

## OPEN FOR BUSINESS

In addition to focusing on establishing a more inclusive structure of governance (see 1 of 6), it is imperative that the CEV also finds new ways to have the open, transparent processes of governance that are required in modern sport organisations. This must not only be seen as a 'nice' thing to do, but instead something that will fundamentally lead to more trust and income for the CEV in the future: hence, open for business.

As President of the CEV I would immediately seek to address the following three areas:

### 1 // COMMERCIAL PARTNER AGREEMENTS

At the CEV, we have had a great relationship with many fantastic commercial partners. But the processes for finalising such partnerships should be more transparent, to ensure that we are receiving the true value for these rights that our sport deserves.

#### WHAT I WILL DO:

- 1 Ensure that all future commercial contracts are put out to public tender, allowing all legitimate potential partners to compete fairly and openly for the business of the CEV.
- 2 Conduct a full review of currently outsourced services, including marketing rights, travel agency rights etc., to ensure that such agreements are in the best interests of the CEV.

### 2 // CEV HEADQUARTERS IN LUXEMBOURG

As CEV elected leaders, we can only produce strong results with a strong and professional team. The staff at the CEV Headquarters in Luxembourg are doing a very good job and must be empowered more to ensure their great skills are being fully utilised and supported.

#### WHAT I WILL DO:

- 1 Close down the CEV President's personal office and fully integrate the activities into the work of CEV Headquarters in Luxembourg.
- 2 Initiate a full training programme for staff in a range of areas as requested, helping staff to develop their professional skills and capabilities.
- 3 Conduct a fully open recruitment process to ensure CEV gets the best of the best, giving preference to professionals within CEV National Federations where possible.

### 3 // PUBLICATION OF CEV ACCOUNTS

In order to show ourselves to be fully trustworthy partners in the future, the CEV must take steps to match and go beyond modern good governance processes. By demonstrating our transparency, responsibility and accountability, the CEV will become an even more attractive ally for future potential host cities, commercial partners, and fans.

#### WHAT I WILL DO:

- 1 Ensure all annual accounts for CEV operations are independently audited and publicly released.
- 2 Commit to full publication of CEV board decisions, including financial obligations of CEV such as monetary allocations.

**Read more about Hanno Pevkur**

Candidate, CEV President:

<https://www.hanno-pevkur.org>