

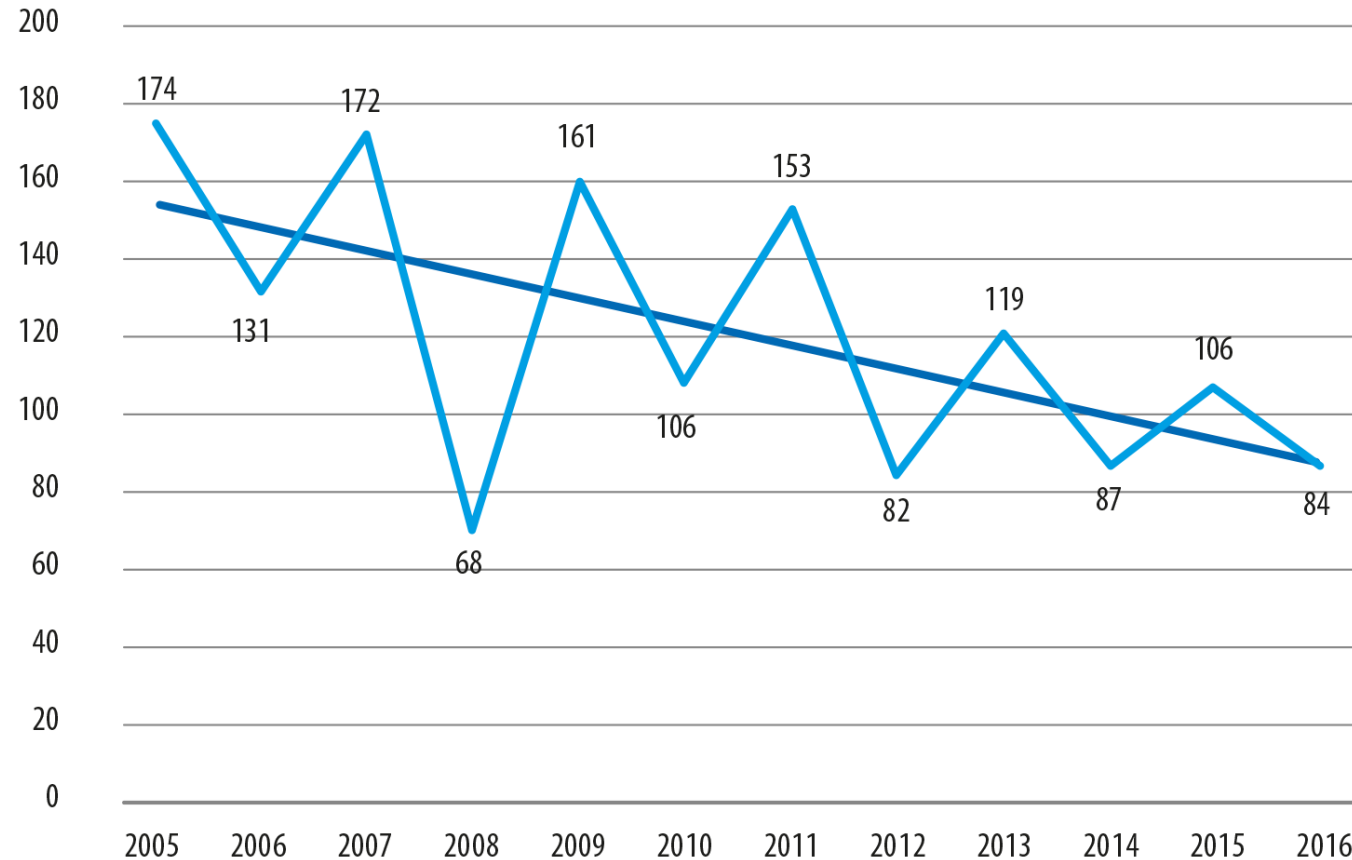


SUCCESS AND/OR FAILURES OF FINNISH WINTERSPORT?

Mika Kojonkoski
Director of High Performance Unit
Finnish Olympic Committee

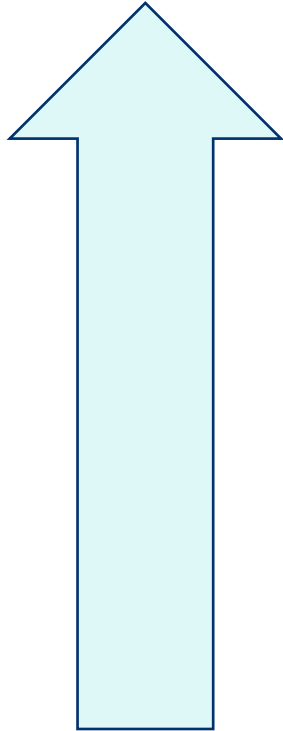


FINNISH TOP-8 POSITIONS AND POINTS IN OLYMPICS AND WORLD CHAMPIONSHIPS 2005-2016





BRIEF HISTORY OF ELITE SPORTS DEVELOPMENT IN FINLAND



- + 2016 Finnish Elite Sports Evaluation Report
- + 2014-2016 Fusion of Central Sports Organization and NOC
- + 2013- High Performance Unit
- + 2010-2012 Elite Sport Development Group
- + 2008-2010 Elite Sport Advisory Panel
- + Before 2008: Segregated organizations and operations



BRIEF HISTORY OF HIGH PERFORMANCE UNIT

- + 2018 PyeongChang Olympics
- + 2017 Process to clarify strategy
- + 2016 Finnish Elite Sports Evaluation Report
- + 2016 Rio Olympics
- + 2013 – 2016 Building new mode of operation
- + 2014 Sochi Olympics
- + 1.1.2013 High Performance Unit is founded

High Performance Unit leads and coordinates the elite sport network

Three programmes:

- Peak phase programme
- Sport academy programme
- Research and development programme/KIHU

Three strategic goals:

- International success
- High-level know-how
- Repected elite sports



FINANCES OF HIGH PERFORMANCE UNIT

- + Funding of athletes, coaches, and federations:
 - + Participating specialists and experts 1,1 M€
 - + Sport academies and Olympic training centers 0,3 M€
 - + Multi-event competitions 1,0 M€
 - + **Olympic Coaches 1,40 M€**
 - + **Support to sport federations 4,60 M€**
 - + Other:
 - + Staff and governance 0,4 M€
 - + Excellence-project 0,04 M€
- (Joint development project between sport, science and arts)

TOTAL BUDGET AROUND 9 MILLION EUROS



FINANCIAL SUPPORT FOR THE WINTER SPORT FEDERATIONS 2014-2017

Sport / Euros

Ice-hockey	1 300 000
Cross country skiing	1 239 400
Snowboarding	880 000
Alpine skiing	775 000
Speed skating	608 300
Freestyle skiing	560 000
Ski jumping	540 000
Nordic combined	490 000
Biathlon	494 200
Figure skating	398 000
Curling	81 250
Ski-orienteering	35 000
Total	7 366 150



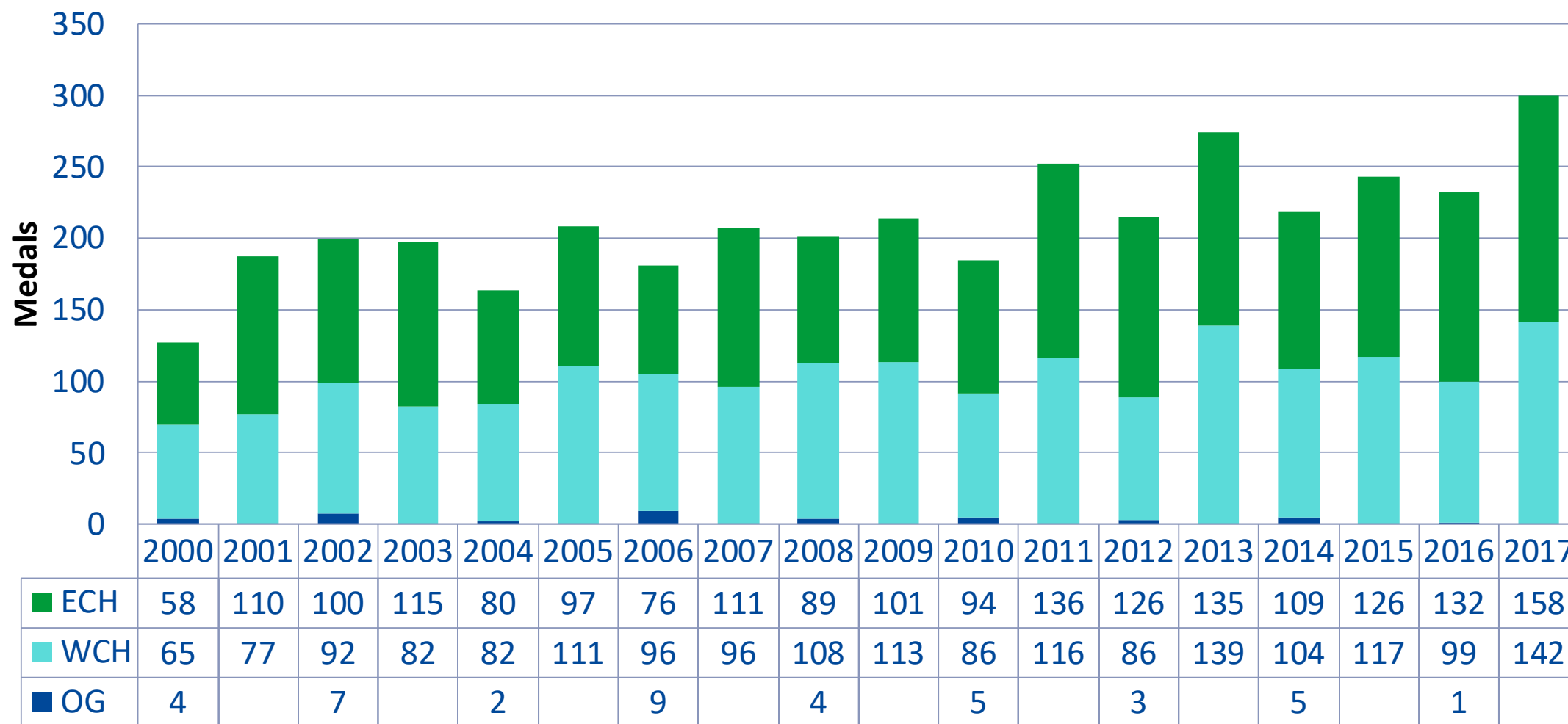


MAIN ACHIEVEMENTS

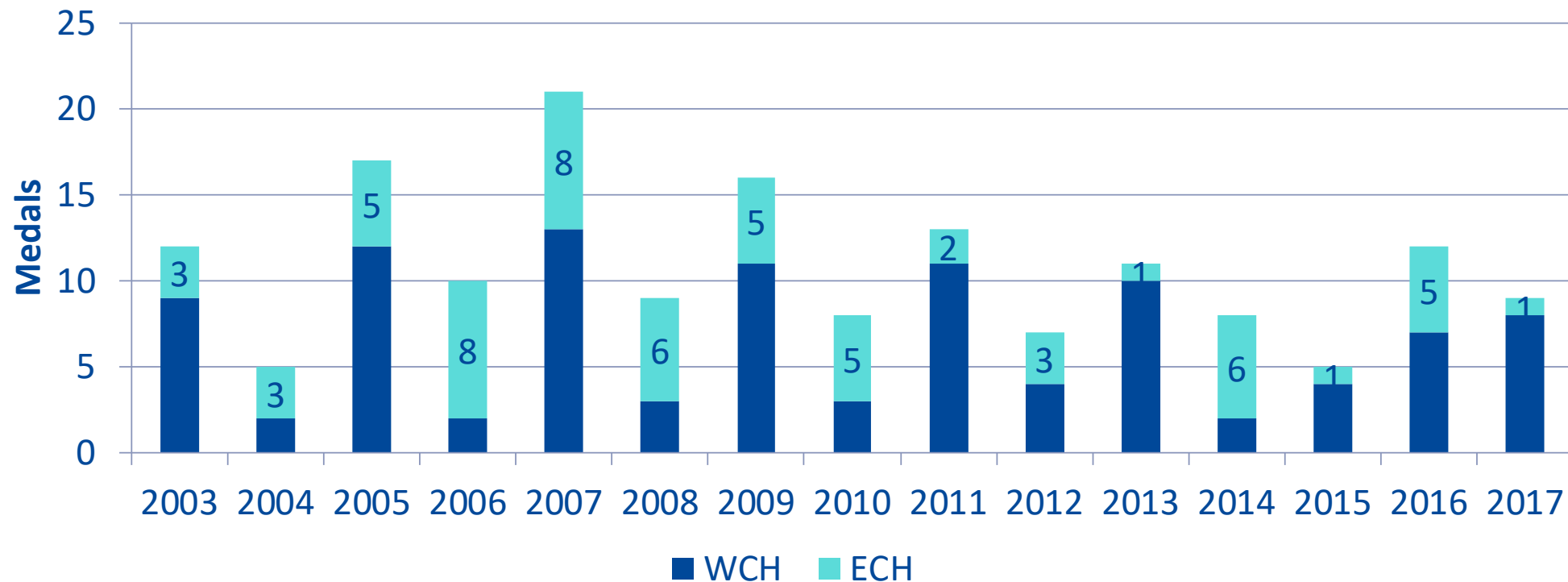
- + The number of world-class training processes has increased
- + "Best with the best" –ideology is installed in Finnish sports
- + Previously descending success curve has been turned around
- + Crosstalk, go-operation, community and learning from the others has increased
- + Effective coaching policy and use of specialists have been renovated
- + Leadership of HPY accepted, as a **one team /FIN**
- + Co-operation with the ministry of education has improved

-> Joint strategy and joint goals for the entire Finnish elite sports network

EUROPEAN, WORLD AND OLYMPIC MEDALS WON BY FINNISH ATHLETES 2000-2017



EUROPEAN- AND WORLD CHAMPIONSHIP MEDALS IN OLYMPIC SPORTS WON BY FINNISH ATHLETES 2003-2017





GREATEST SPORTING NATIONS PER CAPITA

Current ranking as of 06/2018

	Top Positions	People Per Point
1	<u>Norway</u>	4199
2	<u>Switzerland</u>	10600
3	<u>Sweden</u>	12826
4	<u>Finland</u>	14651
5	<u>Austria</u>	16077
6	<u>Netherlands</u>	29542
7	<u>Slovenia</u>	35619
8	<u>Latvia</u>	37202
9	<u>Denmark</u>	38405
10	<u>Czech Republic</u>	41199

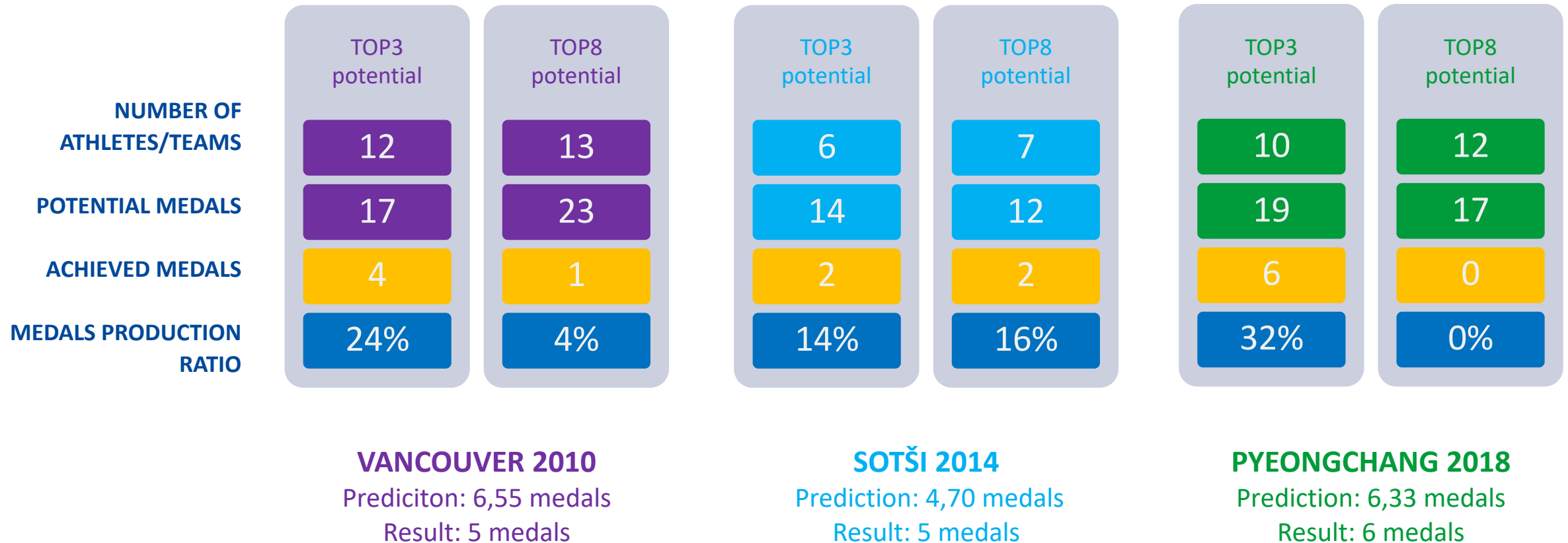
www.greatestsportingnation.com





FINNISH MEDAL-POTENTIAL AND RESULT

Winter Olympics 2010-2018





ELITE SPORTS EVALUATION REPORT 2016

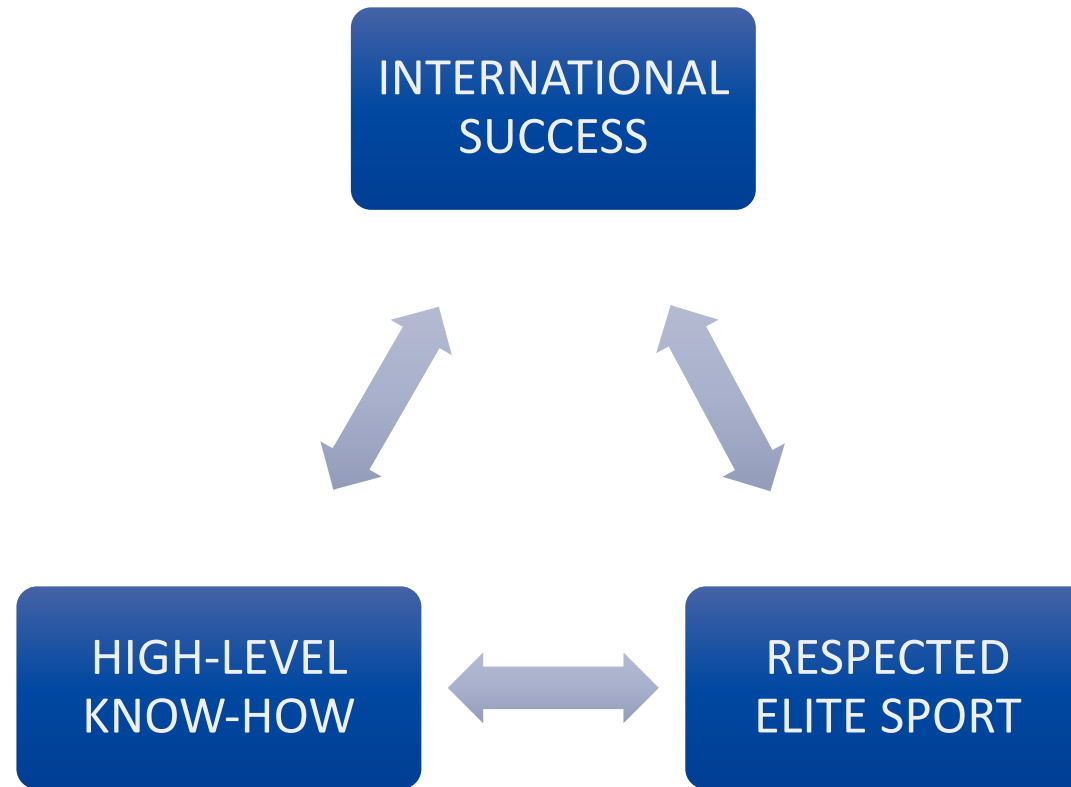
Suggested modification of strategy:

- + Simplification of strategic goals
- + Clarification of roles, responsibilities and tasks
- + Progressing in stages instead of trying to do everything at once
- + Creating better ways to measure progression





SIMPLIFICATION OF STRATEGIC SELECTIONS





CLARIFICATION OF ROLES, RESPONSIBILITIES AND TASKS

- + Sport federations are responsible for developing their own sport.
- + High Performance Unit leads and coordinates the elite sports network.
- + Sport Academies and High Performance Centers offer environments and facilities for sport federations, teams, and individuals.
- + Olympic Sports Research Institute KIHU and Sports Medicine Centers provide expertise and sport science.
- + Local clubs are responsible for involving children, organizing events, providing recreational activities and educating coaches at the local level.
- + Ministry of Education (and Sports) provides funding and political support (Sports Act)
- + State Sports Council follows, measures and evaluates Elite Sports in Finland

JOINT TARGETS, JOINT STRATEGY, JOINT RESOURCES



PERFORMANCE TARGETS 2017-2020

- + 10 Olympic medals
- + 10 Paralympic medals
- + Team sport qualifying to Tokyo 2020

Supportive targets:

- + *Minimum of 30% increase in number of athletes with top 8 Olympic potential compared to 2014/2016 Olympics*
- + *Professional coaches for all the best athletes*
- + *Minimum of 25 % increase in number of full time Olympic coaches compared to 2017*



KEY FACTORS

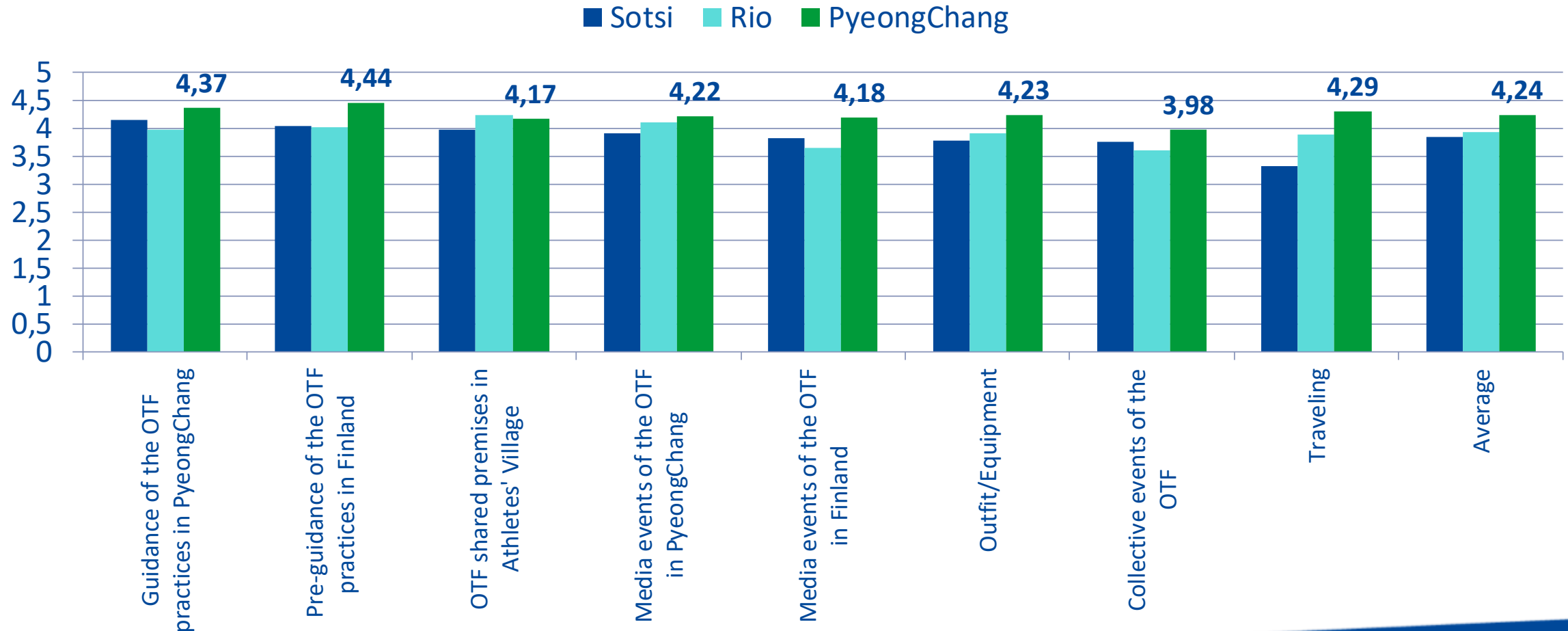
- + Optimised processes for top athletes – coaching and training environments which are internationally competitive
- + Development of expertise is in all sectors
- + Development of leadership, co-operation and respect





FEEDBACK FROM THE OLYMPIC TEAM MEMBERS

1=weak, 2=satisfactory, 3=fair, 4=good, 5=excellent

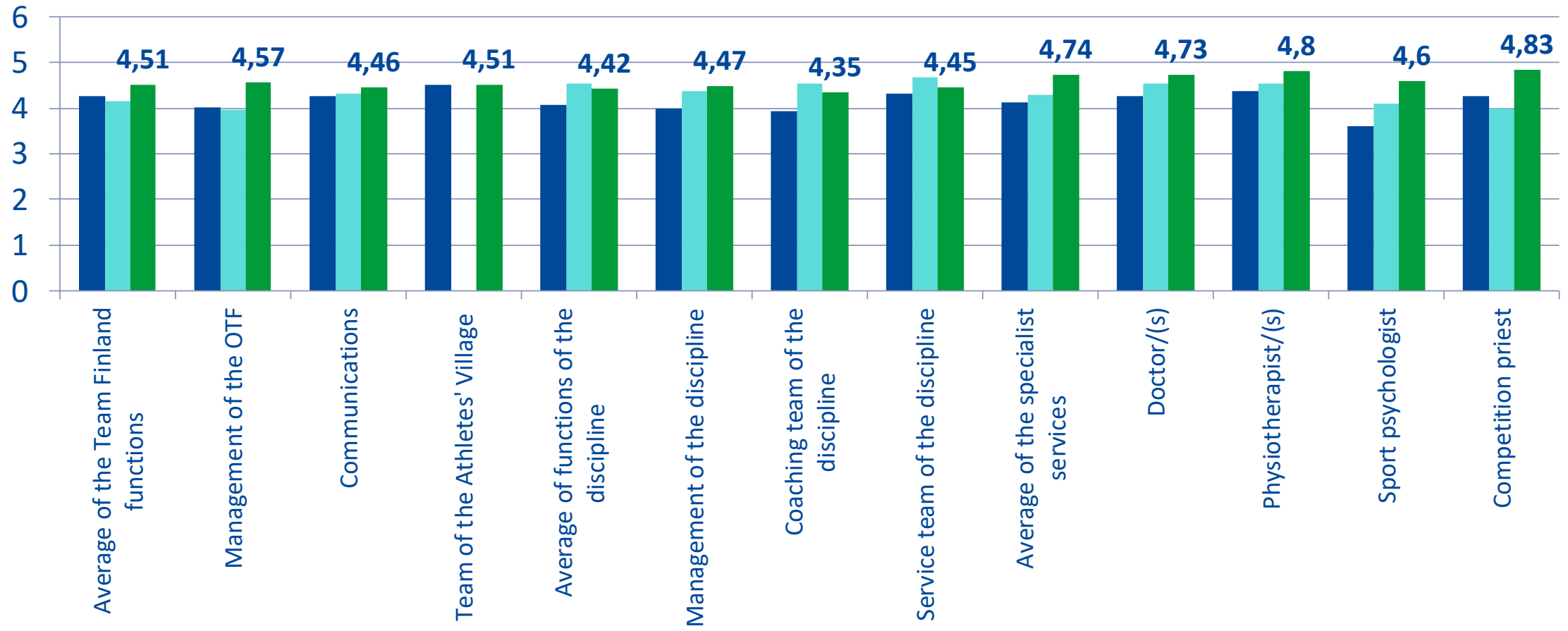




FEEDBACK FROM THE OLYMPIC TEAM MEMBERS

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■ Sotsi ■ Rio ■ PyeongChang





FINLAND - ONE OF THE GREATEST SPORTING NATIONS

- + Participating at the Olympic Games since 1906:
 - + 312 medals in Summer Olympics, all-time 12th best nation
 - + 167 medals in Winter Olympics, all-time 7th best nation
- + Current success in international sports:
 - + Ranked 30th overall in 2017 by greatestsportingnation.com
 - + Ranked 13th per capita in 2017 by greatestsportingnation.com





Failures?

- + **Trying too much**, big ship turns slowly
- + Prioritise
- + Communication
- + Transparency



CHALLENGES FOR THE FUTURE

- + What do we want as a nation? ->€
 - + Parliamentary statement
- + More professional coaches ->talented coaches
- + Mode of operation -> best with the best ->**higher level programs**
- + Sport in to the schools -> active and multidiscipline shildhood
- + **FIN Team** ->leadership and co-operation