maintain an active posture in relation to supporting integrity within the FIU.

The FIU undertook a review of the FIH Integrity Code at the end of 2021. Amongst the changes, there are three important provisions which include eliminating gender specific language, extending the requirements of covered persons to include complainants and clarifying the statute of limitations provisions.

FIH continues to be engaged to provide advice to members in relation to integrity matters. Planning is currently underway to promote this service to member associations and FIH committees and events teams.

Besides, the FIU is working closely with the Olympic Movement Unit on the prevention of the manipulation of competitions to help protect hockey. The FIU contributed to prevention and education initiatives as well as the capability and capacity for intelligence and investigations.

The FIU used the risk assessment for hockey for the last Olympic Games in Tokyo to support specific prevention and interruption initiatives for integrity risks and response planning.

The FIU was on duty (remotely) for the lead up, delivery and post event stages in support of the Olympic framework. As a result of this preparation and vigilance there were no reported integrity matters for hockey in the last Tokyo Olympics.

The FIU closely monitored the FIH Hockey Pro League and the 2022 FIH Hockey Women's World Cup including the betting markets and various intelligence sources. No matters of significance were reported or identified. The FIU supported and monitored for integrity risks to the Men's and Women's Nations Cup's.

Reports of alleged integrity breaches:

REPORTS	RECEIVED	ACCEPTED	DECLINED	REFERRED	SUSTAINED	ONGOING
2020	5	5	0	5	4	1
2021	1	1	0	1	1	0
2022	2	2	0	1	1	0
TOTAL	8	8	0	7	6	1

FIH Disciplinary Commissioner

Several referrals have been produced by the FIH Disciplinary Commissioner (“DC”), arising from incidents in matches that occurred at FIH events and at the Tokyo Olympic Games (relating to alleged breaches of FIH Regulations). A few cases have concerned the implementation of sanctions following misconduct during FIH tournaments where the sanction imposed has been recommended by the Technical Delegate to continue after the particular tournament. The DC also had to deal with some issues between member national associations and any other disputes or matters referred to him by the FIH. In addition, the DC from time to time advises upon and assists in drafting formal documents to be produced by FIH.

ASOIF Questionnaire

FIH received the results of the ASOIF Questionnaire that is published every 2 years. In this regard, FIH improved significantly in important areas such as gender equality and safeguarding, or out-sourcing anti-doping to the ITA. FIH has also distinguished itself by organizing and successfully delivering two consecutive online Congresses in 2021 and 2022. Furthermore, several actions have been taken to increase the diversity of the Executive Board and more support is provided to enhance the governance of FIH members.





WOMEN IN SPORT

FIH Hockey Women's World Cup – Spain & Netherlands – July

FIH, together with its Women in Sport Committee chaired by Marijke Fleuren, has continued to raise awareness about gender equality, inclusion and promotion of diversity in sports practice and governance.

In 2022, the focus was put on finding opportunities to increase the visibility of this essential cause among diverse stakeholders through:

- Active participation and/or organisation of webinars
- Bringing the gender equality subject to the core of events, raising awareness among fans and athletes
- Reaching equal coverage and exposure for men and women in all our communications
- Keeping on learning and building a framework for the future

Some examples:

FEBRUARY 2022: SPORTWORKS ONLINE WEBINAR

SportWorks, in partnership with FIH, organized the online Gender Equality in Sport event. It brought together a panel of experts from across the international scene who shared the perspective of their respective international federations. More than 100 people participated in the event.

The discussions were summed up in three key points:

- A change of culture is necessary
- Education is the best tool to bring about this change
- Implementing this change is a shared responsibility of society as a whole



OCTOBER 2021 – SEPTEMBER 2022: GENDER AND GOVERNANCE AT THE FIH – UNIVERSITY OF LAUSANNE STUDY

FIH has been selected by the University of Lausanne as part of a larger project funded by the Swiss National Science Foundation. This three-year project seeks to understand the role of International Federations in advancing gender equality in governance and leadership.

Among its topline conclusions, it states that the FIH has made significant advances in achieving gender equality on the playing field and improving the gender balance of international hockey. Furthermore, it highlights six ways that the FIH has gone beyond formal policy changes and towards wider cultural change within the sport: (1) structural change for gender equality; (2) normalizing gender equality; (3) gender equality as part of the FIH brand; (4) FIH as a thought leader on gender equality; (5) culture of women working together; and (6) the Women in Sports Committee as an effective intervention.

In terms of next steps, it points:

- The need of a strategy plan (which will now be included within the FIH Sustainability Strategy)
- Involvement of CFs and NAs into gender equality matters. To this, we must increase capabilities at CF and NA level as well as put in place a recruitment strategy.
- Visibility and the need for the Committee to change its name to become broader and more representative of the realities of our cause.

JULY 2022: WEBINAR AT THE FIH HOCKEY WOMEN'S WORLD CUP IN TERRASSA

The Women in Sports Committee organised a webinar during this important worldwide event to raise awareness of the challenges, and especially the solutions, of women in sports. Streamed live on the FIH Youtube channel, the webinar enjoyed more than 2.7k views.

SEPTEMBER 2022: FIH SUSTAINABILITY STRATEGY

We have been contributing with the "People" section of the FIH Sustainability Strategy by collecting case studies of existing activities around the hockey world in Gender Equality. We have identified Key Performance Indicators for this workstream to drive the strategy forward and set targets for the 2-3 years to come to monitor and report our progress in making hockey increasingly gender equal.

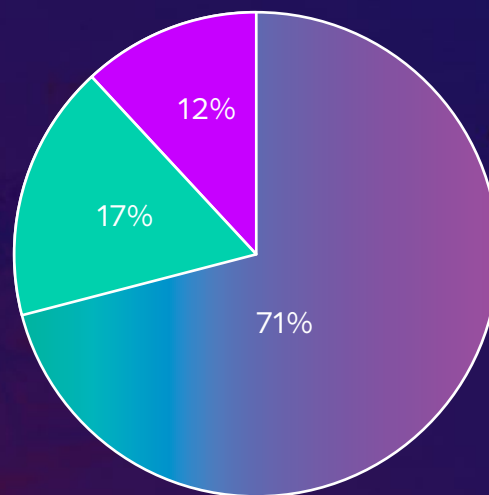


FINANCE

In summary, the 2022 financial performance was positive, with income and expenses aligned with the approved budget. The final Operational Profit surpassed the 500k CHF forecast, primarily due to additional income and reduced expenses. The FIH Hockey Pro League also demonstrated positive results, with 300k CHF profit for Season 3 (2021–22) and 150k projected profit for Season 4 (2022–23).

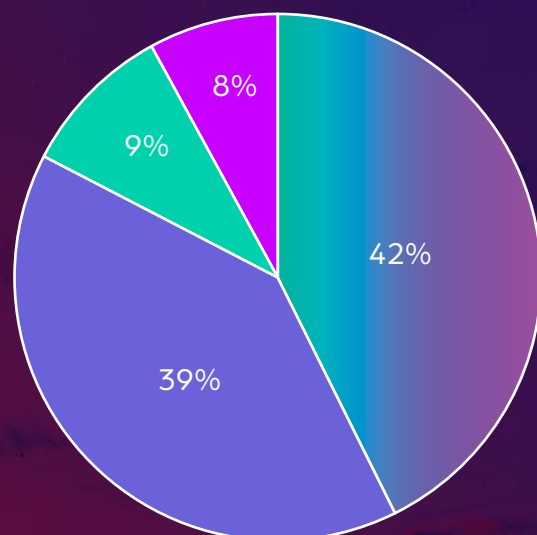
The Balance Sheet for 2022 displays Assets totaling 16.4m CHF, consisting of 71% Cash, 17% Receivables, and 12% Other. An increase in Open Receivables is primarily linked to the FIH Odisha Hockey Men’s World Cup 2023 in India. In 2022, we managed to exchange USD for CHF at a 1:1 rate, while now the exchange rate is as low as 0.89.

ASSETS	
CASH	71%
RECEIVABLES	17%
OTHER	12%



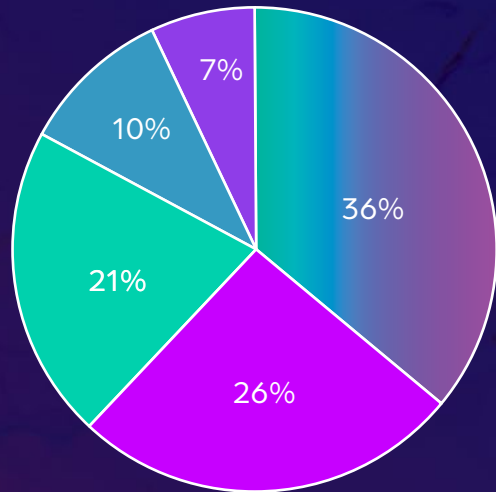
On the Funds and Liabilities side, the composition is 42% Equity and Reserves, 39% Deferred Income, 9% Payables, 8% Provisions, and 2% Loans. Most loans received by FIH in 2020 were reimbursed in 2022, except for one interest-free loan from the Swiss Government.

FUNDS & LIABILITIES	
EQUITY & RESERVES	42%
DEFERRED INCOME	39%
PAYABLES	9%
PROVISIONS	8%



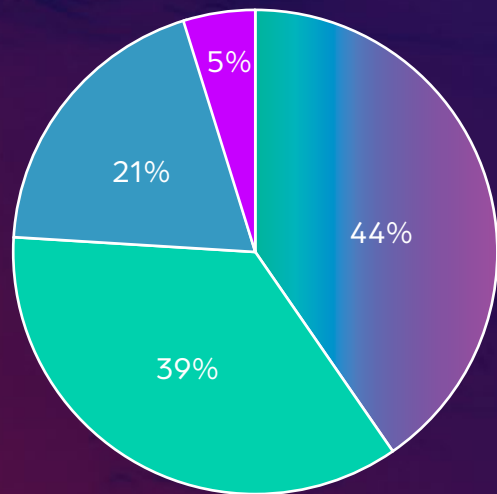
The Income sources for the 10m CHF total include Sponsoring and Hosting Fees 36%, IOC Olympic Games 26%, Media & Television Rights 21%, Licensing Fees 10%, and Other Sources 7%. The Expenses totalling 9.4m CHF were divided into Operational expenses 44%, Events 39%, Sport and Development 21%, and Governance 5%. Additionally, a financial profit of 200k was realized in 2022.

INCOME	
● SPONSORING & HOSTING FEES	36%
● IOC OLYMPIC GAMES	26%
● MEDIA & TELEVISION RIGHTS	21%
● LICENSING FEES	10%
● OTHER SOURCES	7%



The FIH Hockey Pro League report improved with each season. After significant losses in Season 1, Season 2 had a minimal loss, and Seasons 3 and 4 generated profits. This positive outcome is due to increased Sponsoring Income and TV contributions from China, and also reduced expenses.

EXPENSES	
● OPERATIONAL EXPENSES	44%
● EVENTS	39%
● SPORT & DEVELOPMENT	21%
● GOVERNANCE	5%



For 2023, the budget has been approved by the FIH Executive Board (EB), with an expected operational profit of 1m CHF, including 150k profit from the Pro League. This positive result is largely attributed to the FIH Odisha Hockey Men's World Cup 2023 Bhubaneswar-Rourkela. A new development plan, in addition to the 1m CHF annual development grants through Continental Federations, has been initiated by the FIH in 2023.

New contracts are to be signed for the next 4-year cycle, with TV costs covered by TV income. New sponsorship contracts are not yet confirmed, and the existing contracts will only end in August 2023.

In conclusion, after challenging years in 2018 and 2019, and despite the COVID pandemic, 2020 and 2021 reached a break-even position. Positive results were achieved in 2022, with higher profits anticipated for 2023.

Building up reserves is a key objective for FIH, considering its headquarters building belongs to the Hockey Foundation, along with 1.5m CHF of cash reserves. The volatility of the USD, our primary income currency, necessitates establishing general reserves.

FIH maintains a strict Risk Management process, with regular Finance Risk and Compliance Panel meetings and a Risk Register updated before each Executive Board meeting.

Lastly, the EB decided that the publication of the audited accounts will now be done annually, rather than after their approval by the bi-annual Congress, while still having to be approved by the Congress.

*Note: the 2022 Financial Report has been prepared, with the audit scheduled for May 2023; please note that the report remains provisional until the Auditor's Report is finalized



COMMERCIAL

First and foremost, FIH would like to thank all its Commercial Partners for their outstanding support and contribution to deliver such successful events for hockey fans and for the development of hockey across the world.

- HERO, our Global Leadership Partner, is the perfect example of commitment, completing 12 years of partnership with FIH and also partnering for the 4th cycle of World Cups in this time period. Their relentless efforts to promote Hockey and its athletes through multiple activations is crucial and highly appreciated.
- Odisha, our Global Partner, has contributed greatly and actively throughout the entire year to the readiness of the Birsa Munda stadium in Rourkela, India for the Men's World Cup in January 2023. With a seating capacity of 20,011 permanent seats, it is officially recognised by the Guinness World Records as the largest fully seated hockey arena in the world.
- FIH signed a 3-year partnership with the Dutch based company BetCity – our first time ever betting Partner – in July 2022.
- FIH continued with the development of its new Player Registration & Competition Management System in collaboration with Sportradar AG. This is a path breaking partnership for the entire hockey ecosystem to finally be able to build a global narrative around our matches and athletes, all in one place, and also relieving our stakeholders (CFs and NAs) from significant tech costs at their end. The new system is scheduled to go live in 2023..
- The good collaboration and communication with Osaka, our Global Supplier, was key to deliver successfully on time all sportswear equipment to officials and staff members.



- Together with Kayford, our Official Licensee, we launched our first mobile store, offering multiple merchandising items (hoodies, T-shirts, caps, backpacks, sunglasses, keychains, mascot plushies etc.) to hockey fans.
- Another initiative taken with our Official Licensee GTG was the launch, in September 2022, of our first ever Mobile game, FIH Hockey Manager, with over 20K downloads completed by the end of the year.
- The official turf of Hero FIH Hockey5s Lausanne was delivered and installed by our Global Supplier polytan. Their high expertise was key to succeed and offer all the players the best conditions to perform. A special thank also to Hero, MH Goals, City of Lausanne and the Canton of Vaud for their contribution to this first ever senior World Hockey5's event of FIH.
- FIH with its Global Partner Nagra were striving to make hockey more visible to hockey fans worldwide with a total of 503 matches broadcasted on Watch.Hockey



KEY EVENT ACTIVATION HIGHLIGHTS:

- HERO Top Scorer has been activated for all events in 2022, the winner being rewarded by a cash prize and receiving a giant cheque during the official ceremony after the final.
- Odisha Best Player was another great activation to highlight the amazing skills of hockey athletes, the winner being rewarded by a cash prize and receiving a giant cheque during the official ceremony after the final.
- Poligras magic skill award gives the opportunity to showcase some of what makes hockey so great to watch: astonishing dribbling skills, fantastic goals scored, impossible goalkeeper saves etc. Fans could vote for their three favourite talents among a selection of videos made by FIH (Pro League and Women's World Cup)
- Another great fan engagement activation was the BetCity quiz during Women's World Cup, which was testing the knowledge of our fans about hockey and giving them a chance to win a great prize.
- We also had the first ever FIH Official Mascot for the Women's World Cup. This lovely dragon symbolizes the values of women in hockey: passion, strength, wisdom, change, courage, vitality, protection and majesty. Fans had the opportunity to select the name: LYLA.
- Osaka and Kayford activated a stand at the Women's World Cup and used this opportunity to promote and sell products.



Global Leadership Partner



Global Partners



Global Suppliers



BROADCAST

First and foremost, FIH would like to thank all its Broadcast Partners for their great collaboration and continuous efforts to give exposure to hockey all around the world.

BROADCAST INVITATION TO TENDER (“ITT”)

- FIH launched in May 2022 an ITT and invited in total more than 300 contacts from broadcasters and agencies worldwide to participate and acquire the broadcast rights for the next cycle (2023–2026). While in some territories an extension of the partnership was confirmed, we engaged with potential new partners in others.

ENGAGEMENT WITH BROADCASTERS

- The FIH Broadcast Department reached out to broadcasters to place broadcast rights of the following events: FIH Hockey Men’s and Women’s World Cups, FIH Hockey Pro League, FIH Hockey Nations Cup, FIH Indoor Hockey World Cup, FIH Hockey Junior World Cup, FIH Hero Hockey5s Lausanne, Asia Cup
-
- We started to share with broadcasters marketing clips to promote Hockey events and games to upgrade the campaign in each network.

DIGITAL PLATFORM – WATCH.HOCKEY

FIH and Nagra, our Global Partner, continued to work together on the growth of Watch.Hockey. All Continental Federations and National Associations had the possibility share information about their own events and get exposure on Watch.Hockey (subject to a successful technical test)

This included, amongst others:

- Friendly matches Indoor Hockey Ireland vs South Africa (21 – 25.02), County Meath, Ireland
 - NZ Heritage Hockey Tournament (15.04 – 18.04), Auckland, New Zealand
 - HERO Asian Men’s Cup (23.05 – 01.06), Jakarta, Indonesia
 - Men’s & Women’s Indoor Asia Cup 2022 (08.08 – 15.08), Bangkok, Thailand
 - African Hockey 5s World Cup qualifier (10.12–15.12), Ismailia City, Egypt
- A total of 503 matches were broadcasted in 2022 on Watch.Hockey and passes / subscriptions were sold in 90 countries, confirming the interest of hockey fans to watch their favourite teams and consume more hockey content.

Watch Hockey

Home

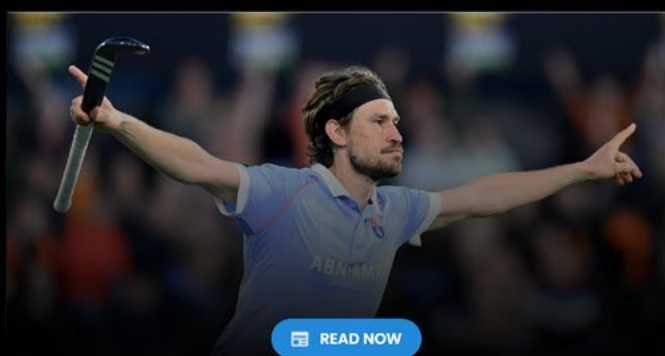
Matches

Explore

News

App

My Account



READ NOW

THE WAVE FOUNDATION, CIRCLARITY,
PINOKÉ AND EHL JOIN FORCES FOR...



READ NOW

Kookaburras rely on solid defence to
edge past Honamas

Live & Upcoming



AUS-GBR (W) | 22 Apr 2023
FIH Pro League (Women)



NZL-GBR (M) | 22 Apr 2023
FIH Pro League (Men)



AUS-GBR (M) | 23 Apr 2023
FIH Pro League (Men)



NZL-GBR (W) | 23 Apr 2023
FIH Pro League (Women)



NZL-AUS (W) | 25 Apr 2023
FIH Pro League (Women)



NZL-AUS (M) | 25 Apr 2023
FIH Pro League (Men)

BROADCAST PRODUCTION

FIH have produced 336 games in 2022.

An increased number of events, including the new FIH Hero Hockey5's event as well as the FIH Hockey Women's and Men's Nations Cups had to be delivered. Despite this challenge, FIH made sure to meet high broadcast quality standards for each event.

VIK PRODUCTION ONSITE

FIH have reached VIK agreement for 3 events in 2022: FIH Hockey Pro League matches in South Africa, JWC, Women's Nation's Cup

FIH ARCHIVES

Collecting and uploading of historical footage goes on. All the events from 2022 are now available online and we continue to complete the archives from the previous years. Access to the platform has been granted to several NAs and broadcasters to promote hockey and link past outstanding performances with today's matches and athletes.





MARKETING & COMMUNICATIONS

The FIH Marketing and Communications (“MarComms”) team defines its strategy and related activities on the basis of the following main objectives:

- Raising awareness and attractiveness of hockey worldwide
- Strengthening the positioning of hockey as “fast, fun and skillful”
- Growing the hockey fanbase globally
- Increasing the number of digitally connected hockey fans
- Offering a global integrated experience to the hockey fans community

With a view to fulfilling these objectives, the MarComms activities have been defined around a number of fundamental pillars (which will be detailed thereafter):

- Focus themes
- Digital strategy
- Media relations
- Branding
- Engagement with Continental Federations and National Associations
- Engagement with athletes
- Engagement with fans
- Activations with FIH Commercial Partners



Focus themes

Our MarComms activities are focused around three major themes:

- Events
- Development
- Social

Events are clearly the main driving force in terms of reach, especially on social media. This is where the number of fans following and engaging with our activities is at its peak. Consequently, this is the area where we concentrate most of our MarComms activities. In 2022, we covered all FIH events:

- FIH Hockey Women's World Cup
- FIH Hockey Pro League
- FIH Hockey5s Lausanne
- FIH Hockey Nations Cup
- FIH Hockey Women's Junior World Cup

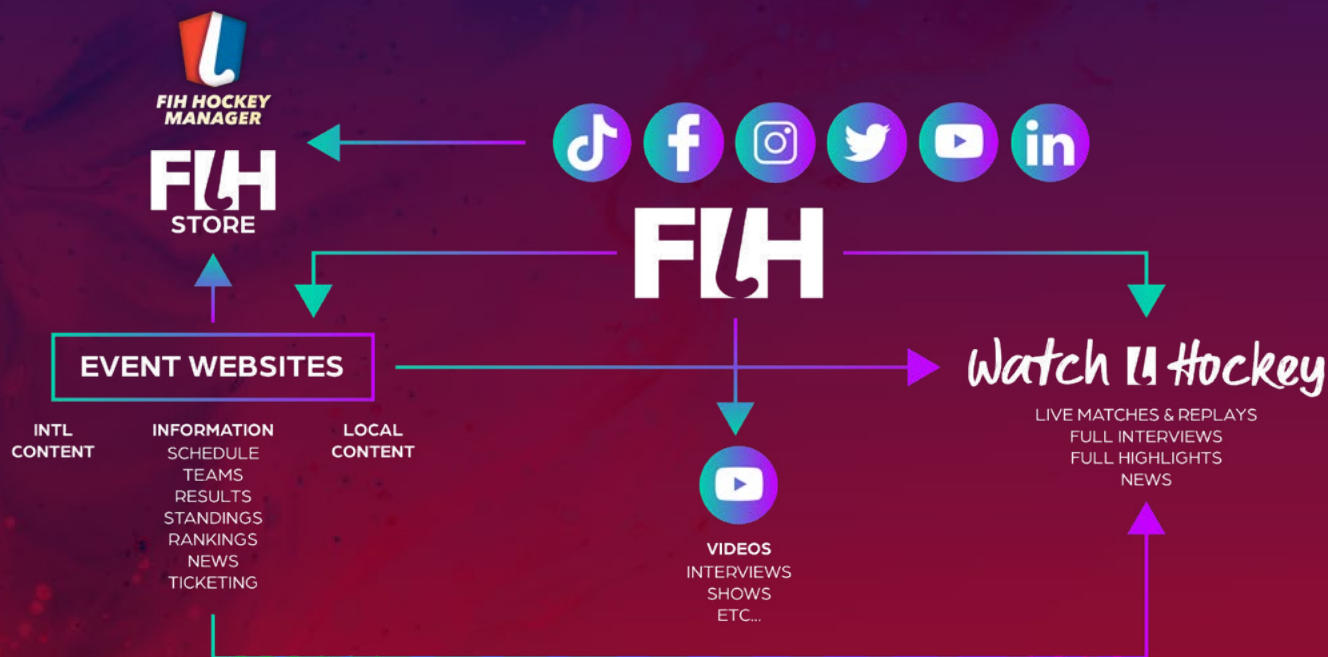
Development is the number one mission of any sports' International Federation. The same goes for FIH. As such, we make a point of informing and reporting as much as possible about the hockey development activities and programmes of FIH.

At FIH, we strongly believe in the power of sport to be a catalyst for positive change in society. And of course, we pay great care in making the world know about our values and objectives in this regard, in particular around "gender, inclusion and diversity" or sustainability. Our coverage of the sport is 100% gender equal, a fundamental principle for us.



Digital strategy

Our digital channels play a major role in the implementation of our MarComms strategy. This has a double advantage: enabling us to increase our reach and engagement while being cost-effective.



In order to satisfy the demands and needs of our audiences in an optimal manner on social media, we're always trying to create the right balance between sports-related features and more fun-oriented, lighthearted posts.

Our content on social media is published in English, Spanish and Hindi (plus Chinese for Weibo and WeChat).

True to our decision back in 2019 to prioritise the growth on Instagram, we followed this path again in 2022. Nevertheless, since we're striving to reaching out to our audiences wherever they are, we've also added a new platform during this year: TikTok.

2022 has also seen a shift for our Watch.Hockey app – also available as a web-platform on your laptop – with the introduction of a paywall to access the live streaming of matches. In addition to offering an unparalleled service to hockey fans – by facilitating the access to great hockey content – the platform also enables to collect data, which then contributes to the growth of “digitally connected fans” all around the world.






Obviously, videos aren't limited to live matches and we've made great efforts in producing far more videos in 2022 than in any other year before (2910 video posts in 2022 vs 1380 in 2021; 72 million video views in 2022 vs 22 million in 2021) thanks, amongst others, to the agreement reached at the end of 2022 with the agency Sportz Interactive. Video content is by far the most attractive content for fans and we will continue to grow it in the future.

In 2022, we've also done a number of “Shows” on YouTube, with hockey international experts offering their comments about FIH events' matches.

2022 also marks the year where the first part of the review of the FIH website was completed. Now available in a greatly modernised version combining more engaging content and a more appealing look and feel, the website has also moved away from being named www.fih.ch to

become www.fih.hockey, in better adequation with its global nature (see page 52 for more details).

With digital being a fast-evolving world, optimising our digital strategy – in particular to increase the ROI (Return on Investment) – is a permanent quest.

GROUPS	POSTS	IMPRESSIONS	REACH	TOTAL ENGAGEMENT	COMMENTS & SHARES	VIDEO VIEWS	LINK CLICKS
TOTAL	13.945	202.676.601	221.884.483	9.684.454	119.671	71.907.201	265.343
 TWITTER	8771	20.950.240	20.950.240	184.355	25.925	1.028.905	18.900
 FACEBOOK	2332	99.017.555	126.459.526	3.846.042	69.510	19.868.615	246.443
 INSTAGRAM	2159	77.254.790	69.020.701	5.521.337	19.195	45.555.665	-
 YOUTUBE	524	4.947.846	4.947.846	78.412	4.647	4.947.846	-
 TIKTOK	159	506.170	506.170	54.399	394	506.170	-

Media relations

Media play a great part in reporting about and promoting hockey worldwide. At FIH, we do our utmost to serve media in the best possible way. This applies through principles such as openness, transparency and dialogue, and via concrete tools like regular media releases, press conferences, interviews or a simple exchange of information. The FIH top management, starting with its President and CEO, are always available for media interactions.

The FIH MarComms team has also sought in 2022 to intensify the collaboration with the FIH Broadcast Partners. This path will be developed further.

Branding

FIH ideates all of its branding – for events and beyond – in-house, delivering guidelines, tools and templates to hosts and NAs to enhance the visual coherence of our brands and their communication worldwide. Inspiring, dynamic, purposeful, creative are some of the key principles applied when it comes to the branding conception. An attractive branding greatly contributes to the successful promotion of every event.



Engagement with Continental Federations and National Associations

Our premise is that every single member of the global hockey community has an important role to play to promote the sport they cherish. In this regard, Continental Federations (CFs) and National Associations (NAs) are major stakeholders in growing the popularity of the game, not only in their continent or country but also in the rest of the world, especially when their teams participate to FIH events. FIH engages on a permanent basis with CFs and NAs in this regard and especially during the preparation phase of events by delivering and discussing detailed marketing and communication plans with hosts and participating nations. Furthermore, in 2022, the FIH MarComms team has delivered three webinars (Strategy / Digital / Events communications) available to all CFs and NAs.

Engagement with athletes

At FIH, we're used to saying that "athletes are the best ambassadors of hockey". These are not empty words. In concrete terms, we've established a pool of "Athletes as Influencers" with whom we're in regular contact to help us spread our messages and initiatives.

Before and during events, we rely a lot on athletes for the promotion; not only through interviews but more and more – especially since 2022 – with more fun, lighthearted content. We will keep on intensifying our collaboration with athletes the way forward.

Engagement with fans

Athletes, but also fans, are at the centre of everything we do! In 2022 more than ever before, we've worked on developing a community of close fans whom we've been engaging with through newsletters, games, contests, polls, etc. The potential to grow this community is huge and this will be our priority in the future.

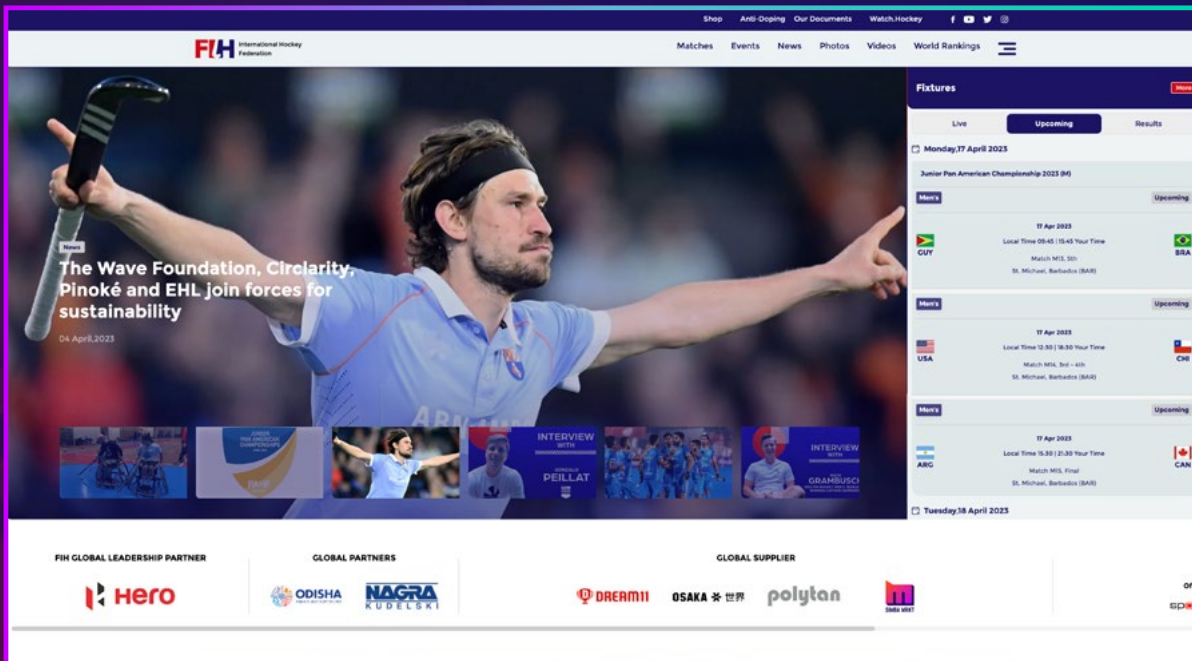


Fan Activations with FIH Commercial Partners

Commercial partnership goes beyond visibility or exposure. On this basis, FIH regularly collaborates with its Commercial Partners to put together activations that also enhance fan engagement (more information on page 39).

IT

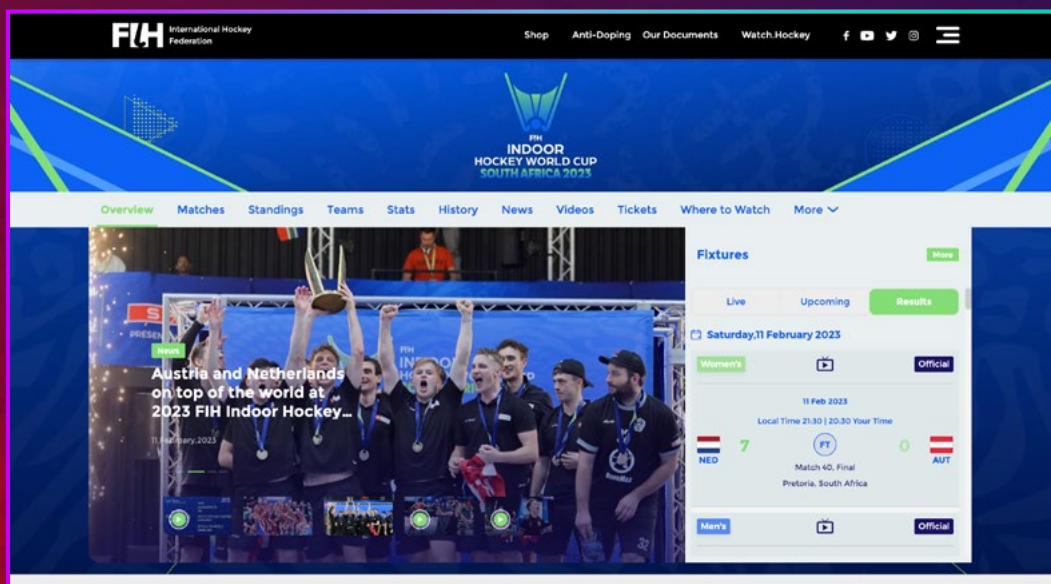
FIH launched its new website, fih.hockey, with a complete overhaul and an emphasis on data from events, matches and players. The website features live scores for every international hockey match and dedicated event sites for each international hockey event.



The live scores feature has been a game-changer for the website, providing real-time updates on all international hockey matches. The dedicated event sites for each international hockey event have also proven to be popular among users. Fans can get all information about the event, the participating teams and the players, making it easier for them to follow their favorite teams.

The new website **fih.hockey** has proven to be an instant hit with fans, as the performance analytics will confirm in the 2023 FIH Annual Activity Report. For example, the website has recorded over 2.7 million unique users during the FIH Odisha Hockey Men’s World Cup 2023 Bhubaneswar– Rourkela.

The success of the new website is a significant milestone for FIH in reaching out to hockey fans worldwide.



FIH TMS

The FIH Tournament Management System (TMS) exhibited remarkable efficiency in gathering live data from more than 1200 international hockey matches and distributing it to various platforms like the FIH website, Watch.Hockey, and TV Broadcasters.

Additionally, the FIH TMS Timing and graphics solution was leveraged to manage the official clock and big screen graphics at numerous events, including the FIH Indoor Hockey World Cup.

Sport Data Dashboard

The FIH IT team has developed a sport data dashboard that offers a comprehensive view of teams, players and events. This dashboard provides a detailed analysis of team records for all major events, including World Cups, Olympics, Indoor World Cups, Junior World Cups and Champions Trophies. Moreover, it facilitates the complete analysis of each goal, card and penalty shoot-out for every match played since 2013.

The extensive data provided by this dashboard has proved to be invaluable for TV commentators, who can now provide more profound insights into the performance of every player and team during live match broadcasts.

This, in turn, has allowed for greater insights into the players and teams' performance and has significantly enhanced the viewing experience for hockey fans worldwide.



SUSTAINABILITY

Sustainability Task Force

- A new group, Chaired by FIH Executive Board member and Oceania Hockey Federation President Clare Prideaux, with Sustainability experts and representatives from all 5 Continental Federations was formed in early 2022
- The group met online regularly and devised the Sustainability Framework for hockey, under the guidance of the IOC, as well as developing the FIH's Sustainability Strategy

Sustainability Strategy for hockey developed and launched

- Focused on the 3 areas of People, Planet and Prosperity, the Strategy has been guided by the United Nations Sustainable Development Goals and is aligned to the International Olympic Committee's Sustainability Strategy
- With targets and Key Performance Indicators across all 3 areas, the Strategy provides leadership and direction to the hockey community for the sustainable growth of the sport
- The strategy was launched at the biennial FIH Congress in November to wide acclaim
- In addition to the strategy, 19 case studies of existing projects from around the world were launched and promoted on the FIH website within a new Sustainability section
- These included:
 - "Africa Plays Hockey" from Sierra Leone
 - "Equally Amazing campaign" from the European Hockey Federation
 - "Aspire to be Deadly" from Cairns, Australia
 - "Big Stadium Hockey" from England
 - Uzbekistan's first turf
- A key element of the "Planet" focus area of the Sustainability strategy is the move away from playing international hockey on artificial turf that requires water for optimal performance

TOGETHER WE CAN MAKE A DIFFERENCE



THANK YOU

Dry turf project

- The FIH confirmed that the Paris2024 Olympic Games will be the last to be played on a wet turf, and that FIH events will be played on non-watered turf from the second half of 2024
- During 2022, the research to develop standards for non-irrigated hockey turfs made good progress. The key properties of wet turfs that are liked by players, and those found with dry turfs that are disliked, were identified and methods of test to measure them developed.
- A number of turf manufacturers are now working on turfs that do not need to be watered, with first generation innovations being produced and used on a small scale, including the Hockey5s turf that was produced and used in Lausanne in June
- Hockey ball and equipment manufacturers have also developed new products to improve their performance on non-watered turf





**INTERNATIONAL &
OLYMPIC RELATIONS**

FIH makes a point of contributing to the global agenda and initiatives of Olympic Movement key stakeholders, in particular the UN's Sustainable Development Goals (SDGs) and IOC's Olympic Agenda 2020+5.

In this regard, as defined by the FIH International and Olympic Relations Panel, FIH has promoted a number of International Days throughout 2022, and urged the global hockey community to do the same:

- International Women's Day
- International Day of Sport for Development and Peace
- World Health Day
- WADA Play True Day
- Olympic Day
- World Children's Day
- World AIDS Day
- International Volunteer Day
- Human Rights Day

FIH also promoted the UNAOC "One Humanity" campaign by involving players from all around the world.



First "FIH Inclusion and Diversity Day"

FIH has long embraced equality with its iconic #equallyamazing hashtag and commitment by all members of the hockey community to treat everyone equally and with respect. That commitment towards equality and inclusiveness was boosted in 2022 with the introduction of the very first "FIH Inclusion and Diversity Day". The objective is to encourage the hockey global community to launch initiatives to strengthen inclusion and diversity in every aspect (ethnic background, gender, sexual orientation, abilities, age, etc).

Ahead of both the inaugural FIH Hockey5s event in Lausanne on 4-5 June 2022 and before the FIH Hockey Pro League matches during the same weekend, the following statement has been read out by players of the national squads:

"Today is the first Inclusion and Diversity Day of the International Hockey Federation.
No matter your gender ...
No matter your ethnic background ...
No matter your physical or intellectual abilities ...
No matter your sexual orientation ...
No matter your age ...
... EVERYONE is welcome in hockey!
Diversity is wealth.
Inclusion must be the norm.
YOU, WE, EVERYONE is #HockeyEquals!"



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Photos:

WORLD SPORT PICS Frank Uijlenbroek, Will Palmer, Ady Kerry & Rodrigo Jaramillo Marcel Sigg

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FIH

Fédération Internationale de Hockey
Rue du Valentin 61
1004 Lausanne
Switzerland

Tel +41 (0)21 641 06 06
Email info@fih.hockey

[FIH.hockey](https://www.fih.hockey)

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