

FUTURE FOR WATERPOLO

DEVELOPMENT PROJECT FOR WATERPOLO IN 5 CONTINENTS





INTRODUCTION

PROJECTS and EXPECTATIONS, sent to you by email on 4 April, is the document that has given rise to the foundation of **WATERPOLO PEOPLE** and the event «A future for water polo», held in Naples in June 2014.

The work done by **WATERPOLO PEOPLE** consists of two parts: the **VISION** presented during the workshop in Naples and the **DEVELOPMENT PROJECT** realized after the informal meeting held in Lausanne, on 14 November 2014, with FINA Chief Executive Cornel Marcu and TWPC President Gianni Lonzi.

- **WATERPOLO VISION** is an X-ray on the status of water polo in the world containing both comments on the critical issues and the positive factors of our sport. It's the result of a serene rereading of innumerable projects that have been presented for over 40 years by people of a variety of professions and also by a study realized by an important marketing and communication agency. Most of these **DEVELOPMENT POSSIBILITIES** have never been realized or realized only in part but, to this day, have not improved the popularity of water polo.
- The **DEVELOPMENT PROJECT**, to be developed in 4 phases of intervention, describes **PROPOSING SOLUTIONS** (to achieve in short- middle - long term) that may be more or less accepted, but they will have to be decided by FINA with the collaboration of TWPC, any other FINA Commissions and possible collaborations, if appropriate to the development of the intervention.

They were assumed the guidelines of the initiative that **WATERPOLO PEOPLE** presented to FINA, the LEN and the Italian Federation, in relation to the directives given by FINA after several meetings in Lausanne. **WATERPOLO PEOPLE** can cooperate in a meeting, if FINA deems useful, to discuss and clarify, in a peaceful debate, the contents of the **PROJECT**.

WATERPOLO PEOPLE

- **WATERPOLO PEOPLE** is a ‘NON-PROFIT’ association established, in 2014, by people involved in the world of water that, in compliance with the important work made by FINA, CONTINENTAL LEAGUES and NATIONAL FEDERATIONS, propose, in unity of purpose, to provide a contribution of ideas for the improvement of our sport.
- Important authority of the Association is the Board of Trustees, composed of 10 Olympic gold medals at Barcelona '92, with the aim of safeguarding the ethical principles set out in the Statute.
- In June 2014 it was held in Naples the Workshop ‘**A FUTURE FOR WATERPOLO**’ in which it was presented the **WATERPOLO VISION** (described in the **first part** of this report).

PROPORRE E COLLABORARE

LA WATERPOLO PEOPLE

- Among the initiatives, the Association organized in 2015, in Naples, in the Village of Mostra d'Oltremare, the first edition of the **YELLOW BALL WATERPOLO INTERNATIONAL EVENT**, an event dedicated to children aged between 7 and 15 years. The second edition will take place in Naples, from 26 June to 2 July, 2016, with three tournaments Under-10, Under-13 and Under-15 (male, female, mixed).
- In the second edition of the **YELLOW BALL** it will also take place a workshop with the participation of executives, media and sponsors to confront and discuss some aspects of water polo, aimed at improving its popularity.
- Since 2014 informal meetings have held with FINA, LEN SWIMMING ITALIAN FEDERATION in which it was presented a **DEVOLPMENT PROJECT** for water polo, whose contents are incorporated in the **second part** of this report.



WATERPOLO VISION

UNA RADIOGRAFIA DELLO STATUS DELLA WATERPOLO NEL MONDO

an X-ray on the status of
water polo in the world



Waterpolo People®

PROPORRE E COLLABORARE
www.waterpolopeople.com

WATERPOLO VISION

- ✓ **WATERPOLO VISION** was the revision of several that in the past had been requested by the institutions and proposed independently by fans of our sport and the work was intended to have a broad awareness of water polo problems and proposing solutions.
- ✓ Therefore **WATERPOLO VISION** is a hypothesis of “**X-RAY**” on the **STATUS** of water polo in the world which will be useful to provide knowledge and possibly involve people of our sport.
- ✓ The contents may be accepted, criticized, changed, improved, but should not be considered as a destructive intervention.

WATERPOLO VISION (follows)

- ✓ It's common belief that the rise in popularity of water polo should take place with a work that is the outcome of a complex set of knowledge, economic resources, adequate experiences and professionalisms that, we are sure, they exist in the five continents, even where water polo is little practiced or absent for lack of knowledge, because it does not know the development potential of its strengths.
- ✓ Therefore it would be appropriate FINA, under its LEADERSHIP, CO-WORKED with the operational structure of TWPC and if, as mentioned, considers this necessary, with the help of qualified persons in the world of water polo.
- ✓ It's important to understand that the test results indicate that interventions should be aimed at obtaining **ECONOMIC RESOURCES** useful to FINA, CONTINENTAL LEAGUES, NATIONAL FEDERATIONS, but **ESSENTIAL** for the future of the **CLUBS** and the spread of the practice in the **BASE**.

WHO COLLABORATED...

With the coordination of Gabriele Pomilio, highly trained and experienced people worked that, later, in various ways, cooperated in drafting both **WATERPOLO VISION** and **DEVELOPMENT PROJECT**.

Among these:

1. **ATLETES** (with experience from youth leagues to the success at the Olympic Games)
2. **COACHES** (with experience from lower categories to the success in the main competitions)
3. **MANAGERS** (with experience from lower categories to the victory of championships and Champions League)
4. **COACHES** of National teams (who won the most important titles: European cups, World Championships, Olympic Games)
5. **FOUNDERS** and **MANAGERS** of companies
6. **MARKETING AND COMMUNICATION CONSULTANTS**
7. **PLANT MANAGERS** of small, medium, large size

A QUALIFIED STUDY ...

There is so much passion in the works examined, but never a **PROJECT** was professionally defined by **QUALIFIED STUDIES**.

With particular attention, WATERPOLO PEOPLE examined a survey dated 2001 **UNIQUE** carried out by a qualified marketing and communication agency (**GFK / ASM - SOLVING**), commissioned by the Italian Swimming Federation, on the "status" of the Italian water polo.

1000 people were interviewed between spectators (during playoff in Naples and Florence) and phone interviews with viewers aged between 15 and 55.

The survey results are important and still valid for possible changes in regulations, aimed at improving the attractiveness of water polo.

Among the strengths of water polo they have indicated, in relation to the most attractive aspects of the matches: volley, rapid movements in the water, struggle between defense and center forward, tactics and strategies during man up

A QUALIFIED STUDY (follows)

They were indicated four interventions aimed at defining a **MARKETING PLAN** hypothesis (Media-Sponsor-institutions relations), which should have been developed in a professional manner subsequently:

1. **MAKE** the **WATER POLO PRODUCT** more attractive improving the **HABITAT**'s format of the events, **SPECTACULAR NATURE** of the game, **TELEVISION FOOTAGE**, matches, including other **INTERVENTIONS** and **ELEMENTS** that go beyond THE game.
2. **INVOLVE** the **MEDIA**, also developing many forms of communication (web platforms), to exhibit the "**GREAT BEAUTY**" of water polo to as many consumers as possible.
3. **PROPOSE** the **WATER POLO PRODUCT** to multinational, national and local **SPONSOR/PARTNERS**, involving them not only to obtain **ECONOMIC RESOURCES**, but also to make them part of our sport.
4. **SPREAD** the practice of water polo in the 5 continents, developing it in the early age groups and involving families and local authorities, with training workshops for managers / promoters, coaches, referees and plant operators. The spread across the 5 continents is a prerequisite to involve multinational companies.

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In the **WATERPOLO VISION** many subjects are known, appear trivial today and difficult to implement, but we expose them because they are the heritage of the passion of world Water polo.

CRITICAL ASPECTS OF WATER POLO

FINA, the leagues and national federations manage different disciplines of water sports.

Among these, **WATER POLO** is the one that presents the greatest problems.

- ✓ Aquatic disciplines have different problems, and the only thing they have in common is water, often a bone of contention that, in most cases, penalise water polo.
- ✓ The general lack of facilities that in some areas are few, poorly managed and not used for water polo, the reduced availability of water spaces in them with their high handling costs, the assumption of the swimming ability of the athletes who come to the water polo, the transfers, the equipment, are elements that make the management of the club complex and expensive and, consequently, the spread and practice of water polo than other disciplines..
- ✓ It should be noted, moreover, that the water polo has developed in low-income countries and uncommon or absent in high-income countries. The areas in which, for decades, water polo has developed at the highest levels are those bathed by the Adriatic Sea (former Yugoslavia), by the Aegean Sea (Greece), by the Tyrrhenian Sea (Italy) and by the Mediterranean (Spain) as well as Hungary and Russia. It's present in USA, Australia, France and Romania, but they are few exceptions. The result is a negative aspect of water polo relative to the clear gap in the technical level between national teams that often affect the attractiveness of the matches during the main events.

CRITICAL ASPECTS OF WATER POLO [follows]

The reason for the poor development in high-income countries is due to the parents' mentality that, even if they bring their children to water polo in the early age groups, directing them, later on, to engage in the study at the prospect of a working future.

Even the managers fail to convince parents about the possible coexistence of study and sports, because they not have economic resources with which to envisage at least an expense reimbursement adequate to justify the "sacrifice" of the double duty.

Some observe that among the water sports, in **SWIMMING** champions emerge in both high-income states (China, Japan, Sweden, Brazil, etc.) and in those with low incomes, even without the prospect of a profit; the phenomenon occurs because the STUDY - TRAINING SACRIFICE is borne by a few talented athletes who discover their passion in **SWIMMING SCHOOLS** that exist in all pools, as source of revenue for operators and Clubs which grant them adequate space.

CRITICAL ASPECTS OF WATER POLO (follows)

It would be necessary to promote the culture of our sport, instructing managers / promoters, coaches, referees, facility operators raising passion.

Although the solution of the problems is the task of the institutions, it is essential a commitment, maybe more, by the entire **WATER POLO** world.

The little spread in the five continents and its problems make difficult to find the financial resources necessary for the development of our sport.

CRITICAL ASPECTS OF WATER POLO (follows)

- ✓ Another obvious downside on enhancing the popularity of water polo is little attraction of the HABITAT in which the matches take place, the lack of emotion that many games arouse among the spectators, and often the non-existent involvement of the television viewer, caused by poor visibility of the game for the light reflection on the water, the inadequate preparation of the television footage and sports narrator-commentator tandem which, in most cases, merely make a squalid 'copy and paste' of COMMENTARIES of other sports, carrying out a banal RUNNING COMMENTARY with technical comments sometimes incorrect and incomprehensible to the general public.
- ✓ The current status of water polo contrasts with the large number of competitions that take place and that, often, poorly managed, end up creating problems for countries with developed activities and confusion to reach a spread of our sport that it would be appropriate it had a **LOGIC OF EVENTS**. In addition to the Olympics, the World Cup and continental championships no events are organized in the main metropolis that can involve a significant number of viewers, as well as to become annual events of "Show Business", by improving the popularity of our sport.

CRITICAL ASPECTS OF WATER POLO (follows)

- ✓ The continuous innovations of **REGULATIONS** are, for the most part, aimed at improving the performance and the widespread of water polo practice. Work on rules often does not get planned results because it is necessary that the innovations have, at the same time, interventions related to the many critical issues listed which, if not checked, make the new regulations not only ineffective, but often create confusion and debates which do not really change anything.
- ✓ In areas where water polo is developed, a considerable effort is required to managers, coaches and athletes. Contracts are concluded that, in some cases, provide considerable remuneration. There are different ranges of fees, often not compared to values, but, almost always, without a type of **CONTRACTS** that can ensure regular payment and compliance with the formalities that the laws impose in different states. There is not a format that identifies the parties engaged in water polo such as employees, freelancers who, for the most part, are temporary workers who, often, in case of non- payment of fees, end up carrying the water polo in the courts. One of the main difference between **PROFESSIONALS** and **AMATEURS** is the management of the released players.

CRITICAL ASPECTS OF WATER POLO (follows)

- ✓ All critical issues make it difficult establish relations with **MEDIA** by the institutions, the clubs and the basis. Communication, in our times, lives through television, print media and, in recent years, the web in all its forms. There are individual actions, without coordination, which together with the lack of facilities and the misinformation does not allow media to interact with the world of our sport.
- ✓ Media problem is related to the little appeal that water polo has got towards **SPONSORS** and **PARTNERS**. Improving the popularity and the spread of the practice of our sport are a consequence of the ability of the institutions and, consequently, clubs and the base to seek economic resources. The solution of critical issues and in particular the spread of water polo in the five continents and the ability to interact with the media are prerequisites for attracting the interest of multinational, national and local **SPONSORS**, in some cases, as in other sports occurs, they may be the potential water polo **PARTNERS** going beyond economics aspects as in events happens.

THE STRENGTHS

The **CHARM** of water polo goes beyond the game and the result.

An anonymous fan wrote:

- “The blue **WATER** with the **YELLOW BALL** is joyous and produces sympathy” and, even if it is an element not familiar to many, will involve all if adequately communicated.
- **WATER POLO** has similarities with **FOOTBALL** (tactics, strategy, pressure, physical contact, fouls, red cards, penalties, substitutions, goals).
- It recalls the show de **LE CIRQUE DU SOLEIL** (jumps, sudden movements) and also recalls **AQUATIC CIRCUS** and the sympathetic similarity to the **DOLPHINS**, whose evolutions excite because few could imitate.



THE STRENGTHS (follows)

- ✓ The physicality / health of the **ATHLETES** swimming - their sudden movements – jumps – the fight caught by underwater video cameras - the game in an element strange to many – water splashes - the words - the screams - the sighs taken by topwater video cameras - tactics - the speed of the ball for the goal or for an amazing save by the keeper. Nell'acqua, anche per i bambini, nei primi anni, di attività possono esibirsi con gesti che imitano i grandi campioni.
- ✓ The **ATMOSPHERE** of the pool excited by the beauty of the bodies practicing a complete sport.
- ✓ WATER POLO is the FIRST team sport entered the OLYMPICS: aspect that may be of interest to companies (EDISON for example) that began their activity at the
- ✓ This is the charm of **WATER POLO**, which, if properly communicated, shall be able to increase its popularity. This is the **GREAT BEAUTY** of water polo.

IMPROVMENT ASSUMPTIONS

Under FINA Leadership, TWPC, with the collaboration of FINA COMMISSIONS that may be involved, it will realize a **DEVELOPMENT CORE** that interacts with LEAGUES and FEDERATIONS with the aim of improving the popularity of water polo in the 5 continents.

FINA also established a COMMISSION that, if deemed useful, may interface with the **CORE DEVELOPMENT**

It will be necessary the collaboration of a qualified **COMMUNICATION AND MARKETING AGENCY** and potential collaborations with **QUALIFIED EXPERTS** of our sport in order better to interact with MEDIA, SPONSORS/PARTNERS and ISTITUTIONS.

IMPROVMENT ASSUMPTIONS(follows)



COMMISSIONE
TECNICA
FINA

AGENZIA
DI COMUNICAZIONE
E MARKETING

QUALIFICATE
PROFESSIONALITÀ
DELLA WATERPOLO

Water
polo
experts

FINA Technical
Committee

Marketing and
Communicatio
n Agency

TEAM

**NUCLEI
DI SVILUPPO**

Development
Cores

Continental
Leagues **LEGHE
CONTINENTALI**

**FEDERAZIONI
NAZIONALI**

National
Federations

CLUB

CLUBS



IMPROVMENT ASSUMPTIONS(follows)

They will have to organize **WORKSHOPS** where identifying persons to whom to give proper training, constantly monitoring them, for the following activities::

1. Assume a **DEVELOPMENT PROJECT**;
2. Found Clubs, managing the administration and relations with employees;
3. Identify a responsible for communication to promote relationships with local authorities, media, sponsors;
4. Identify potential coaches, sports trainers, referees, setting up courses for their training, in collaboration with sports doctors;
5. Develop the practice of **WATER POLO** in the first age groups, involving families, facility operators and swimming schools;
6. Search the help of computer systems and web platforms;
7. Plan the organization of events, with particular attention to the habitat of the pools, the spectacular nature of the games and the television footage;
8. Research experts to the eventual management of facilities and for the supply of equipment and technologies;
9. In the event that you build a pool, identify professionals can develop a suitable project to **WATER POLO**.

IMPROVMENT ASSUMPTIONS(follows)

POOLS - FIELDS

In 2015 it began the trial of the game (**World League**) in fields 25 x 20-7 players and in the same year, it was held **Under 20 World Championship** in fields 25 x 20-6 players. The matches played so far have obtained by technicians and professionals is growing interest.

The experimentation was carried out also in the past. These decisions prompted debate and, we think, that had different motivations.

We think it is useful to consider the different aspects and purposes of these changes as we believe that they are closely related to other issues for the development of the popularity. The choice to play the **WATERPOLO in 25 mt. POOLS / FIELDS** and in alternative spaces, it should be as an important result the spread of water polo in the five continents.

IMPROVMENT ASSUMPTIONS (follows) POOLS - FIELDS

1. It will be useful to play in 25m pools in order to spread water polo throughout the world, but it's necessary to make an **INVENTORY** to know the number of **25m POOLS and 50m or 33 ONES** in 5 Continents, describing the location, ownership, management, what disciplines use them, the width, the length, the depth, the facilities and the seats.
2. We think that the reduction of the gap of the **TECHNICIAN LEVEL** it will not get just by making the most developed nations play in **25m FIELDS / POOLS**, but it results from complex interventions that we assume later in **DEVELOPMENT PROJECT**.
3. The variations of the playing field will not be important to spectators because they do not perceive the measures. Improving the **SPECTACLE** of the game will increase with complex interventions (identified later in the **PROJECT DEVELOPMENT**). It should be mentioned, however, that the **25m POOLS** have a small number of **SEATS** and limited **SERVICES**.

IMPROVMENT ASSUMPTIONS (follows) POOLS - FIELDS

- Per migliorare la popolarità della waterpolo nel mondo, tra le diverse iniziative, pensiamo si debba promuovere nei 5 continenti l'organizzazione di eventi riservati alle prime fasce d'età, nelle aree dove la waterpolo è poco sviluppata o assente.
- Coordinando tali eventi, si dovranno organizzare durante il torneo, **WORKSHOP** con la partecipazione di nazioni e club di aree limitrofe, per ricercare e formare potenziali dirigenti/promoter, tecnici, arbitri e gestori di impianti.
- With the purpose to overcome the lack of spaces in the pools and the distrust of the managers existing against water polo, it can promote “**WATER POLO IN LANE**”. In a lane 12 children can begin **THE GAME OF THE BALL IN WATER** with 4 goal posts organizing **WATER POLO SCHOOLS** with profitable revenues for the manager, more than the swimming lessons that often have a significant abandonment rate unlike **WATER POLO** schools.
- They will be involved potential managers, in some cases, the founders of the club and **PARENTS**, the latter are those bring their children in the early age groups and are an important source that can develop the great river of **WATER POLO**.

IMPROVMENT ASSUMPTIONS (follows) POOLS - FIELDS

- In '94 in Rome, in the first **FINA SEMINAR**, it was presented the project **AQUAGOL** in inflatable fields of different sizes, floating in any body of water.
- In the same year, it was held the **BEACH WATER POLO** World Championship that had a considerable success, but che ebbe un notevole successo, but it did not continue for the lack of institutions. Water polo was also played in 10 **AQUAGOL** fields placed in a **50m POOL** with posizionati in una **PISCINA 50** with great enthusiasm and public participation (Città di Castello).
- In areas where water polo does not exist or is poorly developed, to arouse interest and enthusiasm of potential fans, it should appropriate to arrange **MASTER** championshipsanche even in **25m POOLS**, creating the prerequisites for developing interest in practicing water polo.
- **SEA, LAKES, BODY OF WATER, WATER PARKS, TOURIST RESORTS LAGHI** are alternative spaces to the pools
- Playing with **SIMPLE RULES**, as occurs in other sports, people of any age and gender may be involved, as long as they can swim, but it will always be essential to give particular attention to the practice of water polo in the early age groups, because families will be involved.

IMPROVMENT ASSUMPTIONS (follows)

Gap in the Technical level

Among countries of **DIFFERENT INCOME**, the technical level of water polo (male and female) and the spread of and the dissemination of the practice are very different and not uniformly present in the five continents. Our evaluation of the technical level is brief and may be inaccurate:

HIGH RANGE

- HUNGARY, CROATIA, ITALY, SERBIA, MONTENEGRO, SPAIN, GREECE, RUSSIA, THE UNITED STATES, AUSTRALIA and recently CHINA, NETHERLANDS, FRANCE and ROMANIA where, however, water polo is uncommon in their areas.

MIDDLE RANGE

- GERMANY, CANADA, BRAZIL

MID/LOW RANGE

- KAZAKHSTAN, JAPAN, TURKEY, NEW ZEALAND, BULGARIA, ARGENTINA, CHILE, PERU, UNITED ARAB EMIRATES, SOUTH AFRICA and many more

IMPROVMENT ASSUMPTIONS (follows)

Gap in the Technical level

LOW RANGE TO IDENTIFY

- In this range, as in the other ones, it is indispensable to improve the technical level, resulting from the development of water polo in order to broaden the interest of media and, consequently, start relationships with multinational Sponsors, many of which are interested in associating their image to activities taking place in the five continents.

IMPROVMENT ASSUMPTIONS (follows)

Gap in the Technical level

- Among the causes of the gap in the technical level we showed in "CRITICAL ASPECTS OF WATER POLO" the reasons for the little practice of water polo by young people in high-income countries. The problems of the diffusion of water polo and the development of technical level are **INTERDEPENDENT** to each other. They can solve in a **SYSTEM**, spreading the practice of water polo in the world, able to cover the difference in technical level .
- Checking relations with the IOC, we could differentiate the activities creating **SILVER WATER POLO**. It will be an activity, with rules to be defined, in countries that develop the practice and the technical level, training managers, coaches and referees. In SILVER WATER POLO it is possible to arrange **NATIONAL CHAMPIONSHIPS** and, then, **CONTINENTAL TOURNAMENTS**.
- **NATIONAL CHAMPIONSHIP WINNERS** (and/or runners-up and/or third placed teams) will advance to **CONTINENTAL TOURNAMENTS** in their “own geographical areas” where the qualified teams can obtain the right to participate in **GOLD WATERPOLO**

IMPROVMENT ASSUMPTIONS (follows)

Gap in the Technical level

- Before participating in GOLD WATERPOLO, SILVER WATERPOLO, **WINNERS** continuing the activity in their areas, they must be engaged in a preparatory year. In this period will participate in **CAMPS**, for a period appropriate to the training of managers, technicians and referees.
- **SYSTEM** will create problems to define memberships to GOLD and SILVER. If system is developed, however, it will prevent the participation of different technical level teams in major events and promote the spread of water polo in the world together with the promotion of the game of ball in water in alternative spaces.
- It should also be noted that the gap in the technical level between countries is also reflected on the number of referees who have sufficient experience to conduct important matches. Although there are excellent referees in countries where water polo is not evolved, it is often forced to designate "**neutral referees**" who have not had the chance to train properly because in their countries there is not an activity at a high level.

IMPROVMENT ASSUMPTIONS (follows)

HABITAT AND SPECTACULAR NATURE OF THE EVENTS

- In order to be able to improve the popularity of water polo we think it is important to set up an attractive and pleasant HABITAT for the public, to carry out an enchanting spectacle even with hypotheses of innovative rules and including events that go beyond the game, having television coverage that develop the interest of viewers, media and sponsors.
- The **PERFORMANCE** of the event arouses excitement in order to retent the spectators and, later, viewers.
- We must lay down strict rules in order to respect the **APPLICATION** of habitat's **FORMATS**. They are prerequisites to trigger the interest of **MEDIA** and, consequently, **SPONSORS**.

IMPROVMENT ASSUMPTIONS (follows) HABITAT AND SPECTACULAR NATURE OF THE EVENTS

The **FORMAT** of **HABITAT**, adequate to attract spectators and media, would include:

- pools with at least 800 seats with adequate lightning system.
- parking, bar / snack areas, corners for sponsors and fundraising for humanitarian/ environmental associations, adequate sanitation plant.
- merchandising to promote water polo.
- at least 7mt. poolside.
- cleaning the poolside by eliminating residual equipment.
- decency of the benches and occupants' clothing.
- press room with connection, average space on poolside, interview area.
- fenced-in authority stand, adequate space for award ceremonies (special effects)
- coloured referee platforms branding the central area.
- led lights on the bottom of the pool in correspondence of the pins that mark the playing area.
- lighting effects, sounds and music that work for goals, intervals, timeout, and more.
- mega video (which can replace the electronic scoreboard) for the forwarding of advertising messages, data relating to the match and entertainment
- Video on the official table for possible replay if introduced the rule existing in basketball and in the near future in football and volleyball in order to verify doubtful situations at the request of the teams.

IMPROVMENT ASSUMPTIONS (follows)

HABITAT AND SPECTACULAR NATURE OF THE EVENTS

- the field will be small and cozy bounded on 4 sides by advertising space, electronic billboards at least on 3 sides, even beyond 30 mt., without break in continuity.
- floats on the short sides next to lanes that marks the end zone in 50 mt pools or in front of the starting blocks in 33 and 25 pools.
- if there are no sponsors, exposure of logos of humanitarian / environmental associations.
- computerization of the jury by electronic signals.
- Music with excellent sound..
- Preparation of referees' microphones.

At least 20% of the tips could easily be met by club officials and event organizers.





IMPROVMENT ASSUMPTIONS [follows]

HABITAT AND SPECTACULAR NATURE OF THE EVENTS

- For the possible construction of new pools, there is a preliminary plan draft of **WATERPOLO STADIUM** that has many of the features required by the **HABITAT FORMAT**.
- The **PROJECT** provides a multipurpose pool (suitable for swimming), the reduction of operating costs, and many other services.
- The cost of a **WATERPOLO STADIUM**, to be built in the important event venues, could be sustained for a part by a **FINA** support (which would receive contributions from sponsors and the **IOC**) and, for the remaining amount, by the **AUTHORITIES** of the cities where the event takes place, because the property would remain to them.

WATERPOLO STADIUM

WATERPOLO STADIUM is a project of Studio Architects Gianmarco (**giamma@tin.it**) with sporting experiences in plant linked to environmental protection and management of alternative energy.

The work was required the architects by G. Pomilio who described them the significant aspects of water polo with particular attention to the functionality of the competitive level, the show, facility construction costs and operating costs and it was delivered free of charge to WATERPOLO DEVELOPMENT whose president was Pomilio.

WATERPOLO STADIUM is a multipurpose facility designed to be a gathering place of various sports that revolve around the main pool.

It's a structure designed for major events, is equipped with special spaces reserved to the jury, journalists, cameramen, sponsors and VIP area. In order to make the best use of the natural light has been studied a large skylight over the pool (the overhead light promotes the visual comfort of the players, the public and enhances shooting by eliminating the reflections on the water).

WATERPOLO STADIUM

Total Area – 48000sqm with gardens and parking 1000 parking spaces

Covered Area – 7500sqm

Seats - 2500

Pool 25x35 mt with pontoon for space division

Pool 25x12,5 mt

4 interchangeable indoor courts (basket-tennis-volley-futsal)

Gym - 750sqm

Changing rooms - 360sqm

Management and Administrative Offices 115sqm

Conference Room with 100 seats

Wider area for public access and reception

VIP Area

Guest house 20 double rooms with bath

Restaurant / bar and pleasure zone area 250sqm

Infirmery

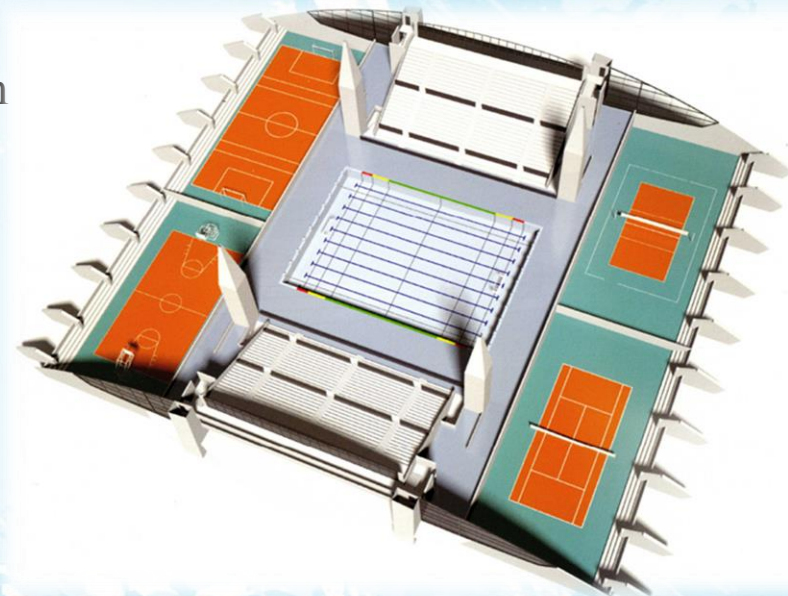
Staff changing rooms with bathrooms 32sqm

Sporting goods shop 62mq

750sqm solar panels for hot water production

750sqm photovoltaic panels

COST: 4.5 / 5.5 MILLION EXCLUDED COST LAND



IMPROVMENT ASSUMPTIONS (follows)

HABITAT AND SPECTACULAR NATURE OF THE EVENTS

As a decent habitat attracts and retains the audience, considering the limited number of seats in the pools, it will be appropriate to improve the spectacle of the matches that's essential in view of the television coverage.

The **SPECTACLE** of the event creates excitement and thrills the audience, that the "word of mouth" can expand the number of people involved in our sport. Adapting to the spectacle format will be difficult, but indispensable in the most important events, especially when the event will be televised or streamed, since they are the most important means to improve the popularity of water polo.

IMPROVMENT ASSUMPTIONS (follows)

HABITAT AND SPECTACULAR NATURE OF THE EVENTS

An appropriate format should guarantees a careful examination of The assumptions concerning changes in some of the rules designed to improve the spectacle of the matches and should include:

- the collaboration of a **director / scenographer/ screenwriter** to tell the viewer, enhancing it, "The Tale of GREAT BEAUTY" of water polo.
- eliminate the reflection of the lights which in most cases makes difficult the visibility of the game both for the spectators, for referees and even more in the television footage.
- increase the length of matches (see basketball and volleyball).
- provide information to the public with a speaker who is also an **entertainer** and not a reader.
- equip referees with a **microphone** to explain some decisions..
- broadcast on the mega video installed in the pool information, advertisement, images of the city, play, champions, statistics, graphics explanation of game plans, replays to highlight some situations or for any protest.

IMPROVMENT ASSUMPTIONS (follows)

HABITAT AND SPECTACULAR NATURE OF THE EVENTS

- color the **referees' uniforms** (the dominant figure captured by TV) to make them more attractive, providing space for sponsors on the uniforms themselves.
- provide ball boys behind the goals , adding them to animation.
- attractive uniform for the midfield basket handler and realized in order to better visualize the sponsor's logo and make attractive the time of the contest / sprint..
- prepare hostess for guests / public for the accommodation of the spectators
- emit music, sound and light in the most important moments (goals, intervals, time-out, etc.).
- delivered at the entrance, to the public, materials (jerseys, scarves, inflatables, balloons, etc.) that color the grandstands improving the choreography.
- in all events to return to the use of the **yellow ball** (fluorescent): The water polo was the only team sport that used the yellow ball
- present athletes in swimsuit, without caps, behind sponsor billboards, and accompanied by children of different ethnic backgrounds with yellow balls in their hands connecting teams for a moment of fair play.

IMPROVMENT ASSUMPTIONS (follows)

HABITAT AND SPECTACULAR NATURE OF THE EVENTS

- increase the duration of the timeout to 2 minutes and to get players out the water placing them behind sponsor billboards. The coaches will now have adequate time to give instructions to players
- create a **unique mascot** for any event diversifying it with the colors of club logo or the flags of the country where the event takes place.
- liven up the show, before and during the match, with cheerleaders, mascots, synchronised swimmers, skill games as in other sports.
- Make players wear **fluorescent caps** (fuchsia, yellow, orange, green are the most visible colors) to identify them .The color helps to personalize the teams.
- allow athletes to choose their favorite number from 1 to 99: the numerical identification of a champion by a child (and even by adults) make it possible to increase the athlete memorisation and retention to the number of the cap (see Maradona, Ronaldo, Totti, Messi).
- **charge the ticket** (even 1 €) and give invitations with stub to be collected for statistics.

IMPROVMENT ASSUMPTIONS (follows)

HABITAT AND SPECTACULAR NATURE OF THE EVENTS

They are ideas that, as for the habitat format, require often unsustainable commitments, but at least 30% of events (limited number of rules defined for each game) should be made by the organizers.

The respect of the format would be more feasible if there were **severe sanctions for defaulting** (penalty points in the league table or exclusion in important events).

AS ABOVE STATED, SUCH ADVICE ALSO REQUIRES A CHANGE OF RULES. ANY INNOVATION RELATED TO THE RULES OF THE GAME, BEFORE TO MAKE IT OFFICIAL, WILL BE TESTED ON THE SPECTATOR IN EVENTS OF LESSER IMPORTANCE TO DETERMINE THE REAL IMPROVEMENT OF THE SPECTACLE..

IMPROVMENT ASSUMPTIONS (follows)

TELEVISION FOOTAGE

- As for HABITAT and SPECTACLE NATURE of the matches, it is difficult to apply a **FORMAT of the TELEVISION FOOTAGE** but suggestions are needed for important events and, in any case, even if applied in part, will enhance the image of water polo. A shot, if **NOT ATTRACTIVE** and if does not exalt the strengths of the water polo, can create lack of interest and **DAMAGES** to the image (it better does not have TV coverage). In order to improve the POPULARITY of water polo would be necessary:
 1. Eliminate the **REFLECTION OF THE LIGHTS** on the water that does not allow visibility to spectators, referees and even more to viewers, if the match is captured by TV. Making the show visible to viewers means to make them understand the "GREAT BEAUTY" and retain to our sport.
 2. In order too avoid the light reflection, it could apply 4 powerful light sources from the side of the television footage, turning off the other lights; the headlights would cover the poolside and only service lights remain lit up in the stands; the cost for the application of the light sources may not be excessive. Where it is not possible to apply such light sources, it should be assumed the use of: fixed or sliding cameras to be placed at the sides of the ceiling, boom mikes and drones or movable structures on which to place the cameras to reduce the beam reflection lights on the water.

IMPROVMENT ASSUMPTIONS (follows)

TELEVISION FOOTAGE

- You should be able to get an adequate **BROADCASTING** which provides:
 - director with assistant, to whom it must be given adequate information along with the sports narrator and commentator to avoid images often unnecessary and manage the replay in the best way
 - Back – goal cameras
 - two cameramen on grandstand side (just shooting spaces with public and avoiding empty ones)
 - a cameraman on opposite side (just shooting spaces with public and avoiding empty ones)
 - HIGH DEFINITION cameras and equipment
 - a cameraman to shoot topwater
 - an underwater cameraman
 - a video- audio mixer
 - adequate facilities for fixed cameras
 - a chief technician

IMPROVMENT ASSUMPTIONS (follows)

TELEVISION FOOTAGE

- The structure of the **BROADCASTING** shall inspect well in advance the location of the occurrence and deal with existing services.
- The **DIRECTOR**, relating in advance with the event organizers will have to know the schedule with all the steps of the match and with qualified experts of water polo to be informed of the rules.
- Often, in the current times, the director broadcasts player feints without shooting the goal post which is then framed both in the case of goal and save by the keeper
- It will be appropriate to recommend to the cameraman and the director to shoot during the match advertising electronic billboards that today are often "cut" in game shots.
- In order to make the most articulate and engaging transmission it would be useful to provide narrators and commentators ample information (club stories, national stories, statistics, player histories, stories of water polo, info on champions, event info site, info personalities present); They would offer, as well, emotions that go beyond the words of the commentator, often forced to duplicate the story of the TV narrator and make interviews after the match less obvious.

IMPROVMENT ASSUMPTIONS (follows)

THE EVENTS' LOGIC

The application of the **FORMAT** meets different problems in the large number of events that, to date, in the official activity occur an annually, biennially and very four years. A non-exhaustive and inaccurate list provides:

FINA EVENTS

- OLYMPIC GAMES
- WORLD CHAMPIONSHIPS A and B
- WORLD LEAGUE
- FINA CUP
- CONTINENTAL CHAMPIONSHIPS
- QUALIFYING TOURNAMENTS
- YOUTH CHAMPIONSHIPS
- PAN-ASIAN, PAN-AMERICAN, PAN-AFRICAN GAMES

CONTINENTAL EVENTS

UNIVERSIADE – MEDITERRANEAN GAMES– COMEN CUP–LATIN CUP

NATIONAL EVENTS (NATIONAL CHAMPIONSHIPS/CUPS AND YOUTH CHAMPIONSHIPS)

IMPROVMENT ASSUMPTIONS (follows)

THE EVENTS' LOGIC

- Quite apart from the assumption of realizing GOLD / SILVER WATER POLO, in order to improve the image of events and attract the public, media and sponsors it could be suitable to diversify the types and, if appropriate, reduce their numbers. They are often organized important events in locations where water polo is poorly developed and there is not a high technical level.
- Today they are forced to choose locations in relation to the organizer's willingness to bear the costs of the event in the hope that it will occur the spread of the practice and improvement of the technical level.
- o date in Australia, Asia, Africa and America water polo has not spread and the technical level is not improved even if in those continents were held major events.
- It is important that it keeps on finding locations available to bear the costs of the organization of events, but it will be even more important if, before, during and after the event, in those locations it is given qualified support to develop the practice and the level technical by forming managers, coaches and referees.

IMPROVMENT ASSUMPTIONS (follows)

THE EVENTS' LOGIC

- It should be appropriate to **PLAN** a **SCHEDULE** of **activities in 5 continents** with a **LOGIC** that has a balance among the activities of FINA, the LEAGUES and FEDERATIONS with dates throughout the year to maintain the **AUDIENCE** constant.
- Often there is an intense activity in Europe, which creates problems in federations and clubs.
- In Europe they could organize, in countries where water polo is uncommon, at least some stages of championships and tournaments. In these States, moreover, they may develop events with an **APPEAL**, resulting from appropriate professional organization.
- It means affecting the **SPONSOR** through **MEDIA** communication that will be active only for the size and the best image of water polo..

IMPROVMENT ASSUMPTIONS (follows)

THE EVENTS' LOGIC

- Other sports have realized that the popularity increases organizing some important events (Final Cups, European and World Championships) in **LOCATIONS** with **GREAT TOURIST FLOWS**.
- An event, held in a **FAMOUS SQUARE** (Piazza San Pietro) or in **EVOCATIVE AREAS** (Tour Eiffel), would spread the image of the water polo, but, even more, is an important element in the relationships with media and sponsors. Events were held in different spaces from the usual: Volley-Paris (Eiffel Tower), Swimming-Berlin (Velodrom), European Water Polo Championship-Vienna (Prater, soccer stadium), Tennis-Naples (Caracciolo Seafront), 2016 Water Polo Championship (BELGRADE Kombank Arena), 1994 Water polo World Championship (Rome - Foro Italico – tennis fields) and others.
- In such events (lasting 2-3 days), before, during and after the games, there may be personalities of the show and areas reserved for sponsors to make it an important media event.
- Given the unique characteristics of event, the **FACILITIES COSTS** (33 mt. prefabricated pool, stands of at least 5,000 seats, etc.) will be supported by sponsors and host city authorities.





IMPROVMENT ASSUMPTIONS (follows)

Rules and show

Only out of respect for the people who have produced a considerable flow of suggestions we indicate some proposals that will also have positive aspects but these must be assessed very carefully. We list these tips::

- a) Bring the 2 mt line to 3 mt. and the 5 meter line, to 7 mt. ?
- b) Suppose the elimination of zone defense ?
- c) Reintroduce CORNER in case of touch by the defender
- d) eliminate the pressing in 5/7 mt. avoiding the defender exceed 5 or 7 meters. It would allow the forward to take a "volley" without feints, because this gesture is spectacular
- e) Whereas transfers of teams from one goal post to another are not spectacular (except for rare counter-attacks), it should increase the residence time of the attack varying it from 30 to 40 seconds ?
- f) increase the time of the expulsion, because the numerical advantage is perceived by the public as interesting tactic / strategy ?
- g) Force the center forward to get out of the 7 mt. line after obtaining the expulsion of defender and forbidding him to receive the ball before it has been made a switch to another player ?
- h) when some teams do not play with the center forward but, as in basketball, develop the attack with the movement often occur obstructions to the movement that must be punished by expulsion. ?

IMPROVMENT ASSUMPTIONS (follows)

Rules and show

- The reference to other sports, do not often consider that the water polo takes place in water.
- In our sport, the emotion of the audience, unlike football, most of the time, has a constant trend not high. In some matches the spectators get excited in time of goals and get inflamed at the end only when the outcome is uncertain. The phenomenon could be due the high number of goals and consequently should be reduced the number of goals. (?)
- In football emotion grows steadily and the adrenaline reaches its maximum at the time of the goal, decreasing and going up when a free kick is beaten, in which there is an expulsion and waiting for another goal.
- If the spectacle is related to adrenaline-growth, it could narrow down the size of goal posts, decreasing, perhaps, the gap of the technical level (?). If the opposite were true, they could enlarge the size.
- Hypotheses to be tested very carefully.

IMPROVMENT ASSUMPTIONS (follows)

Rules and show

- **FINA** often asks **TECHNICAL COMMISSIONS** (FINA, LEAGUES and FEDERATIONS) to formulate **NEW RULES** aimed at improving the show.
- The valuable work of the **COMMISSIONS**, as well as to train influential **COMMISSIONERS** and qualify **INTERNATIONAL REFEREES**, when it proposes rules aimed at increasing the attractiveness of the show, should take place with an **ITER PROPER**.
- The Technical Commissions, in proposing new rules, should confront each other by informing the Club, and also discussing with important coaches who, often suggest innovations useful only to the type of play of their teams.
- For every new rule it will check the **REAL UTILITY** of the innovation by carrying out by a **PROFESSIONAL RESEARCH STRUCTURE** a qualified survey that verifies the satisfaction of public expectations.

CONTINENTAL
LEAGUE
TECHNICAL
COMMITTEES

FINA
TECHNICAL
COMMITTEE

NATIONAL
COACHES

SURVEY ON
THE
SPECTATOR
REALIZED
BY A
RESEARCH
AGENCY

FINA

COMMISSIONE TECNICA FINA

**COMMISSIONI TECNICHE
LEGHE CONTINENTALI**

**COMMISSIONI
TECNICHE
FEDERAZIONI
NAZIONALI**

TECNICI NAZIONALI

TECHNICAL
COMMITTEES

**INDAGINE SULLO SPETTATORE SVILUPPATA DA
UN'AGENZIA DI RICERCHE**

FINA

UFFICIALITÀ

ANNOUNCEMENT

IMPROVMENT ASSUMPTIONS (follows)

Rules and show

- The survey results on **INNOVATIONS**, submitted to **FINA**, if accepted, will become the official rules. As mentioned, the innovations will impose the resolution of issues relating to the critical status of water polo
- With the results of the investigation, it is possible to avoid constant arguments, often inappropriate and, probably, the game would increase its attractiveness, as well as the loyalty of the audience.
- It would be useful, in the important events and, if possible, in every meeting, **COMMISSIONERS**, sent by the **TECHNICAL COMMITTEES**, collaborated and monitored **COMPLIANCE WITH THE RULES OF FORMAT**.
- For non-compliance of the **FORMAT** and not justified by force majeure, it should apply strict **SANCTIONS**.
- It would be equally useful that **COMMISSIONERS** checked, well in advance, a place by meeting the event organizers to solve any problems and, if the location is not adequate to held the event in order to improve the popularity of water polo, it is suitable to propose an alternative site.
- Previously we received some tips, but their eventual usefulness will also be aimed at other aspects, not related to the innovations of the rules.

IMPROVMENT ASSUMPTIONS (follows)

Rules and show

The new rules could aim at:

- a) Reducing the gap in technical level among different countries;
- b) Optimizing the use of water areas;
- c) improving the Habitat of events, increasing the spectacle of the game and the quality of television footage;
- d) Simplifying the understanding of the game because complicated rules do not often care to the most viewers, but they are only a bone of contention between technicians and referees;
- e) Facilitating the work of the referees reducing the possibility of errors due to different interpretations;
- f) Facilitating the work of media and especially the commentators that often fail to explain the decision of the referees;
- g) Facilitating, with diversified operations, the search for economic resources.
- h) promoting and spreading the practice and popularity of water polo in the 5 continents considering the problem of shortage of facilities;

IMPROVMENT ASSUMPTIONS (follows)

Rules and show

- According to many water polo of **OTHER TIMES**, based on movement and on inspiration of some champions, it was **MORE SPECTACULAR**. Today, often, the referees forget a rule never changed: "the player without possession of the ball may not be hindered by physical contact."
- Water polo, like other sports, has developed a game based on **PHYSICAL CONTACT** it should avoid because often violent.
- Only NOT – VIOLENT FIGHT , between center forward and defender, fair and well managed by referees, it could be allowed because, together with the speed, jumps, shots, feints, tactic / strategy is an aspect that excites the audience.
- The rule "corner valid only if the ball is touched by the goalkeeper“, has made the teams move unnecessarily, but has not made spectacle more attractive.
- Most of the proposing new rules are incurred by taking the examples of what happens in basketball, in American football, rugby and hockey. They recall the speed, capacity, physical contact, tactics and strategies.

IMPROVMENT ASSUMPTIONS (follows)

WORKING RELATIONSHIPS

- In order to enhance the important relationship with athletes, coaches and collaborators it will be essential to seek **ECONOMIC RESOURCES**, by promoting water polo with "diversified interventions."
- With adequate resources it can create interest and **ENTHUSIASM** in Club and Base committing them to envisage remuneration for athletes, coaches, staff and persuading the parents of athletes of the first age groups to understand that the **STUDY - SPORT** sacrifice is possible.
- The future of our sport, though, will depend on major events that offer economic resources even in countries where water polo is not developed.

IMPROVMENT ASSUMPTIONS (follows)

WORKING RELATIONSHIPS

- It is also worth considering that earning prospects also create the anomaly of coexistence between **AMATEURISM** and **PROFESSIONALISM**, which is evident, in particular, in the rules of **RELEASE** (various in different institutions).
- It should define a single regulation valid everywhere..
- **CONTRACTS** related to the rights and duties among athletes, coaches, managers and employees with the clubs should be regularized, if they provide **FEES**.
- Today there is a custom of **ECONOMIC AGREEMENTS** defined both in item and content in poorly made contracts. Often, when they are disobeyed, it ends up in the courts. should define a **STANDARD CONTRACT**, in accordance with the laws of each State, assured by bank **GUARANTEES** and deposited in the NATIONAL FEDERATION..
- Initially problems will exist, but it emerges from the anomaly.

IMPROVMENT ASSUMPTIONS (follows)

Media

- The institutions should collaborate with **COMMUNICATION AND MARKETING AGENCIES** and, supported by their press offices, should interact with media, treat external relations and the static / dynamic communication.
- The interest of Media will be the decisive intervention to increase the **AUDIENCE** and the approach to the SPONSORS.
- In the Communication it will be appropriate to define our discipline only "**WATER POLO**" and not Pallanuoto, Wasserball, Vizilabda or other, to avoid trivial as unpleasant confusion with other sports in its memorisation.
- Special effort should be dedicated to **WEB** which also involved our sport with which, however, fails to grasp the great opportunities that this immense "New World" of communication offers.
- There is not a careful management of the **STREAMING** and, when it exists, few people are aware.

IMPROVMENT ASSUMPTIONS (follows)

Media

- There is no **BOOK OF WATERPOLO** telling the history of the sport from the birth to the present day (there are only in a limited number incomplete stories of some countries), to be updated every year and translated into several languages. It will be a necessary tool to start the relationship with media and sponsors. It must be built an **ARCHIVE** containing photos, videos and stories of Federations, Club and champions creating the image of **HEROE/STAR** to be promoted in all events, to be sent to all operators of communication and to be propose to the periodicals' editors and general television.
- As previously mentioned, if, at the beginning of each season, all operators in the **INTERNATIONAL AND NATIONAL COMMUNICATION**, were updated on water polo, as well as increasing its popularity, it would allow **MEDIA**, especially local ones, to fill space, to national and international sports narrators to make more complex and engaging transmission and commentators to offer emotions that go beyond the technical support and less repetitive interviews.

IMPROVMENT ASSUMPTIONS (follows)

Media

- With a sustainable cost it could acquire a frequency/TV channel totally dedicated to water polo in English and/or with other sports as billiards, poker, horse riding, monster truck, where it can also see the presence of international sponsors, despite not having the popularity of other sports such as tennis, basketball, volleyball, etc...
- It might have, as well as the financial support of a sponsor, the opportunity to join in other minor sports to amortize the cost of the intervention, spreading news, pictures, events and promoting the image of athletes / stars.

IMPROVMENT ASSUMPTIONS (follows)

Media

- It would be particularly interesting and definitely attractive to the first age groups to realize a **VIDEOGAME** that with an affordable cost, could be conveyed both in the video game circuit and, as merchandising, gave / sold in the centers where the practice of e water polo will be widespread
- The media interest, as well as with the application of format and with other interventions, could also be caused by another intervention: on the occasion of important exhibitions, fairs, festivals, although the sectors are not related to the sport, but that have a free and strong participation of families, it could install **WATERPOLO INFO - POINT** to raise interest with videos, printed materials and gadgets. The cost could be borne by sponsors or, if venues of important water polo events, by the organizers. It would widen the interest in water polo even for those who do not have ever come close to this sport, improving its popularity.

IMPROVMENT ASSUMPTIONS (follows)

Sponsors e Partners

- Sponsorships depends on the relationship between **investment and size of the target** to which the water polo manages to communicate its strengths and the image of the sponsor.
- The report is called "**CONTACT COST**" which decreases with increasing audience.
- A multinational corporation supports sport if:
 1. in the activity and in any event, its image has excellent visibility;
 2. the activities and events are communicated and disseminated by the media with adequate quantity and quality throughout the year;
 3. the sport is practiced and spread throughout the world.
- Currently the sponsors of water polo are **EQUIPMENT PROVIDERS**, and only in a few cases, there are multinationals operating in other sectors.
- Clubs have sponsors active in their area or obtained for friendly relationships
- Arouse the interest of **MULTINATIONAL SPONSORS** of consumer sectors for FINA, LEAGUES and FEDERATIONS it would improve the image of the water polo, awaking the interest of potential sponsors for CLUB and BASE which will get benefits to develop our business and improve the technical level by spreading the practice.

IMPROVMENT ASSUMPTIONS (follows)

Sponsors e Partners

- **MULTINATIONALS** are close to the world of sports in sectors such as aerospace, electronics, telephony, energy, food, insurance, finance, car and many others which, in the near future, could be involved by water polo.
- Particular attention to the strengths of water polo could occur by the **GREEN ECONOMY (water element)** and the **New Economy** as Multinationals are interested in youth events - Coca Cola (mini basketball), Danone (football) Red Bull (extreme sports) and many other major brands.
- It could propose to the sponsor a **PARTNERSHIP** that not only give financial support, but it could be useful in improving the popularity.
- It should guarantee to the **SPONSOR PARTNER** events, locations, dates, times, **ATHLETES / STARS** to be inserted in commercials, stories to create a **CONSTRUCTIVE PATH**, that does not mean subservience, but an ethical relationship in the "**DO UT DES**" in a virtuous triangle **SPORT - MEDIA – SPONSOR**.
- If exist the **WATERPOLO COMMUNITY** and is born **WATERPOLO SMILE**, it can catch the interest of some major **ETHICAL COMPANIES** that are part of an association, to adhere to which it must adhere to strict ethical rules. With these businesses it will be a **POINT OF CONVERGENCE** that has meaning in the search for sponsorship for the all of water polo CHAIN with a CO-MARKETING action.

No
dissemination
in 5 continents

-

No spectacle

-

No show
business

-

No
communication

-

No sponsor

-

No future

NO DIFFUSIONE NEI 5 CONTINENTI



NO SPETTACOLARITA'



NO SHOW BUSINESS



NO COMUNICAZIONE



NO SPONSOR



NO FUTURO

THE NEW WORLD

Waterpolo Community

- In the future, our world will see the realization of the **Vision** that repays the commitment of all in a **NEW CULTURE** of water polo.
- The universe of our sport will be the **WATERPOLO COMMUNITY** which brings together in a "**COMMON PATH**" FINA, the LEAGUES, the FEDERATIONS, the CLUBS, the FESTIVALS dedicated to children, the BEACH WATERPOLO, the Base, the WATERPOLO SMILE and other realities.
- With the **INVOLVEMENT** of children , families, athletes, coaches, managers, co-workers, sports promotion organizations, schools, public institutions, humanitarian and environmental associations, international organizations, media and sponsors, the water polo will have a **NEW DIMENSION**.
- It can compose an **ANTHEM** to be presented in a **GOLDEN GALA** during a **WATERPOLO DAY** and to be spread in any event and, if possible, in the promos and before the television programmes.



THE NEW WORLD

Waterpolo Smile

- Supporting humanitarian and environmental associations with **FUNDRAISING**, during events both minor and of great importance and on all other occasions, it means acquiring an **ETHICAL DIMENSION**, as done by other sports, which gives it a **VALUE ADDED** to water polo.
- It could generate the **WATERPOLO SMILE**, a Foundation which collects funds to take care of the less fortunate children of the third world.



WATER POLO PRODUCT

- The **SPREAD** of water polo in the five continents, the **HABITAT** of the events, the spectacle of the games, the **CHARM** of a television filming, **WATER POLO COMMUNITY**, the **WATER POLO SMILE**, together with countless other **STRENGTHS**, could build **PRODUCT WATER POLO** to propose to MEDIA and present to SPONSOR.
- This will make it possible to involve, with the “**GREAT BEAUTY**”, partners able to offer a media support and, consequently, economic, motivated by water polo **APPEAL**. Financial resources are being searched for, useful to FINA, the LEAGUES and FEDERATIONS but indispensable to the base for resolving the important problems discussed above.
- Additional support may be obtained by **OLYMPIC SOLIDARITY** that for **YOUTH / SPORT PROJECTS**, grants contributions as, with different procedures, it is possible in the **EUROPEAN COMMUNITY**.



TIMING

- After the evaluation of the critical aspects, the strengths and potential improvements the guidelines would be defined for a **SUSTAINABLE DEVELOPMENT PROJECT**, which, under the leadership of FINA with TWPC and FINA commission deemed useful and with the collaboration of a qualified **MULTINATIONAL AGENCY OF COMMUNICATION AND MARKETING**, evaluated the **STATUS** of the water polo, it is possible to see the start of a virtuous path for the improvement of our sport.
- A comparison with **QUALIFIED PERSONALITIES OF WATER POLO WORLD** will be useful to create a constructive relationship that can give an important contribution of human resources supporting the work of the institutions

CONCLUSIONS

- In the difficult and demanding task **OBSTACLES** could be met also unexpected and, in a first step, many suggestions will not be actualized.
- **LONG TIME** will take to search for economic resources and to overcome the obstacle of **DIFFICULT RELATIONS** with **THE PRESENT SYSTEM**.
- In order to realize the assumptions on the evolution it is necessary to be convinced that in water polo there are **OPPORTUNITIES** and **HUMAN RESOURCES** able to face and overcome obstacles that now seem insurmountable.
- Many observations and developing proposals of **WATERPOLO VISION** seem **UTOPIAS**, but may be true if it manages to involve the whole world in our sport.

UN FUTURO PER LA WATERPOLO

PROGETTO DI SVILUPPO

A FUTURE FOR WATER POLO

DEVELOPMENT PROJECT



Waterpolo People®
PROPORRE E COLLABORARE

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INTRODUCTION

Water polo **DEVELOPMENT PROJECT**, with the coordination of Gabriele Pomilio, stems from the contents of **WATER POLO VISION**, an X-ray on the status of water polo in the world, presented in Naples in the workshop of 21 June, 2014 and organized by WATERPOLO PEOPLE, Non-profit Association, founded by important and qualified personalities of water polo.

It's a **HYPOTHESIS DEVELOPMENT** the contents of which can be useful for a constructive dialogue with the institutions, because they are hypotheses developed in respect and sharing the important work carried out by **FINA, CONTINENTAL LEAGUES** and **NATIONAL FEDERATIONS** and aims at searching for human and economic resources for the dissemination of the practice of water polo.

CLARIFICATIONS

TWPC, after reviewing the **WATERPOLO VISION** and **DEVELOPMENT PROJECT** and, if deems useful/necessary to have clarifications and discuss the issues and actions, it may request a meeting with **WATERPOLO PEOPLE** that's available, also providing useful material for comparison

ORGANIZATIONAL STRUCTURE

In order to realize a **DEVELOPMENT PROJECT** it is important that **FINA**, under its **LEADERSHIP**, establishes a **TEAM**, formed by **TWPC** with possible collaborations by **FINA COMMISSIONS** and **WATER POLO QUALIFIED EXPERTS**.

It will need to identify a qualified **COMMUNICATION AND MARKETING AGENCY** which firmly dedicate itself to the consultation in defining the guidelines of the Project and to the important relationship with **SPONSOR** and **MEDIA**, interacting with them.

Later **DEVELOPMENT CORE** will must be established in **LEAGUES** and **FEDERATIONS** to build a virtuous relationship with **CLUBS** and **BASE**.

ORGANIZATIONAL STRUCTURE

For the establishment of CORES and the identification of the topics to define the guidelines of the Project, MEETINGS will be arranged dedicated to the training of collaborators. **QUESTIONNAIRES** will be useful to program, to be sent previously to the people of affected areas to get a DATABASE that counts your TEAM the status of water polo in different areas.

INFORMATION MATERIALS and a COMPUTER SYSTEM will be produced and built for facilitating relations between the various parties.

It is a hypothesis that requires considerable effort, but it will be essential that the solution of many problems to be tackled and resolved by **CLUBS** and **BASE**.

ORGANIZATIONAL STRUCTURE



COMMISSIONE
TECNICA
FINA

AGENZIA
DI COMUNICAZIONE
E MARKETING

QUALIFICATE
PROFESSIONALITÀ
DELLA WATERPOLO

WATER
POLO
QUALIFI
ED
PERSON
ALITIES

FINA TECHNICAL
COMMITTEE

COMMUNICATION
AND MARKETIN
AGENCY

TEAM

NUCLEI
DI SVILUPPO

DEVELOPMENT
CORES

CONTINENTAL
LEAGUES

LEGHE
CONTINENTALI

FEDERAZIONI
NAZIONALI

NATIONAL
FEDERATIONS

CLUB



ACTION PLAN

Starting from the analysis of **WATER POLO** status on five continents, the Action Plan provides for the formulation of an appropriate intervention strategy aimed at:

1. making **WATER POLO** more attractive developing **HABITAT's** format, **SHOW, SHOOTING TELEVISION** and providing **MEASURES** beyond the game.
2. Communicating adequately the “**GREAT BEAUTY** ” of **WATER POLO** to as many people as possible, with the support of media (TV, radio, web, streaming)
3. being able to **SELL "WATER POLO"** product to multinational, national and local **SPONSORS**.
4. solving at appropriate times and in the best possible ways the problems relative to all other **CRITICAL** aspects highlighted in **WATERPOLO VISION**
5. spreading **WATER POLO** across five continents promoting activities in the early age groups involving families and institutions

It is essential that the **TEAM** shares, strategies, developing them in the operation steps, co-working to create **DEVELOPMENT CORES** in **LEAGUES** and **FEDERATIONS**, in order to build a virtuous relationship with **CLUBS**.

ACTION PLAN (follows)

It is the task of the **DEVELOPMENT CORES** to find, train and / or inform people who already work in **WATER POLO** and others who are not part of our world but with whom it's possible establish valid collaborations, although they come from different backgrounds:

- ✓ Executives / Promoters
- ✓ Administrative and legal experts
- ✓ Experts of management facilities
- ✓ IT specialists
- ✓ Experts in marketing and communication
- ✓ Coaches
- ✓ Athletic trainers
- ✓ Referees
- ✓ Sports doctors

The Action Plan also provides for:

- development and production of teaching materials (paper / digital) in different languages. **Among the teaching materials it will be inserted an engaging guide for organizing YOUTH CAMPS, where also play training workshops for managers / promoters, coaches, referees and plant operators. This guidance will be particularly important in areas where water polo does not exist or is underdeveloped**
- advice on the design / management facilities adapted to **WATER POLO**
- Identification of equipment suppliers
- monitoring actions on developing training

ACTION PLAN (follows)

The training action conducted by **TEAM** and **DEVELOPMENT CORES** consequently allow people who received training to be able to:

- ✓ draw up a development project in their areas
- ✓ promote, establish and manage **CLUB**
- ✓ promote relations with **INSTITUTIONS**, **SPONSOR**, **MEDIA** and **SPONSOR**
- ✓ identify and train coaches, sports trainers and referees
- ✓ identifying plant designers in the event of new constructions
- ✓ identify equipment suppliers
- ✓ develop the practice of **WATER POLO** in the early age groups
- ✓ plan organization and management of events

The project would be realized over **4 years** (or within the period stipulated by FINA) and is developed in **4 phases**.

Each phase shall identify:

- *operating entities and roles*
- *purposes and activities*
- *methods of intervention and duration*
- *cost assumptions*

FIRST PHASE

Constitution of the Working Group (**TEAM**).

Operating entities and roles

- **FINA Chief Executive:** project responsible (leader) with the collaboration of FINA administrative office, FINA press office and FINA media relations manager
- **FINA technical committee:** Project Coordinator
- **Any FINA Commission:** collaboration (if deemed useful)
- International **Communication and Marketing** Agency: consultant
- Professional people operating in **WATER POLO:** operating staff

Purposes and activities of the first phase

- ✓ Definition of the project's guidelines
- ✓ Definition of the people and of the roles in the **TEAM** with their commitments
- ✓ Verifying the feasibility of the project
- ✓ Identification of **DEVELOPMENT CORES** in Continental Leagues
- ✓ Identification of people and actions necessary for the development of the second phase
- ✓ Definition and production of teaching materials (paper / digital), translated into several languages, necessary for the formation of those involved. Together with YOUTH CAMP GUIDANCE
- ✓ Identification of a computer expert to produce an operating system that facilitates the management of the project
- ✓ Definition of external collaborations
- ✓ Definition of the communication strategy
- ✓ Definition of people for investigation / statistics

FIRST PHASE (follows)

Methods of intervention and duration

First Meeting

The **TEAM** will send to **LEAGUE PRESIDENTS** a **Questionnaire** to gather information on:

- Responsible for Development Core Leagues
- Responsible for the Technical Commission Leagues
- Any employees of Development Core Leagues

During the meeting the goals and the roles will be shared, the actions will be defined to increase the popularity of **WATER POLO**, as well as it is planned to establish contacts with institutions, media and sponsors.

Duration: 3 days (including timing of arrival and departure)

Second Meeting

A second meeting will be organized to:

- ✓ Verify the work performed in relation to what was planned in the previous meeting
- ✓ Analyse the results of the questionnaires, previously sent to the Presidents of the Leagues
- ✓ Request for information and prompt missing answers
- ✓ Define intervention priorities
- ✓ Plan the second phase

Duration: 2 days (excluding timing of arrival and departure)

At the end of this phase we recommend the organization of a Conference to share the project directed at **MEDIA** and **SPONSORS**.

SECOND PHASE

Presentation of the project to the presidents of all **CONTINENTAL LEAGUES** gathered in one meeting.meeting.

Operating entities and roles

- **TEAM**: Project coordination
- Presidents of **CONTINENTAL LEAGUES** : sharing and information
- Technical Committee of **CONTINENTAL LEAGUES** : sharing and information
- Media and marketing managers of **CONTINENTAL LEAGUES** : sharing and information

Each **LEAGUE**, under the supervision of the **TEAM**, will appoint a **PROJECT MANAGER**. All parties must make firm commitments and carry them out with the utmost seriousness.

Purposes and activities of the second phase

- ✓ Presentation and sharing of the development project based on the results of the questionnaires that Leagues will send to the **TEAM** with any questions and / or info
- ✓ Training and evaluation of the Development Core Leagues
- ✓ Presentation of educational materials (print and digital) necessary to the training (translated into many languages) of people who participate in the workshop together with the **YOUTH CAMP GUIDANCE**
- ✓ Presentation of the information system
- ✓ Presentation of the questionnaire to be sent to the National Federations
- ✓ Sharing of communication strategies and methodologies for the management of relations with institutions / media / sponsors (relative to the areas of belonging)
- ✓ Acquisition of information necessary for planning next steps

SECOND PHASE (follows)

Methods of intervention and duration

First Meeting

The **TEAM** will indicate to each **LEAGUE** how the **DEVELOPMENT CORE** must apply for the organization of **WORKSHOPS** with the participation of **NATIONAL FEDERATIONS**. **LEAGUES** will be informed on methodologies related to contacts with **INSTITUTIONS, MEDIA** and **SPONSORS**.

Duration: 3 days (excluding timing of arrival and departure)

Second Workshop

In each **LEAGUE** workshops will be held (one for each League) for the inspection of works planned on the occasion of the first meeting.

The **TEAM**, once analyzed the information contained in the questionnaires filled out by each **FEDERATION** and assessed the popularity of **WATER POLO** in various areas (high, medium, low, non-existent), will develop intervention strategies to be proposed in the third phase.

In areas where the popularity of **WATER POLO** is low or nonexistent, it can enable synergies between neighboring federations, to establish a single **DEVELOPMENT PROJECT**.

In areas where the popularity is high, it will work in the surrounding areas where the discipline is less widespread and practiced to give a support to the definition of **DEVELOPMENT PROJECT**.

Duration: 3 days (excluding arrival and departure timings)

THIRD PHASE

Organization of workshops by each **CONTINENTAL LEAGUE** for submission of the project to the **NATIONAL FEDERATIONS** and the involvement of representatives of their respective geographical areas.

Operating entities and roles

- **TEAM**: Project coordination
- Responsible for Development Core **CONTINENTAL LEAGUES**: development of the project.
- Presidents of **NATIONAL FEDERATIONS**: sharing and information
- Technical Committee of **NATIONAL FEDERATIONS**: sharing and information
- Media and marketing managers of **NATIONAL FEDERATIONS**: sharing and information

Each **FEDERATION**, with the supervision of the **TEAM** (if necessary) and the **CORE DEVELOPMENT** of its **LEAGUE**, on the basis of completed questionnaires, will appoint a **PROJECT MANAGER**. All parties must make firm commitments and carry them out with the utmost seriousness.

Purposes and activities of the third phase

- ✓ Presentation and sharing of the development project
- ✓ Delivery of the materials for the education
- ✓ Presentation of educational materials (print and digital) for the training (translated in many languages) of people together with the **YOUTH CAMP GUIDANCE**
- ✓ Sharing of communication strategies and methodologies for the management of relations with institutions / media / sponsors
- ✓ Acquisition of information necessary for planning next steps

THIRD PHASE (follows)

Methods of intervention and duration

In the 5 continents workshops will be held for a total of ten workshops. Educational materials will be defined and presented for the training of **FEDERATION DEVELOPMENT CORES**. **FEDERATIONS** should be informed the for which it has been programmed a **PROJECT** of **SYNERGIES** between neighboring areas.

First workshop

The **LEAGUE** and **TEAM** (if necessary) will provide each **FEDERATION** how the **DEVELOPMENT CORES** of **FEDERATIONS** must apply for the organization of the **WORKSHOPS** in the fourth phase with the participation of the **CLUBS**. Each Manager will be expected to provide information, propose ideas and content for the fourth phase.

The workshops will be repeated in relation to the number of participants and / or to the distances from the location of the meeting.

Duration: 2 days (excluding arrival and departure timings)

Second workshop

Each **LEAGUE** will have to organize a second workshop in order to:

- ✓ Verify the work performed in relation to what was planned in the previous meeting
- ✓ Define intervention priorities
- ✓ Develop intervention strategies in the fourth phase

Duration: 2 days (excluding arrival and departure timings)

FOURTH PHASE

Organization of a workshop arranged by each **NATIONAL FEDERATION** for the presentation of the project to the **CLUBS** and the involvement of representatives of their respective geographical areas. Where there are different types of business or a significant number of **CLUBS**, it should diversify workshops.

Operating entities and roles

- **TEAM**: Project coordination (if necessary)
- Responsible for Development Core **LEAGUE**: project coordination
- Responsible for Development Core **FEDERATION**: development of the project
- **CLUB** Presidents: sharing, information and application
- Water polo **Club** Officers: sharing, information and application
- Media and marketing managers of **CLUBS**: sharing, information and application

All parties must make firm commitments and undertaken with the utmost seriousness. With the intention to develop synergies, it's possible to involve **CLUBS** carrying out activities at a low level or nonexistent, with the participation of swimming schools and / or managers of swimming pools.

Purposes and activities of the fourth phase

- ✓ Development and dissemination of the project
- ✓ Delivery of educational materials for the training together with the YOUTH CAMP GUIDANCE
- ✓ Presentation of computer information system
- ✓ Sharing of communication strategies and methodologies for the management of relations with institutions, media and sponsors

FOURTH PHASE (follows)

Methods of intervention and duration

First workshop

FEDERATION, with the possible support of **TEAM** and the **LEAGUE**, will provide each **CLUB** the procedures to operate through a **FORMAT** to be adapted to the characteristics of **CLUBS** and methodologies in order to manage contacts with **INSTITUTIONS**, **MEDIA** and **SPONSOR**. Each Manager will be expected to provide information and propose ideas and contents for the second meeting. The workshops will be repeated in relation to the number of participants and / or to the distances from the place of the meeting.

Duration: 3 days (including arrival and departure timings)

Second workshop

Each **FEDERATION** will have to organize a second workshop for the inspection of works carried out in the first meeting.

The workshops will be repeated in relation to the number of participants and / or to the distances from the place of the meeting.

Duration: 2 days (including arrival and departure timings)

WORKING ASSUMPTIONS

In order to simplify the process, the Action Plan has been divided and subdivided for each member of **TEAM**. This joint is modifiable and upgradable in relation to individual professionalism.

FINA BUREAU (ATTACHMENT A.1)

Knowledge and decision to authorize the initiative, if shared, by suggesting any changes and definitive guidelines..

FINA CHIEF EXECUTIVE (ATTACHMENT A.1)

It is the only **PROJECT** responsible.

Its role is critical to the work of connection and inspiration with and between the different water polo actors (**FINA TECHNICAL COMMITTEE, CONTINENTAL LEAGUES , NATIONAL FEDERATIONS**).

It defines **ROLES** and **RESPONSIBILITIES** of **OPERATING ENTITIES** indicated in the project. It oversees relations with **INSTITUTIONS, MEDIA** and **SPONSORS**. It defines and manages the **BUDGET** of the project. Identify a qualified **COMMUNICATION** and **MARKETING AGENCY** and other subjects, from different backgrounds, that are necessary for the development of the **PROJECT**.

It periodically **MONITORS** the work done by the individual.

WORKING ASSUMPTIONS

FINA TECHNICAL COMMITTEE(ATTACHMENT A.1)

It's the responsible for developing relations with the realities of the five continents..

It collaborates to define the roles and responsibilities of the operating entities.

It indicates innovations to improve **HABITAT**, the **SPECTACLE** of the game and **TELEVISION FOOTAGE** of the events.

It coordinates the preparation of teaching materials (and in particular the **YOUTH CAMP GUIDANCE**) for coaches and referees, which is essential for workshops to be held in areas where **WATER POLO** is not practiced or is poorly developed..

It collaborates with the **COMMUNICATION** and **MARKETING AGENCY** for the definition of the communication guidelines.

It regularly **MONITORS** the work done by the individual.

WATER POLO EXPERTS (ATTACHMENT A.4)

In the five continents there are qualified individuals who interact with the world of **WATER POLO** and that, besides the passion, have experience and technical and organizational skills such as to be precious interlocutors.

In particular, they can make their contribution to:

- ✓ the technical and organizational aspects and management of **CLUBS**;
- ✓ personal relationships with individuals who will be involved in the various areas (**INSTITUTIONS, SPONSORS, MEDIA, ENTERTAINMENT**);
- ✓ collaboration in action training of personnel;
- ✓ gathering information on the perception of **WATER POLO** in different areas;

WORKING ASSUMPTIONS (follows)

COMMUNICATION and MARKETING AGENCY (ATTACHMENT B.1)

It defines the elements on which to structure the communication of **FINA, LEAGUES, FEDERATIONS** and **CLUBS**, in order to identify "WATER POLO" product, to offer it to customers and identify potential interested market sectors.

It collaborates to define the best organization of workshops relating to **METHODOLOGIES** to get the most information.

Together with **TEAM** it develops relationships with **RESEARCH INSTITUTES**.

It collaborates with **FINA, LEAGUES, FEDERATIONS** and **CLUB** in relations with **INSTITUTIONS, MEDIA** and **SPONSORS** defining a methodology of intervention.

CONTINENTAL LEAGUES (ATTACHMENT A.2)

CONTINENTAL LEAGUES are an important element of this sector in which it develops the **PROJECT**.

By their commitment it depends the management of the relationships with **NATIONAL FEDERATIONS LEAGUES**' task is to:

- ✓ Provide **TEAMS**, through questionnaires, information about companies working in their areas;
- ✓ Collaborate in the construction of **DEVELOPMENT CORES**, ensuring that subjects indicated by them are capable and reliable;
- ✓ Organize, with the collaboration of the **TEAM** (if necessary), **WORKSHOPS** with the participation of the **FEDERATIONS** of their area;
- ✓ assume responsibility for the logistics of the meetings to better manage the involvement of all participants;
- ✓ monitor the actual implementation of **PROJECT** in the **FEDERATIONS** of their area.

WORKING ASSUMPTIONS (follows)

NATIONAL FEDERATION (ATTACHMENT A.3)

The task of the **NATIONAL FEDERATIONS** is to transfer the contents of the **PROJECT** to the **CLUBS**, which are the **BASE** of the sector

It is necessary that the **NATIONAL FEDERATIONS** commit themselves to:

- ✓ provide **LEAGUES** and / or **TEAMS**, through questionnaires, information about companies working in their areas;
- ✓ collaborate in the construction of **DEVELOPMENT CORES**, ensuring that subjects indicated by them are capable and reliable;
- ✓ organize, with the collaboration of the **CONTINENTAL LEAGUES** and/or the **TEAM** (if necessary), **WORKSHOPS** with the participation of the **CLUBS** of their area;
- ✓ assume responsibility for the logistics of the meetings to better manage the involvement of all participants;
- ✓ monitor the actual implementation of **PROJECT** in the **CLUBS** of their area.

DEVELOPMENT CORES

The **DEVELOPMENT CORES** of **LEAGUES** and **FEDERATIONS** are the operating arm of the **TEAM**. Their task is to provide information on the territorial realities, on intervention procedures and identify and train individuals who cooperate on single interventions.

The establishment of **DEVELOPMENT CORES** must be assessed and monitored by the **TEAM**.

COST ASSUMPTIONS

We would like to indicate the cost assumptions of the various phases of the **PROJECT** that they have to be drastically reduced in relation to the managerial skills in the relation definition.

This includes the following costs:

- ✓ Travel, transfers, hotel and meals

Costs not included:

- ✓ Rooms and equipped spaces
- ✓ Fees for the advice of experts
- ✓ Preparation of teaching materials (print and digital)
- ✓ Production (paper and digital) of the training material (ITA / ENG / OTHER LANGUAGES)
- ✓ The cooperation in training and coordination of the different phases.
- ✓ Interpreters and translations
- ✓ Computer system and computer experts
- ✓ Buying spaces on Media

COST ASSUMPTIONS

We would like to indicate the cost assumptions of the various phases of the **PROJECT** that they have to be drastically reduced in relation to the managerial skills in the relation definition.

Costs

- ✓ **FIRST PHASE** (n. 2 Workshops) = **150.000,00 Euros**
- ✓ **SECOND PHASE** (n. 2 Workshops with the simultaneously participation of the **5 LEAGUES**) = **140.000,00 Euros**
- ✓ **THIRD PHASE** (n. 2 Workshops for each **LEAGUE**, 10 meetings in total) = **Euro 260.000,00**

TOTAL: 550.000 Euros

- ✓ **FOURTH PHASE** (n. 2 Workshops) = **40.000,00 Euros** (20.000,00 Euros for each Workshop)

This amount shall be calculated in relation to the number of workshops that FEDERATIONS decide to organize in their areas and therefore the overall cost is obtained by adding the previous TOTAL (550,000) with the cost of the FOURTH PHASE

Dates and Locations

- ✓ **FIRST AND SECOND PHASE:** by **FINA** recommendation
- ✓ **THIRD PHASE:** by **LEAGUES** recommendation
- ✓ **FOURTH PHASE :** by **FEDERATIONS** recommendation

ATTACHMENT A.1

TEAM / LEAGUE / FEDERATION JOBS

FINA	FINA TECHNICAL COMMITTEE
<ul style="list-style-type: none"> ✓ Responsibility and project inspection ✓ Chain relationships ✓ Institution relationships ✓ Media relations ✓ Sponsor relations ✓ Press office ✓ Administrative office ✓ Defining and sharing training materials ✓ Identification of experts for partnership ✓ Monitoring step-by-step 	<ul style="list-style-type: none"> ✓ Relations among geographical areas ✓ Defining game rules ✓ Commissioner relations ✓ Coach training manuals ✓ Referee training manuals ✓ Info manager/promoter education ✓ Info habitat of events format ✓ Info show format ✓ Info TV coverage ✓ Event organization ✓ YOUTH CAMPS promotion ✓ Info water polo perception ✓ Info and control training manuals ✓ Monitoring step-by-step

ATTACHMENT A.2

TEAM / LEAGUE / FEDERATION JOBS

CONTINENTAL LEAGUES	TECHNICAL COMMITTEE CONTINENTAL LEAGUES
<ul style="list-style-type: none"> ✓ Relations among geographical areas ✓ Relations with Institutions ✓ Relations with Media ✓ Relations with sponsors ✓ Creation of development cores ✓ Management of questionnaires ✓ Training workshop organization ✓ International event organization ✓ YOUTH CAMP organization ✓ Organization of Master, Beach Water polo activities ✓ Press Office ✓ Administrative office 	<ul style="list-style-type: none"> ✓ Collaboration of development cores ✓ Training coaches ✓ Training referees

ATTACHMENT A.3

TEAM / LEAGUE / FEDERATION JOBS

NATIONAL FEDERATIONS	TECHBICAL COMMITTEE FEDERATIONS
<ul style="list-style-type: none"> ✓ Relations with clubs ✓ Relations with Institutions ✓ Relations with Media ✓ Relations with sponsors ✓ Creation of development cores ✓ Training workshop organization ✓ International event organization ✓ YOUTH CAMP organization ✓ Organization of Master, Beach Water polo activities ✓ Inventory of pools and alternative spaces ✓ Press Office ✓ Administrative office ✓ Educational material translation 	<ul style="list-style-type: none"> ✓ Collaboration of development cores ✓ Training coaches ✓ Training referees

ATTACHMENT A.4

TEAM / LEAGUE / FEDERATION JOBS

WATER POLO EXPERTS	WATERPOLO PEOPLE
<ul style="list-style-type: none"> ✓ Identifying subjects relating to areas of collaboration ✓ Finding other experts ✓ Info managers / promoters Training ✓ Info coach training ✓ Info referee training ✓ Info rules ✓ Event organization ✓ YOUTH CAMP organization ✓ Organization of Master, Beach Water polo activities ✓ Info water polo perception ✓ Info project description 	<ul style="list-style-type: none"> ✓ Clarification and / or collaboration and definition of the project in the different aspects contained in Vision and DEVELOPMENT PROJECT in relation to the professionalism of their members, if deemed useful

ATTACHMENT B.1

EXTERNAL COLLABORATION WORKS

COMMUNICATION AND MARKETING AGENCY	ISTITUTO DI RICERCA
<ul style="list-style-type: none"> ✓ Communication strategy definition ✓ Collaboration workshop management ✓ Relationships with Research Institutes ✓ Event collaboration ✓ Identification of Potential sponsors ✓ Sponsor- customer relations ✓ Methodologies for contacts with: <ul style="list-style-type: none"> 1 - Institutions 2 - Media 3 - Sponsors ✓ Media plan 	<ul style="list-style-type: none"> ✓ Research in different geographical areas of: <ul style="list-style-type: none"> 1 – WATER POLO strengths and weaknesses 2 – WATER POLO Dissemination 3 – Identification of WATER POLO spreading Events 4 – Reasons for choosing to practice WATER POLO 5 – Reasons for choosing to attend events 6 – Reasons for choosing to watch TV broadcasts 7 – WATE RPOLO dissemination in the early age groups 8 – Identification Role Families 9 - Consumer Analysis

ATTACHMENT B.2

EXTERNAL COLLABORATION WORKS

SPONSORSHIP AGENCY	COMPUTER EXPERT
<ul style="list-style-type: none"> ✓ Water polo promotion to potential sponsors 	<ul style="list-style-type: none"> ✓ Computer system creation ✓ Web platform creation (web-site, Social Network) ✓ System Management Support ✓ Collaboration with Video game developers, important to promote water polo in the early age groups
NEW TECHNOLOGIES	EVENT ORGANIZERS
<ul style="list-style-type: none"> ✓ Individuation of technologies to manage events 	<ul style="list-style-type: none"> ✓ Support event organization in alternative venues
AUTHORS	DIRECTOR/SCENOGRAPHER
<ul style="list-style-type: none"> ✓ Drafting history of water polo ✓ Info Annual activities of several areas ✓ Stories and characters 	<ul style="list-style-type: none"> ✓ habitat definition format support ✓ Spectacle definition format support ✓ Television footage definition format support
WATER POLO STADIUM DESIGN	

ATTACHMENT C

QUESTIONNAIRE SENT BY THE TEAM TO LEAGUES

The **LEAGUES** must provide the following information concerning:

1. Responsible of **DEVELOPMENT CORE LEAGUES**
2. Responsible **TECHNICAL COMMITTEE LEAGUES**
3. Potential collaborators **DEVELOPMENT CORE LEAGUES**

It must provide information on people concerning:

- ✓ full name, age, nationality, address, contact details, relationships with institutions
- ✓ significant results in the events in which he participated
- ✓ computer knowledges
- ✓ knowledge and / or possession of teaching materials
- ✓ WATER POLO events in which he participated
- ✓ Other sports events in which he participated
- ✓ distance from his residence to the Headquarters of the League and the Federation of belonging
- ✓ distance from sites where there are pools or alternative spaces
- ✓ relationships with qualified personalities of WATER POLO
- ✓ relationships with institutions, media and sponsors
- ✓ relationships with communication and marketing agencies
- ✓ indication of the quality of relations with National Federations (excellent, discrete, low)

ATTACHMENT D

QUESTIONNAIRE SENT BY THE LEAGUES TO FEDERATIONS

CONTINENTAL LEAGUES should ask the presidents of the national associations for the following information relating to:

- ✓ G.D.P. of their Country
- ✓ the existence of WATER POLO
- ✓ International WATER POLO level
- ✓ Results obtained from the different National (over the last 10 years)
- ✓ Results obtained by CLUBS in international events
- ✓ Number and technical level of CLUB practicing WATER POLO by area
- ✓ Number and type plants
- ✓ Number Senior Championships
- ✓ Number Youth Championships
- ✓ Referee number
- ✓ Coaches number
- ✓ Number of members (M / F)
- ✓ Average age Senior Championship
- ✓ Other activities (first age groups, master, beach WATER POLO)
- ✓ Existence of YOUTH CAMP (type)
- ✓ alternative spaces (sea, rivers, lakes, resorts, water parks, etc.)
- ✓ Tips
- ✓ Relations with Institutions
- ✓ Relationships with AGENCIES
- ✓ Relationships with SPONSOR
- ✓ Relations with MEDIA

