

NEW FOOTBALL EVENTS

A collection of ideas coming
from the UEFA Certificate
in Football Management



ACADEMY



CREATING VALUE FOR FOOTBALL

In many of the UEFA Academy's programmes, participants are invited to develop ideas and projects that can create value for football.

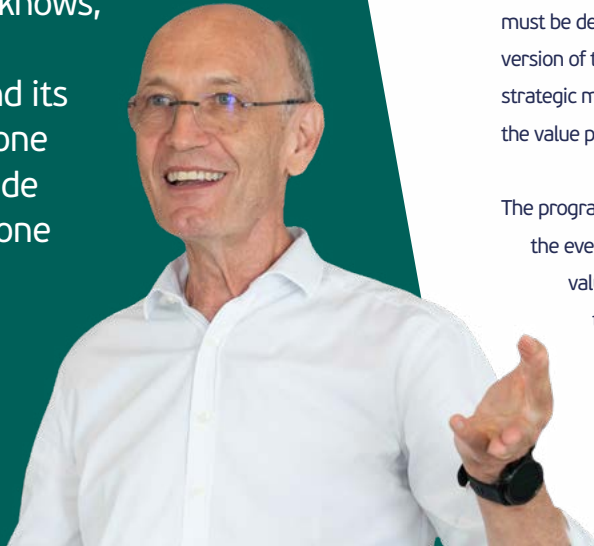
Participants are encouraged to use the course to advance on existing projects, while also exploring innovative new ideas, individually and in groups. Some of these ideas, however brilliant, never get out of the classroom.

This guide is an attempt to encourage the dissemination of such ideas outside the classroom and, ideally, to inspire other people and football organisations!



“ During the many workshops I have had the pleasure of leading in various editions of the UEFA Certificate in Football Management, countless ideas for events likely to create value for the football ecosystem have been put forward. This guide is an invitation to keep innovating, based on existing or new concepts, with the constant aim of creating more value for football and its stakeholders. And who knows, although there are many stages between an idea and its implementation, perhaps one of the proposals in this guide will see the light of day in one form or another! “

Alain Ferrand
Professor at University of Poitiers



INTRODUCTION

The ideas in this document have been developed by participants in the UEFA Certificate in Football Management (UEFA CFM), which is an essential foundation programme for anyone working in a football organisation. The UEFA CFM is delivered by the UEFA Academy in partnership with the University of Lausanne.

During the programme, participants are invited to suggest brand new events that could create value for stakeholders in the football ecosystem. Suggestions must be developed on the basis of a simplified version of the business model canvas, a widespread strategic management template used to describe the value proposition of a product or organisation.

The programme's leaders and participants vote on the events they consider have the most potential value for football. This guide presents the proposals selected in 2022 and 2023.

While each idea would require considerable further assessment and refinement before being developed, we hope that highlighting these suggested events will encourage football organisations to keep exploring new types of events, in this way creating value for their fans, members and partners.

These ideas are the outcomes of a series of class workshops and should not be considered as reflecting the intentions, views or opinions of UEFA.

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UEFA Certificate in Football
Management

SUGGESTING A NEW FOOTBALL EVENT



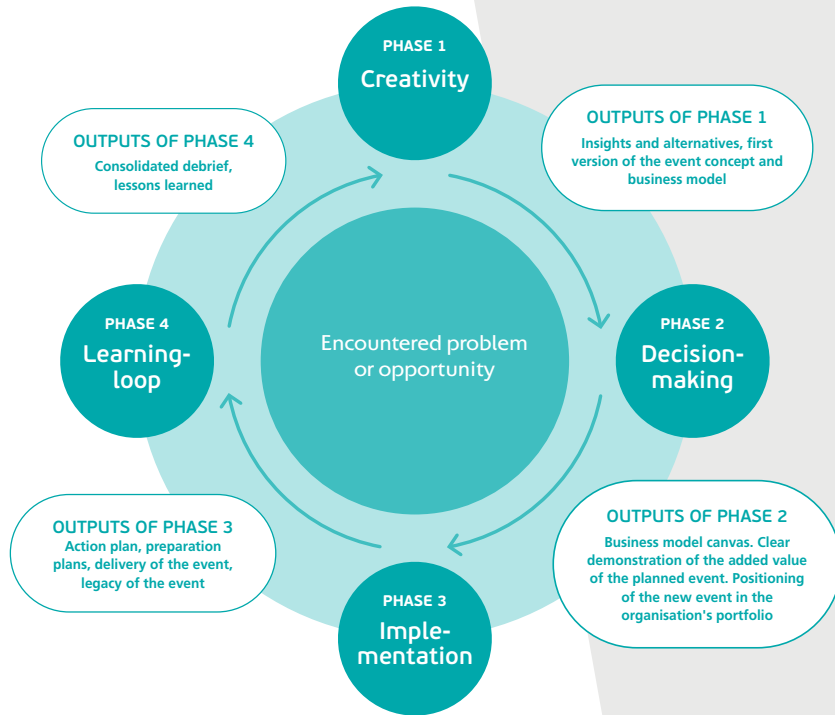
OUR MODEL

Events are at the heart of football. They can be competitions, gatherings, shows, congresses, etc. They can be international, national or local.

Most football organisations have a portfolio of events. In this context, a new event must meet a specific unaddressed need and must be integrated into the existing portfolio.

To achieve this, a four-step process is suggested. The catalyst for the process is an important issue – a problem encountered or an opportunity.





FOUR-PHASE PROCESS

1. CREATIVITY PHASE

Usually starts with a brainstorming session to generate ideas for new events that have the potential to resolve the identified issue. This phase defines a first version of the event concept and its business model.

2. DECISION-MAKING PHASE

Assessment of the event's concept and its business model based on its desirability, feasibility and viability. The added value of the suggested event is determined and the way it can be integrated into the organisation's event portfolio is defined. Based on this assessment, a decision is taken about the suggested event (develop further, modify, stop).

3. IMPLEMENTATION PHASE

The validated concept is fully operationalised. This phase leads to the definition of a clear strategy for the event, covering its preparation, event-time operation, its closure and legacy.

4. LEARNING-LOOP PHASE

Feedback allows the organisation to learn from its experience. While this step is often neglected because teams and organisations are so busy moving on to another event or project, this phase should not be overlooked even for a one-off event since what is learned will be relevant when working on other initiatives.



CREATIVITY PHASE

DEFINING THE CONCEPT

The UEFA CFM workshop dedicated to the creation of new events covers only the first phase of our model (the creativity phase).

During this phase, participants must demonstrate that:

- there is a clear rationale for an event (a problem to resolve or an opportunity to seize);
- the suggested event can contribute to resolving the issue/seizing the opportunity.

In other words, the participants must produce evidence of the **RELEVANCE** of the suggested events.

The next section of this document presents the suggested events that the programme organisers and workshop participants deemed to be the most relevant (participants voted on their classmates' suggestions).

Another UEFA Academy programme – the UEFA Diploma in Football Leadership and Management (UEFA DFLM) – focuses on another phase of our template for creating a new event (or other project): the decision-making phase. UEFA DFLM participants develop a business model canvas for a strategic project for their organisation by means of a detailed business plan.



UEFA Certificate in Football
Management

NEW FOOTBALL EVENTS: A COLLECTION OF IDEAS



YOUNG GIRL TIME, YOUR CHAMPIONS LEAGUE

Young Girl Time, Your Champions League would be a regional tournament, with finals held in Turin around the time of the UEFA Women's Champions League final (UWCL), organised by the Italian Football Federation (FIGC) and UEFA.

It would involve girls aged 11–13 and aim to connect the grassroots participation of girls to women's elite football, while trying to change the cultural opinions and perceptions of families with regard to women's football.



Young Girl Time, Your Champions League

DATES

From January to 26 May 2022.

PARTICIPANTS

Girls aged 11–13.

TOURNAMENT FORMAT

Regional tournaments organised by the regional football associations. The winner of each regional tournament would qualify for the finals in Turin.

STRATEGIC PARTNERS

Ministry of Sports and Education, regional education offices, regional football associations, football clubs, schools.

HOST TERRITORY

Turin (finals) and the whole of Italy (regional tournaments).

OTHER STAKEHOLDERS

Parents, Italian women's national team players, sponsors (Trenitalia, etc.).

KEY RESOURCES AND PROVIDERS

UWCL brand provided by UEFA; facilities provided by schools/local authorities/clubs; funding by FIGC and local sponsors; football kits supplied by sponsors; human resources made available by FIGC and strategic partners.

CRITICAL ELEMENTS AND

SUGGESTED MEASURES

- Raise the interest of regional associations to register teams → *Use UWCL brand to raise interest, collaborate with clubs and schools in every region to recruit players.*
- Funding → *Use FIGC women's football development programme (WFDP).*
- Travel (for teams attending the finals in Turin) → *Partnership with Trenitalia.*

HOW IS THE EVENT RELEVANT?

Only 2.95% of the FIGC's 1,062,792 registered members are women.

The FIGC has developed a strategic plan for women's and girls' football (2021–25).

UEFA is committed to a five-year strategic framework (2019–24) with the aim of supporting, guiding and lifting both women's football and women in football across Europe.

The UWCL can be used as leverage for this tournament, with the aim of bringing girls into the sport and promoting the relationship between clubs and schools. Participants will be invited to attend the UWCL final. The project could be a milestone in the FIGC's strategic plan and an example of good practice for other national associations and UEFA.

The project is an opportunity to develop partnerships between schools and clubs.

Young Girl Time, Your Champions League

UEFA CFM Malta Edition – December 2021

FAMILY NAME	FIRST NAME	ORGANISATION
Borg	Luke	Malta Football Association
Martins Condeco	Rita	Portuguese Football Federation
Mifsud	Mark	Santa Lucia Football Club (Malta)
Monti	Nathan	French Football Federation
Sant	Alan	Malta Football Association
Taccari	Giulia	Italian Football Federation

THE GIRLS' SCHOOL CUP

The Girls' School Cup would be a competition organised by the Albanian Football Association (FSHF) or another national association.

The proposed event would involve 64 school teams with the objective of increasing the number of girls playing football and strengthening the collaboration between the FSHF, clubs and schools.



The Girls' School Cup

DATES

16 September – 29 November
(Independence Day Cup).

PARTICIPANTS

Girls aged 12–14.

TOURNAMENT FORMAT

64 school teams (of 6+1 players) divided into eight groups of eight teams. The winner of each group qualifies for the knockout stage.

STRATEGIC PARTNERS

Ministry of Sports and Education, regional education offices, local authorities, regional football associations, professional football clubs, schools.

HOST TERRITORY

Albania.

OTHER STAKEHOLDERS

NGOs, sponsors (equipment companies, e.g. Macron; transport companies, etc.).

KEY RESOURCES AND PROVIDERS

Facilities provided by schools, clubs and local authorities; funding by the FSHF; human resources made available by the FSHF and strategic partners.

CRITICAL ELEMENTS AND

SUGGESTED MEASURES

- Lack of players and coaches → *Promotion in collaboration with strategic partners to offer entertaining activities and a memorable experience.*
- Lack of facilities and equipment → *Develop partnerships with local authorities and the Ministry of Sports and Education.*
- Funding → *Engage sponsors that support women's football.*
- Travel logistics → *Partnership with transport company.*

HOW IS THE EVENT RELEVANT?

Very few girls play football in Albania. A major objective of the FSHF's strategic plan is to increase the numbers of girls playing football and coaches in women's football.

The event would offer girls a memorable experience and entertaining activity, making football more accessible and enjoyable.

The event would be an opportunity to increase the popularity and develop the culture of women's football in schools.

It would be an opportunity to involve professional football clubs and build bridges between clubs and schools.

The event would offer FSHF sponsors an additional opportunity to showcase their brands.

It would be an opportunity to involve professional football clubs and build bridges between clubs and schools.

The Girls' School Cup

UEFA CFM Albania Edition – June 2022

FAMILY NAME	FIRST NAME	ORGANISATION
Akhundov	Nariman	Association of Football Federations of Azerbaijan
Hajós	Gabriela	Hungarian Football Federation
Kodra	Fatjon	Albanian Football Association
Kurti	Romarjo	FK Apolonia (Albania)
Riza	Florian	Albanian Football Association
Každanas	Robertas	Lithuanian Football Federation

UEFA CFM – OPEN EDITION III

UEFA WOMEN COACHES CONGRESS

The UEFA Women Coaches Congress is an event that could be organised by UEFA. It would bring together female Pro and A licence holders from all 55 UEFA member associations, in this way building up a network of the best female coaches in Europe.

The event would encourage an increase in the number of qualified female coaches.



UEFA Women Coaches Congress

DATES

A three-day congress linked to the UEFA Women's Champions League final (UWCL) or the UEFA Women's EURO final.

PARTICIPANTS

Female coaches (Pro or A licence) of women's national teams or top league clubs; selected B and C licence coaches of high potential. Approximately 400 participants.

CONGRESS FORMAT

Conference with parallel sessions, workshops and open sessions.

STRATEGIC PARTNERS

National associations, Alliance of European Football Coaches' Associations.

HOST TERRITORY

City hosting the UWCL or the UEFA Women's EURO final.

OTHER STAKEHOLDERS

Europe's top women's clubs, organisers of UWCL/ Women's EURO final, sponsors.

KEY RESOURCES AND PROVIDERS

Facilities provided by the host city; finance by UEFA and sponsors; staff made available by UEFA and the host national association.

CRITICAL ELEMENTS

AND SUGGESTED MEASURES

- Capacity to organise an event at the same time as a final → *Ensure involvement of the host national association and/or the Alliance of European Football Coaches' Associations.*
- Finances → *Involve sponsors of UEFA women's football and demonstrate the value of the event.*

HOW IS THE EVENT RELEVANT?

In the majority of UEFA's 55 member associations there are low numbers of female Pro and A licence holders.

This situation could be addressed by inviting promising female coaches with B and C licences.

The UEFA Women's Champions League final or the UEFA Women's EURO final would be an ideal platform to establish and then reinforce an international network of female coaches. It would foster knowledge sharing and allow discussions on specific women's coaching topics.

As part of its women's football strategy, #TimeForAction, UEFA wants to boost participation by increasing the quantity and quality of female coaches in the women's game.

UEFA Women Coaches Congress

UEFA CFM Open Edition III – June 2022

FAMILY NAME	FIRST NAME	ORGANISATION
Bock	Marie-Isabel	Bavarian Football Association (Germany)
Kessels	Robert	Dutch Lions FC
Kienzler	Sonja	Bavarian Football Association (Germany)
Sedat	Limani	FC 2 Korriku (Kosovo)
Thangal	Sayyed Muksith	Supreme Committee for Delivery and Legacy (Qatar)

UEFA DIALOGUE FESTIVAL

The UEFA Dialogue Festival would be an event for key stakeholders in the professional football industry.

It would be an opportunity to discuss hot topics in football with the aim of increasing trust, accountability, integrity and transparency in the world of football.



UEFA Dialogue Festival

DATES

Every year, before the UEFA Champions League (UCL) final.

PARTICIPANTS

UEFA decision makers, club owners, league representatives, leading coaches, referees, top players, journalists, fans.

EVENT FORMAT

Conference including round table and open sessions.

STRATEGIC PARTNERS

FIFPRO, ECA, EL, Football Supporters Europe (FSE).

HOST TERRITORY

Cities hosting the UCL final.

OTHER STAKEHOLDERS

Sponsors, sports press.

KEY RESOURCES AND PROVIDERS

Facilities provided by host city; finance by UEFA; staff made available by UEFA, host national association and sponsors.

CRITICAL ELEMENTS AND

SUGGESTED MEASURES

- Creating interest among stakeholders → *Ensuring key issues are addressed by defining topics with strategic partners.*
- Difficulty in creating a solution-oriented dialogue → *Involvement of the stakeholders in the design and management of sessions.*

HOW IS THE EVENT RELEVANT?

The international football community's image is under pressure due to historical and more recent issues (proposal of new international competitions without consultation of key stakeholders, breakaway leagues, etc). This demonstrates that a more open dialogue is necessary.

'Trust' is one of the pillars of the UEFA strategy Together for the Future of Football.

The festival would provide a platform for dialogue through panel discussions, Q&A sessions, interviews and social activities.

This project invites everyone to discuss the current topics in the game. Fan organisations, players and coaches would be invited to the Dialogue Festival, held before a major UEFA event.

UEFA Dialogue Festival

UEFA CFM Denmark Edition – August 2022

FAMILY NAME	FIRST NAME	ORGANISATION
Mikkel	Bjerg	Danish Football Association
Thomas	Guldborg Christensen	Danish Football Association
Maria	Ziskason Nesa	Faroe Islands Football Association
Rebeka	Tile	Latvian Football Federation
Anders	Østergaard	Danish Football Association, Jutland Region
Heidi	Pihlaja	Football Association of Finland

BACK TO THE ROOTS

Back to the Roots would be a summer camp including a tournament organised by the Football Federation of Armenia (FFA) in partnership with the Armenian government.

The objective would be to forge links between girls living in Armenia and those who live or were born abroad.



Back to the Roots

DATES

A three-week programme each July.

PARTICIPANTS

120 girls (U15) living in Armenia and from the Armenian diaspora.

EVENT FORMAT

A summer camp including a tournament with six-player teams. Each team would mix girls who live in Armenia with those from abroad.

STRATEGIC PARTNERS

Football clubs, government.

HOST TERRITORY

Armenia (Technical Centre-Academy, Yerevan).

OTHER STAKEHOLDERS

Parents, civil society, NGOs, media, sponsors and partners (national and international companies).

KEY RESOURCES AND PROVIDERS

Infrastructures to be provided by the FFA, the government and clubs; funding by the FFA, its sponsors and the government; staff made available by the FFA, clubs and the government.

CRITICAL ELEMENTS AND SUGGESTED MEASURES

- Complications often arise in the **planning and delivery** of cross-border and cross-cultural events → *It is essential to ensure cooperation between all the stakeholders, including sponsors and partners.*

- Since the girls participating in the programme would be from Armenia and abroad, a major issue could be **the difficulty of communication** between them due to different mentalities and language barriers → *This is more than just a football tournament. Ensure exchanges between the participants through social activities, workshops and teamwork. Make sure that girls based in Armenia are room-mates with those from abroad.*
- Health and safety issues are the priority during the camp to ensure the comfort of the participants → *Employ dedicated staff who have experience of working with girls.*

HOW IS THE EVENT RELEVANT?

There is a considerable Armenian diaspora all around the world. A strong theme in Armenian culture is the desire to unite the country and the diaspora, notably through sports and cultural events, seminars, etc. The aim of the Back to the Roots event would be to bring together girls living in Armenia and those who live or were born abroad.

The project is designed for 120 girls in the U15 age category and would be inclusive in nature. It consists of both fun and competitive components which would allow for scouting of players for the U17 national team. Armenia's women's U17 and U19 squads include players from the US, Germany and France. This event would be a good opportunity for national team coaches to see players in action. The project would also have an educational component, e.g. teaching basic Armenian to girls who do not speak the language, presenting Armenian traditions, etc. Safeguarding principles would be essential and the event should convey messages of respect and care. The event would include fun activities, such as cooking, excursions, folk dances, etc.

The event would promote football in general and the women's game in particular, portraying a positive image of the FFA, its sponsors and partners.

Back to the Roots

UEFA CFM Slovakia Edition – July 2022

FAMILY NAME	FIRST NAME	ORGANISATION
Feranec	Karol	MŠK Žilina (Slovakia)
Konczer	András	KFC Komárno (Slovakia)
Lecca	Stefan	UEFA
Matiukha	Dmitry	Belarus Football Federation
Muradyan	Lilit	Football Federation of Armenia

FOOTBALL WITH NO LIMITS

Football with No Limits would be a participatory event organised by the Croatian Football Federation (HNS) or another national association.

The event would involve 64 school teams with the objective of increasing awareness about opportunities for disabled people to become involved in sport and engaging a young audience with specific needs.



Football with No Limits

DATES

September.

PARTICIPANTS

U14 teams (10 children per country) from Croatia and neighbouring countries.

EVENT FORMAT

A series of small-sided games. Different types of children's football activities led by a coach or national association representative and an educator.

STRATEGIC PARTNERS

UEFA Foundation for Children, Special Olympics, UNICEF.

HOST TERRITORY

Croatia.

OTHER STAKEHOLDERS

Ministry of Education, stadium owners, local authorities, local NGOs, national association sponsors.

KEY RESOURCES AND PROVIDERS

Funding by the national association, its sponsors and government; facilities provided free of charge by local authorities.

CRITICAL ELEMENTS AND SUGGESTED MEASURES

- School involvement → *Consultation and partnership building.*
- Lack of players and coaches in girls' football → *Promotion in collaboration with strategic partners to create a memorable experience and entertaining activity.*
- Finance → *Develop early partnerships with government and companies operating in this part of Europe.*

HOW IS THE EVENT RELEVANT?

Not many disabled people are members of football clubs or national associations.

Little appropriate infrastructure is available for disabled players.

Qualified staff are lacking and clubs show little commitment.

This event would promote football for disabled players and foster relations between national associations on this topic.

The event would boost awareness among disabled children and show them that football is for everyone.

The event would showcase football's contribution to creating a society that promotes tolerance, inclusion, social responsibility and children's well-being.

Football with No Limits

UEFA CFM Slovakia Edition – July 2022

FAMILY NAME	FIRST NAME	ORGANISATION
Bulgaru	Diana	Football Association of Moldova
Kalina	Andrej	FC Spartak Trnava (Slovakia)
Červený	Vladimír	FC ViOn Zlaté Moravce – Vráble (Slovakia)
El Omari	Najib	UEFA
Manca	Gianni	UEFA

EUROPEAN FAN DIALOGUE CONFERENCE

The European Fan Dialogue Conference would be an event organised by UEFA and Football Supporters Europe (FSE) to increase supporter dialogue. The participants would be the national supporter groups from all nations where such groups exist.

The conference would be attended by national association representatives for supporter dialogue, communication and activation and the head of security of each UEFA member association.



European Fan Dialogue Conference

DATES

Every year.

PARTICIPANTS

FSE and UEFA representatives, supporter liaison officers, representatives of the 55 UEFA member associations and fan groups in those countries.

EVENT FORMAT

Conference with breakout sessions and workshops.

STRATEGIC PARTNERS

Host national association.

HOST TERRITORY

A UEFA member association.

OTHER STAKEHOLDERS

Sponsors, media, national supporter groups.

KEY RESOURCES AND PROVIDERS

Venue to be provided by the host national association; funding by sponsors and UEFA.

CRITICAL ELEMENTS AND SUGGESTED MEASURES

- Not all countries in Europe have a representative fan group → *Discuss with FSE to ensure pan-European representation.*

- Difficulty in identifying the most suitable fan spokespersons in each country → *Key role of FSE to identify the most legitimate representatives of national supporter groups.*
- Difficulty in identifying a supporter liaison officer (or equivalent) for every national association → *UEFA to encourage its member associations to recruit supporter liaison officers (the conference would be a major incentive for national associations to establish this role).*
- Administrative challenges → *Ensure ongoing dialogue between UEFA, FSE and the host national association.*

HOW IS THE EVENT RELEVANT?

This conference would provide the framework for a structured dialogue at an international level and provide opportunities to share current best practices from around Europe.

The conference would be an incentive for national associations to develop clear structures for dialogue with fans. For example, it could lead to the recruitment of supporter liaison officers by national associations and the creation of official fan groups for national teams/associations.

While respecting the specific culture and history of each country, the conference would lead to good practice in terms of dialogue between national associations and fan organisations.

Supporters are the lifeblood of professional football. The dialogue between football organisations and fans should be encouraged and better structured.

European Fan Dialogue Conference

UEFA CFM Slovakia Edition – July 2022

FAMILY NAME	FIRST NAME	ORGANISATION
Kalavsky	Filip	MFK Zemplin Michalovce (Slovakia)
Schlesinger	Igor	AS Trenčín (Slovakia)
Zoélya	Gagnebin	UEFA
Matthew	Willis	Football Supporters Europe
Manukyan	Edgar	Football Federation of Armenia

POLISH FOOTBALL FESTIVAL

The Polish Football Festival is a series of one-day events that could be organised by the Polish Football Association (PZPN) in partnership with the regional associations.

The festival would target all segments of the Polish population and would aim to promote all aspects of football and a healthy active lifestyle.



Polish Football Festival

DATES

June – September (every Sunday).

PARTICIPANTS

Everyone who want to play.

EVENT FORMAT

The festival would be made of several small tournaments with different age categories and different forms of football: 1v1, 3v3, 11v11 disability football, walking football, Teqball. In addition, various booths/zones would promote different roles in football (e.g. coaches, referees, doctors, journalists). The audience would be invited to try different forms of football and to visit the different zones, collecting stamps at each activity.

STRATEGIC PARTNERS

Regional associations, clubs, public authorities.

HOST TERRITORY

A selected city in each province in Poland (16 locations).

OTHER STAKEHOLDERS

Professional players (ambassadors), fans, local clubs, local media, sponsors, partners, services providers.

KEYS RESOURCES AND PROVIDERS

Football pitches provided by cities and clubs; finances provided by PZPN, local authorities and sponsors.

CRITICAL ELEMENTS AND

SUGGESTED MEASURES

- Potential difficulty in finding available pitches → *Cooperation with the regional associations, host cities and clubs.*
- Weather → *Organisation over the summer.*
- Unknown number of participants and risks of event flow → *Dedicated professional project management team, test phase (pilot event(s)), standardisation of the event for each region.*

HOW IS THE EVENT RELEVANT?

One of the Polish Football Association's main missions is to spearhead the development and promotion of football across Poland.

In Poland, football is mainly played in its traditional competitive format. This does not attract some categories of the population (e.g. walking football would be a way to allow older people to (re)engage with a football activity).

There are many forms of football which exist and have the potential to attract a new (untapped) audience.

This event would create synergies between the various football-related disciplines and contribute to the promotion of the sport and a healthy lifestyle among the whole population.

Polish Football Festival

UEFA CFM Polish Edition – January 2023

FAMILY NAME	FIRST NAME	ORGANISATION
Flakowski	Tomasz	Mazovian Regional Football Association (Poland)
Gałęcka	Magdalena	Polish Football Association
Kalemi	Arbër	Football Association of Albania
Kopczyński	Wiktor	Widzew Łódź (Poland)
Kwella	Jarostaw	AP Beniaminek Profbud Krosno (Poland)
Medard	Cédric	Royal Belgian Football Association
Rock	Joanna	Polish Football Association

EQUALITY, DIVERSITY AND INCLUSION COACHES CONFERENCE

The Equality, Diversity and Inclusion Coaches Conference (EDI Coaches Conference) is an event that could be organised by The English FA in partnership with various stakeholders across the game such as the Premier League, English Football League, Kick it Out, County Football Associations, grassroots and professional clubs.

It would be held by The FA's grassroots coach development team for grassroots football coaches and clubs with a focus on developing more skilful players, transformational coaching, and inspirational opportunities.



Equality, Diversity and Inclusion (EDI) Coaches Conference

DATES

28 and 29 October to celebrate Black History Month.

EVENT FORMAT

Theoretical and practical workshops.

PARTICIPANTS

Grassroots football coaches.

STRATEGIC PARTNERS

Premier League, English Football League, Kick it Out, clubs.

HOST TERRITORY

Burton on Trent, England.

OTHER STAKEHOLDERS

Internal FA staff, Hilton Hotel and St Georges Park.

KEYS RESOURCES AND PROVIDERS

- Pitch and futsal hall provided by The Football Association.
- Classrooms, prayer room provided by The Football Association.
- Catering provided by Hilton Hotel.
- Hotel rooms provided by Hilton Hotel.
- Branding provided by Hilton Hotel.

CRITICAL ELEMENTS AND SUGGESTED MEASURES

- Cost → *Work with other departments to split costs.*
- No shows → *Cost to coaches to attend.*
- Cost to coaches → *Goody bag with gifts.*
- Weekend games/sessions → *Give enough time to get cover for games and sessions.*

HOW IS THE EVENT RELEVANT?

The EDI Coaches Conference highlights the crucial work that The English Football Association is doing to inspire and empower a diverse coaching workforce across the game to develop more skilful players.

Having coaches who can relate and connect with the community will provide inspirational opportunities to help players fall in love with the game through transformational coaching.

The conference would bring communities together so that they feel confident, have the sense of belonging to step over the sideline and begin their coaching journeys.

Equality, Diversity and Inclusion Coaches Conference

UEFA CFM Finnish Edition – April 2023

FAMILY NAME	FIRST NAME	ORGANISATION
Anttonen	Matti	Ilves Tampere (Finland)
Lok	Lawrence	The English Football Association
Madestam	Fredrik	Swedish Football Association
Nyholm	Taru	Finnish Football Association

SENIOR POLISH CHAMPIONSHIPS IN WALKING FOOTBALL

The Senior Polish Championships in Walking Football is a tournament that could be organised by the Polish Football Association (PZPN) in cooperation with the 16 regional football associations in Poland.

This event would involve older men and women in recreational football. It would contribute to social integration and would promote an active lifestyle with a positive impact on physical and mental well-being.



Senior Polish Championships in Walking Football

DATES

Every year (from August to May).

PARTICIPANTS

Men and women, various age categories: 50+, 60+, 70+.

STRATEGIC PARTNERS

Regional football associations.

HOST TERRITORY

Poland.

OTHER STAKEHOLDERS

Clubs, Ministry of Health, non-profit organisations, sponsors such as health insurance company, civil society.

EVENT FORMAT

- **Qualifiers:** Poland is divided into 16 regional FAs. These regional FAs would be grouped into four “macro-regions” consisting of four adjacent regional federations. From August to November, each of the regional federations would organise one walking football qualifying tournament within its “macro-region”.
- **Finals:** The best four teams qualified through the regional tournaments (one team qualified per “macro-region”) would play a final tournament in spring (April/May) organised in a location chosen by the Polish Football Association.

KEYS RESOURCES AND PROVIDERS

Football pitch (6-a-side football) or sports halls provided by local authorities.

CRITICAL ELEMENTS AND SUGGESTED MEASURES

- Health and safety of participants → *Insurance and safeguarding policy.*
- Low participation → *Promotion would involve iconic ambassadors.*

HOW IS THE EVENT RELEVANT?

Football is facing the challenge of an aging society. Creating a walking football tournament for people aged over 50, 60 and 70 would help keep older people in football and promote physical activity and movement.

Walking football offers a multitude of health benefits to older people, including the reduction of the risk of cardiovascular disease, type-2 diabetes and strokes. It promotes positive changes in postural balance, blood pressure, cholesterol, resting heart rate, blood sugar levels and bone density, all of which are indicators of general good health.

Social inclusion and mental and physical health are part of the social responsibility of the Polish Football Association and its regional FAs. This tournament would encourage the practice of walking football in Poland and positively contribute to the promotion of an active lifestyle for people aged 50 and over.

Senior Polish Championships in Walking Football

UEFA CFM Netherlands Edition – June 2023

FAMILY NAME	FIRST NAME	ORGANISATION
Drózdź	Mateusz	Widzew Łódź (Poland)
Strzałkowski	Wojciech	Jagiellonia Białystok (Poland)
Walczak	Zuzanna	Polish Football Association
Wojda	Emil	Warmia and Mazury Regional Football Association (Poland)
Mółka	Grzegorz	Pomeranian Regional Football Association (Poland)
Olszewski	Kamil	Polish Football Association
Kiraly	Abel	Hungarian Football Federation

UEFA CFM – NETHERLANDS EDITION

UEFA EUROPEAN SCHOOL FOOTBALL FESTIVAL

The UEFA European School Football Festival would be a friendly international tournament organised by UEFA in partnership with a host national association.

This event aims to engage young people in football, integrate football into the education systems, and showcase the European sports model. It promotes inclusivity by having mixed teams of boys and girls aged 10–12. The tournament, centered around a friendly competition, includes activities alongside it. For the first edition, 20 representative teams from different member associations would participate, with the goal of expanding to include all UEFA member associations over time.



UEFA European School Football Festival

DATES

Every two years in the first half of July.

EVENT FORMAT

Friendly seven-a-side knockout tournament, with other activities on the side.

STRATEGIC PARTNERS

Municipality of the host city, ministries of sport and education, schools, UEFA, media and EU institutions (especially the European Commission's Directorate-General for Education, Youth, Sport and Culture).

HOST TERRITORY

The first edition would take place in the Netherlands; thereafter, the winner of each

tournament would organise the next one (as happens with the Eurovision Song Contest).

OTHER STAKEHOLDERS

Hospitality sector, grassroots clubs, local authorities, EU institutions, media, commercial partners, role models, coaches, referees, teachers and teachers' unions, diplomatic missions, etc.

KEY RESOURCES AND PROVIDERS

- Pitches provided by clubs or host national association.
- Staff provided by UEFA and the host national association (who would work together to organise the event).
- Finance provided by UEFA and/or local sponsors.

CRITICAL ELEMENTS AND

SUGGESTED MEASURES

- Teams' participation → *UEFA would place conditions on participation (mixed teams, age limits and a need for the country's ministries of sport and education to be involved).*
- Ability to organise the event → *The host member association would need to demonstrate its ability to host and co-organise the event. A list of requirements would be drawn up by UEFA, with a key element being the safeguarding of children.*

HOW IS THE EVENT RELEVANT?

The event would be a way of encouraging new players to take up the sport (i.e. increasing participation). It would also be a very good public relations opportunity. Furthermore, it would showcase the European sports model and the central roles played by UEFA and the national associations in the development and promotion of football in Europe.

The event would bring people from different nations, social backgrounds and cultures together. It would also provide a great platform for sports and education professionals to network, cementing pan-European relationships that would help to anchor football within the education systems of the participating countries.

UEFA European School Football Festival

UEFA CFM Netherlands Edition – June 2023

FAMILY NAME	FIRST NAME	ORGANISATION
Belhaj Chankour	Amin	Royal Netherlands Football Association
Peeters	Günther	FC Eindhoven (Netherlands)
Noirat	Loïc	UEFA
Van der Aken	Sander	Royal Netherlands Football Association
Koevermans	Yannick	ADO Den Haag (Netherlands)

WOMEN FOOTBALL FUSION

Women Football Fusion is an event that could be organised by the the Royal Netherlands Football Association (KNVB) with the purpose of bringing together football and technological developments targeted at the women's game. The event would consist of a football tournament for U15, U17 and U21 women's club teams. This tournament would be played with experimental rules and involve the use of new technologies seeking to enhance the experience of the participants.

The idea is to identify and test developments to the format of the game, rules, equipment, health and well-being developments, broadcast technology, etc. that could enhance the women's game and identify new opportunities to develop women's football in a way that is unique and different from the men's game.



Women Football Fusion

DATES

Post-season weekend tournament (mid-June).

EVENT FORMAT

A women's football tournament using new formats, new rules and showcasing innovative technologies.

STRATEGIC PARTNERS

Dutch and international football clubs, technology partners (start-ups, scale-ups, established companies) #11 innovation hub, KNVB medical centre, KNVB Expertise, KNVB campus, conference centre.

HOST TERRITORY

Netherlands (KNVB campus).

OTHER STAKEHOLDERS

KNVB sponsors, fans.

KEYS RESOURCES AND PROVIDERS

- Accommodation, football facilities, media centre (use of KNVB campus).
- Volunteers provided by ROC (sports college).
- Hospitality and accommodation provided by Hotel Woudschoten.
- Media provided by Tomeloos in cooperation with media manager of KNVB.
- Broadcasting provided by ESPN.
- Security provided by BSN (BestSecurityNederland).
- Financial: provided by technology partners (different packages for participation and showcasing).

- Financial: provided by ESPN with potential for live broadcasting / streaming.
- Financial: provided by sponsors, entrepreneurs associations and (local) government.
- Teams: identify key women's clubs that would be interested / invited to play in the event.

CRITICAL ELEMENTS AND SUGGESTED MEASURES

- To ensure tech companies are willing to share their developments → *Involve these companies as early as the event design phase.*
- Prize money to encourage clubs to send their teams → *Integrate KNVB sponsors.*
- Safety → *Appropriate safety measures will need to be prepared also in connection to the technologies used during the event.*

HOW IS THE EVENT RELEVANT?

This event is an opportunity to identify, generate and publicise new development opportunities for women's football.

Women's football currently tends to follow the evolution of the men's game. Unique developments are needed to help the women's game grow and develop in an independent way, to maximise its potential in its own light, not in the shadow of men's football.

This event would provide an opportunity to focus on the profile of a woman who plays football and the associated research questions that fit this profile. At the moment, much of the scientific research focuses on male players or on comparing men's and women's football. Many differences have already emerged from this, such as major fitness differences, common injury risks, specific health concerns (e.g. female athlete traits, iron deficiency) or return to play after injury.

If we want to develop and make women's football sustainable, we need to review the game itself and make specific innovations, technologies and research based on the characteristics of women and women's football.

Women Football Fusion

UEFA CFM Netherlands Edition – June 2023

FAMILY NAME	FIRST NAME	ORGANISATION
Muijs	Marvin	Feyenoord (Netherlands)
Brunt	Richard	UEFA
Brouwer	Roos	Royal Netherlands Football Association (KNVB)
Veldhuijzen	Eelco	FC Utrecht (Netherlands)
Boersma	Eric	SC Heerenveen (Netherlands)

EQUALITY GOLD GAME

The Equality Gold Game would be an annual festival organised by the Turkish Football Federation (TFF) with the aim of promoting gender equality and supporting the development of women's football in Türkiye.

This would bring together male and female players who were involved with or supported causes related to the event, as well as greats of the game who had had an impact on the development of women's football or the promotion of gender equality.



Equality Gold Game

DATES

8 March (International Women's Day) every year.

PARTICIPANTS

Male and female footballers (who would need to be involved with and/or support causes related to the event) and greats of the game (who would need to have had an impact on the development of women's football and/or the promotion of gender equality).

EVENT FORMAT

One-day festival including a football match.

STRATEGIC PARTNERS

Local authorities in Istanbul, football players, UEFA (through its Equal Game campaign) and commercial partners.

LOCATION

Golden Horn area of Istanbul (Türkiye).

OTHER STAKEHOLDERS

Media, fans, private companies and role models.

KEY RESOURCES AND PROVIDERS

- Football pitches, stadiums, fan zones and transport services (provided by local authorities, the national association and/or commercial partners).
- Medical assistance (provided by the national association and local authorities).
- Official event stalls/stands run by commercial partners (if exclusivity) or other providers (if plots sold by the national association).

CRITICAL ELEMENTS AND SUGGESTED MEASURES

- Participation → *Participation in the event would need to be encouraged by highlighting the achievements and stories of successful female players and using them as role models. It would be important to showcase the positive impact of gender equality in sport.*
- Good operational planning and delivery → *The event would need a comprehensive logistical plan covering venue selection and management, transport coordination, safety measures, operational planning, etc.*
- Financial sustainability → *Attractive sponsorship packages would need to be created that emphasised the unique branding and marketing opportunities associated with the Equality Gold Game. The potential reach and the possibility of engagement with a diverse audience should also be highlighted.*

HOW IS THE EVENT RELEVANT?

Women's football in Türkiye faces significant challenges and has not received the same level of support and recognition as the men's game.

The Equality Gold Game would promote gender equality and support the development of women's football in Türkiye.

The organisation of this high-profile annual event would inspire young athletes and attract support from sponsors, the media and the general public.

It would also showcase national, regional and local initiatives aimed at developing women's football.

The Equality Gold Game would promote gender equality and support the development of women's football in Türkiye.

Equality Gold Game

UEFA CFM Moldova Edition – June 2023

FAMILY NAME	FIRST NAME	ORGANISATION
Yvin	Yannick	French Football Federation
Jurat	Vitali	Football Association of Moldova
Malli	Sanem	Turkish Football Federation
Goncearuc	Ivan	FC Dacia Buiucani (Moldova)
Gulceac	Ernest	Football Association of Moldova

THREE COLOURS PARTNERS CUP

The Three Colours Partners Cup is a friendly tournament that could be organised by the Football Association of Moldova (FMF) with the purpose of creating a platform that encourages collaboration and communication between the federation and current and potential partners for the development of football. It would bring together children of FMF employees and of staff of FMF partners. Other companies - potential FMF partners - could also be invited to join.

This event would allow the FMF to emphasise the slogan “We Play Together” in creating a real family atmosphere during this friendly football tournament.



Three Colours Partners Cup

DATES

UEFA Grassroots Week /
23-30 September 2023.

EVENT FORMAT

Friendly mini-tournament, for 9 to 12-year-olds initially (small-sized games 6v6 or 7v7).

STRATEGIC PARTNERS

UEFA, government, FMF partners.

HOST TERRITORY

Moldova (national training centre).

OTHER STAKEHOLDERS

Potential partners of the federation, media, volunteers & supporters, referees, football ambassadors, NGOs.

KEYS RESOURCES AND PROVIDERS

- Technical center of the FMF in Vadul lui Voda (provided by the FMF).
- Project managers and staff from the technical department (provided by the FMF).
- Referees (provided by the FMF).
- Funding (provided by the FMF/FMF partners).

CRITICAL ELEMENTS AND SUGGESTED MEASURES

- Providing the expected level of quality to stakeholders → *Careful and long-term planning of the event. Strong involvement of the football federation.*
- Partners' commitment → *Children's festival for FMF partner company employees & FMF partners acting as ambassadors.*

HOW IS THE EVENT RELEVANT?

The Football Association of Moldova (FMF) is always looking to reinforce its current commercial partnerships and develop new ones.

The Three Colours Partners Cup would strengthen collaboration with the partners of the federation for the development of football. They would act as ambassadors and facilitate the involvement of new partners.

This collaboration is expressed in a simple and powerful way by the slogan “We Play Together”.

Three Colours Partners Cup

UEFA CFM Moldova Edition – June 2023

FAMILY NAME	FIRST NAME	ORGANISATION
Plopa	Ruslan	Football Association of Moldova
Ursul	Serghei	Football Association of Moldova
Patras	Svetlana	Football Association of Moldova
Oprea	Danut-Stelian	Football Association of Moldova
Napoletano	Francesco	Italian Football Association

LITHUANIAN FOOTBALL DEVELOPMENT CONGRESS

The Lithuanian Football Development Congress is a cycle of seminars and practical sessions which could be organised by the Lithuanian Football Federation (LFF) with the purpose of providing an opportunity for the Lithuanian football community to get the latest know-how and best practices in football.

Each Lithuanian football organisation would send at least one specialist who contributes to the development of football in the country (technical director, sporting director, manager, coach, educator).



Lithuanian Football Development Congress

DATES

Twice a year, for five years.

EVENT FORMAT

Live and online workshops.

STRATEGIC PARTNERS

UEFA, UEFA Academy, FIFA, other national associations, universities.

HOST TERRITORY

Lithuania.

OTHER STAKEHOLDERS

Government, academies, clubs, regional associations.

KEYS RESOURCES AND PROVIDERS

- Conference halls provided by the LFF.
- Speakers provided by UEFA, UEFA Academy, FIFA, other associations.
- Finances provided by LFF, government, sponsors, UEFA HatTrick.

CRITICAL ELEMENTS AND

SUGGESTED MEASURES

- Participation → *All certified Lithuanian academies and all licensed football clubs must delegate at least one specialist; a group of LFF specialists would be sent to manage the process, and from other football and sports organisations who want to contribute to the growth of Lithuanian football.*
- Quality of speakers → *Work closely with UEFA, FIFA, other associations, universities.*

HOW IS THE EVENT RELEVANT?

Exchanging experience with experts at national and international level has demonstrated its effectiveness in developing professional skills.

The congress would provide a platform for the exchange of best practice and operational knowledge to address the challenges faced by Lithuanian football.

In the long term, this would enable Lithuanian football to achieve better results in various spheres and improve its image in the country. It would also help attract sponsors and provide more resources to develop football.

The competence of people working in football is a key success factor for the development of the sport. There is a need to raise the level of expertise of both professionals and volunteers in Lithuania.

Lithuanian Football Development Congress

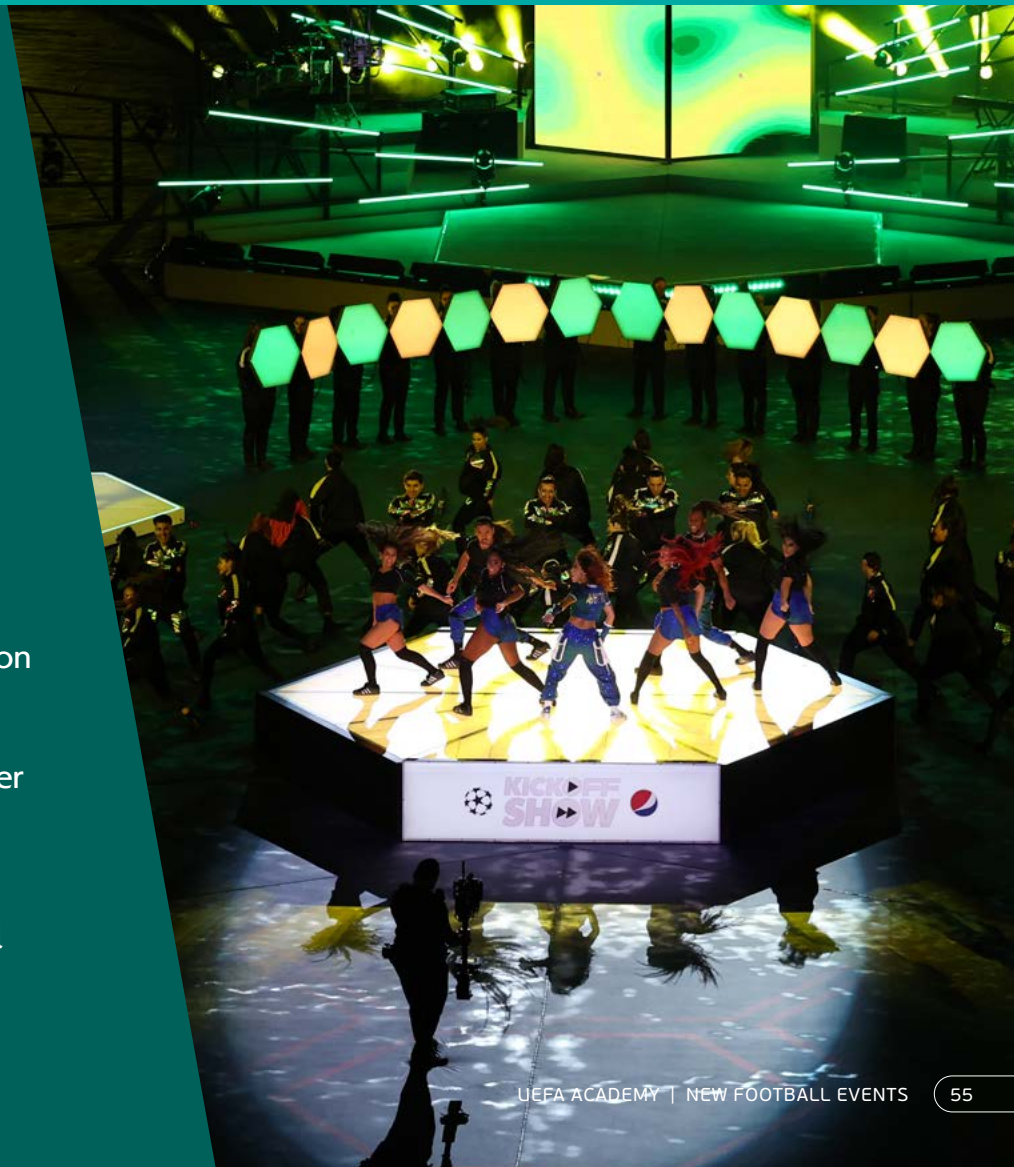
UEFA CFM Lithuania Edition – June 2023

FAMILY NAME	FIRST NAME	ORGANISATION
Suskevici	Robertas	Vilnius Football Academy (Lithuania)
Sumskus	Tadas	FC Utenos Utenis (Lithuania)
Rimas	Marijus	Vilnius regional football union (Lithuania)
Kriauciuniene	Dalia	Kaunas Football Academy (Lithuania)
Danylchenko	Vitalii	Ukrainian Association of Football

LFF SUPER CUP 2024- LITHUANIA, LONDON IS CALLING

The LFF Super Cup 2024- Lithuania, London is Calling is an competition including a show that could be organised by the Lithuanian Football Federation (LFF) in partnership the the Lithuanian embassy in the UK whose aim would be to take this competition to the next level in order to raise the profile of the event and the engagement of fans.

The event would involve Lithuanian league and cup winners as well as Lithuanian football fans living in the UK and Lithuania.



LFF Super Cup 2024- Lithuania, London is Calling

DATES

End of February 2024.

EVENT FORMAT

Super cup match + music and light show.

STRATEGIC PARTNERS

Embassy of Lithuania in the UK.

HOST TERRITORY

London, UK.

OTHER STAKEHOLDERS

Clubs, leagues, fans, Lithuanian community, Lithuanian businesses in London, sponsors, politicians, UEFA.

KEYS RESOURCES AND PROVIDERS

- Football stadium provided by local club (rental agreement).
- Human resources provided by LFF, local community, local business.
- Finance provided by LFF, sponsors, embassy, Lithuanian government.

CRITICAL ELEMENTS AND

SUGGESTED MEASURES

- Critical reaction from Lithuanian football community → *Communication highlighting the value and benefits of this project.*
- Involving the Lithuanian community in the UK (250,000 people) → *Huge competition with UK football events. We need to clearly identify our main target, that is Lithuanians who live in the UK.*

HOW IS THE EVENT RELEVANT?

The LFF Super Cup is not very popular in Lithuania. It is held indoors at the beginning of the new football season, with an average attendance of just 2,800 spectators.

Organising this event in London would help to make Lithuanian football more popular, involve the Lithuanian immigrant community in the UK and attract new sponsors for Lithuanian clubs and the federation from the wider UK market.

LFF Super Cup 2024- Lithuania, London is Calling

UEFA CFM Lithuania Edition – June 2023

FAMILY NAME	FIRST NAME	ORGANISATION
Vairys	Laurynas	Lithuanian Football Federation
Vndziliak	Andrii	Ukrainian Association of Football
Kijanskas	Tadas	Garliavos futbolo klubas (Lithuania)
Bagdonienė	Rita	Lithuanian Football Federation

UEFA CFM – LITHUANIA EDITION

FOOTBALL ESPORTS EVENT

The Football eSports Event is a festival that could be organised by UEFA with the purpose of tapping into a new audience and expanding the reach of football.

The event would bring together gamers and esports experts.



Football eSports Event

DATES

10-12 January (online) and 27-28 January (live).

EVENT FORMAT

Online and live competition + conference.

STRATEGIC PARTNERS

Gaming publishers, host city, tech companies (e.g. Playstation), universities, media.

HOST TERRITORY

Successful bidder (UEFA member association).

OTHER STAKEHOLDERS

Technical providers/partners, esports communities and agencies.

KEYS RESOURCES AND PROVIDERS

- Tech companies to provide consoles and games.
- Universities to provide facilities.
- Media companies to provide broadcast channels and publicity.
- Private clinics to provide speakers to talk about healthy lifestyle and eating habits.

CRITICAL ELEMENTS AND

SUGGESTED MEASURES

- Popularity of event for it to be financially successful → *KPIs: total registrations/participants, unique viewers on YouTube, total views, social media reactions and reach (Facebook, TikTok, Instagram), press release numbers.*

HOW IS THE EVENT RELEVANT?

There is a big commercial potential in growing the number of esports players and plenty product placement opportunities in broadcasting an esports competition.

The Football eSports Event presents a unique opportunity to leverage the growing interest in esports and expand the reach of traditional football. One of the key opportunities is the ability to tap into a new audience, particularly younger people who are increasingly interested in esports.

There is also a social responsibility element, in that the event could be used to educate gamers and their parents about healthy lifestyles.

The esports market is expected to keep growing over the next years, representing huge potential for efootball and the football industry as a whole.

Football eSports Event

UEFA CFM Lithuania Edition – June 2023

FAMILY NAME	FIRST NAME	ORGANISATION
Abromavičius	Edgaras	Lithuanian Football Federation
Boitmanis	Kārlis	Latvian Football Federation
Klimavičius	Justas	Lithuanian Football Federation
Mijanovic	Vaso	Bosnia and Herzegovina Football Federation
Oliveira Lima de Souza Campos	Matheus	FC Utenos Utenis (Lithuania)

STEAUA IS SEARCHING FOR HER 11 STARS

The event, entitled Steaua is Searching for her 11 Stars, is a football initiative that could be organised by the CSA Steaua football club in collaboration with Sector 6 of Bucharest. It would aim to attract U13 girls to the women's football team at Steaua.

The event would seek to address the challenge of U13 girls predominantly participating in mixed teams organised by another entity, making it challenging for regional clubs like Steaua to integrate these girls into their women's teams. The event would serve as a platform to showcase the benefits of football for girls, engage parents and promote the values of the club.



EVENT CHARACTERISTICS

Steaua is Searching for her 11 Stars

DATES

A weekend event, in mid-September each year.

PARTICIPANTS

U13 girls and their parents or caregivers.

EVENT FORMAT

Participative and engaging: skills clinics, friendly matches and interactive information sessions on the benefits of sport and the opportunities offered by CSA Steaua.

STRATEGIC PARTNERS

Municipality Sector 6 of Bucharest, local schools and sports organisations; local businesses, sports equipment suppliers and health and wellness professionals; club's main sponsors (financial support).

HOST/LOCATION

CSA Steaua facilities and sports fields in Bucharest's Sector 6.

OTHER STAKEHOLDERS

Parents, local media, sports influencers and representatives of the national association.

KEYS RESOURCES AND PROVIDERS

- Coaching staff, players and event management team provided by CSA Steaua.
- Sports facilities and equipment provided by CSA Steaua and Municipality Sector 6 of Bucharest.
- Marketing and promotional materials, and medical support and first aiders, provided by CSA Steaua and its partners.

CRITICAL ELEMENTS AND SUGGESTED MEASURES

- Security → *Tailor security measures to young participants and spectators, ensure emergency medical services on-site.*
- Communication → *Create clear communication channels for participants, parents, and stakeholders. Steaua TV to create an event video and promotional content.*
- Coordination → *Provide regular updates and liaise closely with local authorities.*
- Insurance → *Take out comprehensive event insurance coverage.*

HOW IS THE EVENT RELEVANT?

The Romanian Football Federation now requires all League 2 clubs to create U13 girls' teams for girls, of which there are currently only 50 in Romania. This lack of teams hampers the development of grassroots women's football in the region.

By showcasing the benefits of women's football, engaging parents and promoting CSA Steaua's club values, this event has the potential to attract U13 girls to join the club and help meet the national target.

It could set a precedent for nationwide replication, encouraging countless more girls to join single-sex club teams, while also creating new fans, offering sponsors exposure, and establishing the clubs involved as a leaders in fostering women's and grassroots football development.

Steaua is Searching for her 11 Stars

UEFA CFM Romania Edition – September 2023

FAMILY NAME	FIRST NAME	ORGANISATION
Cervantes	Javier	UEFA
O'Brien	Siobhán	UEFA
Nanu	Andreea	Romanian Football Federation
Călușer	Vlad	Romanian Football Federation
Sandru	Raul	Romanian Football Federation
Ogăraru	George	Football Club Steaua București (Romania)

SPRING SCHOOL SERIES

The Spring School Series is a competition that could be organised by any national association with the aim of increasing the number of girls playing football. This event targets girls aged between 8 and 12.

UEFA would provide the strategic framework. It could contribute to the funding of this competition and, possibly, organise a Europe-wide tournament for national winners.



Spring School Series

DATES

March to May (Wednesday afternoons).

EVENT FORMAT

Knockout competition (regional, e.g. north, south, east and west) between schools across any UEFA member association, culminating in a final tournament (semi-final, finals) at the national academy in May (during holidays or outside of school time).

STRATEGIC PARTNERS

UEFA, national associations, schools, local authorities, government.

HOST TERRITORY

Any UEFA member association.

OTHER STAKEHOLDERS

Parents, local clubs, community groups, commercial partners, local media, referees, ambassadors, national media.

KEY RESOURCES AND PROVIDERS

- Funding provided by UEFA (e.g. via HatTrick programme), the host association and local authorities.
- Organisational expertise provided by host association and UEFA.
- Facilities provided by schools and the national academy.

CRITICAL ELEMENTS AND SUGGESTED MEASURES

- School involvement → *Nationwide campaign led by the national association to raise awareness and encourage the involvement of schools.*
- Participation of girls → *Promotion in places where girls go, based on images of girls having fun playing football.*

HOW IS THE EVENT RELEVANT?

It aims to increase the number of women playing football; encouraging girls in this age group to play is an issue shared by UEFA and most of its 55 member associations.

It addresses a lack of organised competitions for girls in schools; if we increase the number of tournaments in schools in all regions, we will increase participation in women's football higher up the chain.

The event builds on the growing awareness of women's football across Europe and would give a larger number of girls the opportunity to play football, and therefore to progress to higher levels.

It could be organised by any national association and would enable local clubs to establish connections with girls of this age group.

One of the goals of this project is to improve gender equality in football.

The project can be replicated on any scale – club, town, region, country.

Spring School Series

UEFA CFM Romania Edition – September 2023

FAMILY NAME	FIRST NAME	ORGANISATION
Thacker	Daniel	UEFA
Gladwell	Benjamin	UEFA
Lutfaliyeva	Farida	Association of Football Federations of Azerbaijan
Trufășilă	Radu	Romanian Football Federation
Oțelea	Iulian	Romanian Football Federation
Pariza	Cristiana	Football Club Farul Constanta (Romania)

EURASIAN CUP

The Eurasian Cup is a tournament that could be organised by the Kazakhstan Football Federation (KFF) to provide an international competition for club academies in each region of the country (north, south, east and west).

This competition would involve boys in four age categories (U14, U15, U16, U17). Teams from each region would play against teams from neighbouring countries (e.g. clubs from west Kazakhstan would play against clubs from Russia, Azerbaijan, Turkmenistan and Iran).



EVENT CHARACTERISTICS

Eurasian Cup

DATES

March/May – one week during the school holidays.

EVENT FORMAT

11-a-side tournament.

STRATEGIC PARTNERS

National associations from neighbouring countries, regional federations, clubs, sponsors, match officials.

HOST TERRITORY

Kazakhstan (separated into regional areas).

OTHER STAKEHOLDERS

Parents, players, fans, coaches, vendors, transport companies, etc.

KEYS RESOURCES AND PROVIDERS

- Football pitches provided by clubs.
- Volunteers provided by regional associations.
- Clubhouses, hotels, transport provided by clubs and/or regional associations.

CRITICAL ELEMENTS AND

SUGGESTED MEASURES

- Participation of neighbouring countries → *Agreements to be reached, MoUs.*
- Funding → *Costs covered jointly with the participating clubs.*
- Facilities → *Use clubs' facilities.*

HOW IS THE EVENT RELEVANT?

All clubs have domestic experience but few experience international competition, which means that players selected for the national U17 team of Kazakhstan get their first taste of international football when they join the national team.

This event would help the KFF provide international experience to their young players at an earlier stage (U14 to U17), giving club academies opportunities to compete internationally and fostering closer relationships with neighbouring countries.

Eurasian Cup

UEFA CFM Kazakhstan Edition – October 2023

FAMILY NAME	FIRST NAME	ORGANISATION
Alzhanov	Ayan	Kazakhstan Football Federation
Apsalyamov	Alisher	FC Atyrau (Kazakhstan)
Lessov	Alikhan	FC Aksu (Kazakhstan)
Denman-Ellis	Zoe	Football Association of Wales
Flatley	Emer	Football Association of Ireland

MY GAME, MY FUTURE

My Game, My Future is a series of mass participation events that could be organised by any national association aiming to increase the number of girls playing football at a foundation level and to create connections with football clubs.

These events would involve girls aged 5 to 11 (minimum of 200 girls per festival). They would be open and promoted through local and social media, helping to signpost parents and girls to local clubs.



My Game, My Future

DATES

Spring and/or summer period, to align with the build-up to UEFA Women's EURO 2025.

EVENT FORMAT

One-day branded festival (10:00–16:00) with music, DJs, entertainment, food, mascots, etc. Participants play in small-sided games (15 mins one way) across four pitches, split into age groups (5–8 years and 9–11 years). All participants receive goody bags and gifts with branding.

STRATEGIC PARTNERS

UEFA, FIFA, national and regional associations, clubs, local authorities, commercial partners.

HOST TERRITORY

Example in Wales across six regions, but transferable to all national associations. Prioritising rural areas.

OTHER STAKEHOLDERS

Entertainment team, local/regional media, sponsors, volunteers, schools for promotion.

KEYS RESOURCES AND PROVIDERS

- Project managers, top players, women's national team and big names provided by the national association.
- Artificial (3G) football pitch, service level agreement provided by delivery partner (e.g. local authorities, football clubs, community trusts).

- Branded equipment, advertising festival dressing provided by commercial partners.
- Funding through UEFA (e.g. HatTrick) or FIFA (e.g. Women in Football Fund).

CRITICAL ELEMENTS AND SUGGESTED MEASURES

- Increasing the number of participants in grassroots clubs and promoting participation programmes → *40 girls per festival transition to club football (20%)*.
- Increasing spectators at domestic level (championships and games of the national team) → *50 families per festival attend at least one domestic match or national team game*.

HOW IS THE EVENT RELEVANT?

It aims to increase the number of female players, engage girls in rural areas and increase the number of spectators at national and domestic women's games.

It would raise brand recognition and leverage the positive image of the national association.

It would promote social responsibility as a platform to strengthen stakeholder relationships.

Encouraging girls in this age group to play is an issue shared by UEFA and most of its 55 member associations.

My Game, My Future

UEFA CFM Kazakhstan Edition – October 2023

FAMILY NAME	FIRST NAME	ORGANISATION
Woolley	Bethan	Football Association of Wales
Taszhurekov	Murat	FC Taraz (Kazakhstan)
Gökmen	Süha	Turkish Football Federation
Baitakov	Valikhan	Kazakhstan Football Federation

WOMEN'S BUNDESLIGA SUPER CUP

The Women's Bundesliga Super Cup would be a single match between the champions of the season and the cup winners that could be organised by the German Football Association (DFB) to showcase the talent and competitiveness of women's football while promoting gender equality in sport.

It would serve as a season opener to build anticipation for the Women's Bundesliga.



Women's Bundesliga Super Cup

DATES

Held annually, preferably at the beginning of the Women's Bundesliga season to generate excitement.

EVENT FORMAT

Single match played at a neutral venue.

STRATEGIC PARTNERS

Potential partners include major sports brands and broadcasters.

HOST TERRITORY

The Women's Bundesliga Super Cup could rotate among different cities in Germany to engage fans from various regions.

OTHER STAKEHOLDERS

Fans, women's football clubs, local authorities and women's football advocacy groups.

KEYS RESOURCES AND PROVIDERS

- Event managers provided by the German Football Association.
- Teams provided by the two clubs involved.
- Financed by ticket sales, TV rights and sponsorship.
- Stadium provided by stadium owners.

CRITICAL ELEMENTS AND

SUGGESTED MEASURES

- Securing sponsorship and broadcasting deals to ensure the financial viability of the tournament → *Early bidding process.*
- Coordinating schedules with the clubs' existing commitments in the Women's Bundesliga could be complex → *Early scheduling of the Super Cup would be important.*

HOW IS THE EVENT RELEVANT?

- The event presents an opportunity to increase the visibility and popularity of women's football in Germany.
- It could attract potential sponsors looking to support gender equality in sports.
- Broadcasting rights could generate revenues and attract a larger audience to women's football.
- It would create a significant national platform for women's football.
- It would enhance the visibility and professionalisation of women's football.
- It emphasises the growing importance of women's football.
- It could generate additional reach, viewership and revenue potential.
- It would help to convey the approachability of women's football to different regions.
- It would strengthen the bond with existing fans.
- It would attract new fans in target regions.
- It would support the sustainable development of women's and girls' football.
- The revenue generated through sponsorship, ticket sales and broadcasting rights could be reinvested in women's football development.
- It would help to engage fans, build anticipation for the Women's Bundesliga season and increase support for women's football.
- It has the potential to attract international attention, expanding the reach of women's football and garnering global support.

Women's Bundesliga Super Cup

UEFA CFM Kazakhstan Edition – October 2023

FAMILY NAME	FIRST NAME	ORGANISATION
Kneisel	Larissa Julia	German Football Association
Dudin	Andrey	Kazakhstan Football Federation
Tursymbetov	Almat	FC Tobol (Kazakhstan)
Khalifali	Shahla	Association of Football Federations of Azerbaijan
Krassikov	Yevgeniy	FC Kairat (Kazakhstan)

FOOTBALL CONGRESS

The FootbALL Congress is an event that could be organised by UEFA and a host nation, in this case England, to raise awareness of the negative impact of discrimination and racism in football.

The event could promote knowledge and enable the exchange of information about existing policies, effective methods used by national associations (NAs), leagues and clubs, and other good practices. This congress would bring together the hosting NA (in particular its professional football department, safety coordinators, SLOs and legal officers), national leagues, supporter associations, player unions and the media.



FootbALL Congress

DATES

March or November (during the international men's window, while clubs are not playing) OR at the end of the season.

EVENT FORMAT

Offline event with presentations, workshops and round tables.

STRATEGIC PARTNERS

For a first edition in England: The FA and the Premier League, national authorities (justice department, ministry of sports), the European Union/Commission, professional football clubs, non-governmental organisations fighting discrimination.

HOST TERRITORY

London for the first edition, as the Premier League and The FA already have some interesting policies and laws

in place to tackle discrimination in amateur and professional football.

OTHER STAKEHOLDERS

Safety coordinators, SLOs, supporter associations, player unions, media.

KEYS RESOURCES AND PROVIDERS

- Operational planning by The FA (Event and FSR departments) and an external event organisation contractor.
- Communication by UEFA and The FA/Premier League.
- Congress venue provided by The FA/Premier League.
- Security provided by The FA/Premier League.
- Flights and accommodation paid for by UEFA and European Leagues.

CRITICAL ELEMENTS AND SUGGESTED MEASURES

- International coordination → *Because of the many partners involved, clear communication between UEFA and the operational partners, thorough planning and commitment would be essential.*
- Difficulty managing numerous strategic partners → *Clear stakeholder map and priorities for who UEFA should involve (according to legitimacy/power/urgency).*
- Scheduling → *Consult key stakeholders before setting a date to ensure maximum participation.*
- One-sided participation → *Personal invitations to role models like ex-professional players who speak out on this topic.*

HOW IS THE EVENT RELEVANT?

It is 2023 and we are still witnessing discriminatory incidents on and off the pitch in professional football, both in domestic leagues and during international matches. It is time for all stakeholders to come together and share ideas about how to tackle the different issues from various perspectives and work on safer football and a more positive working environment. This congress would positively benefit all stakeholders, notably in terms of knowledge transfer, cooperation, engagement, public relations and lobbying.

- **Knowledge, cooperation and engagement:** It would bring different stakeholders together to think about possible solutions and share best practices.
- **PR:** Taking a leading role and a proactive approach to tackling discrimination in football would reflect positively on UEFA and the other stakeholders, thereby enhancing their reputation. It would also send an important message to players that their employers take the matter seriously and want to create a safer football climate.
- **Lobbying:** Coming together with different European stakeholders would strengthen each one's position on a national level, for example when lobbying governmental stakeholders such as the department of justice.

FootbALL Congress

UEFA CFM Armenia Edition – November 2023

FAMILY NAME	FIRST NAME	ORGANISATION
Zakaryan	Gayane	Football Federation of Armenia
Shahinyan	Kristine	Football Federation of Armenia
Tsaturyan	Davit	FC Ararat (Armenia)
Valasiuk	Vital	Belarus Football Federation
Woldegiorgis	Fnaan	Royal Netherlands Football Association

UEFA PARA FOOTBALL EUROPEAN CUP

The UEFA Para Football European Cup is an event that could be organised by UEFA for all para-football teams to align with the mainstream game and develop an audience/fan base and participation at grassroots level.

This competition would bring together eight teams representing each group of impairments. It would involve senior national team players while creating new opportunities for younger players.



UEFA Para Football European Cup

DATES

Just after UEFA Women's EURO 2025 in Switzerland.

EVENT FORMAT

Group-based competition, with five groups (deaf, Cerebral Palsy (CP), blind, partially sighted, wheelchair) playing at the same time. Includes a participative event, show, festival and conference.

STRATEGIC PARTNERS

International Paralympic Committee (IPC), UEFA, international/European federations.

HOST TERRITORY

Same as for UEFA Women's EURO (Switzerland).

OTHER STAKEHOLDERS

Participating national associations (NAs).

KEYS RESOURCES AND PROVIDERS

- Two full-size grass pitches → *Swiss Football Association (SFA)*.
- Two futsal courts → *SFA*.
- One synthetic pitch (preferably in the same area) → *SFA*.
- Equipment → *International federations of the five impairment groups*.
- Referees/special human resources → *Participating NAs*.
- Organising committee → *Host NA and international federations of the five impairment groups*.

CRITICAL ELEMENTS AND SUGGESTED MEASURES

- Safety and security of vulnerable people → *Appropriate security and safeguarding protocols*.
- Organisation alongside Women's EURO → *Robust event planning process to ensure effective delivery*.
- Additional financial resources → *Source sponsorship*.
- Special accommodation and transport requirements → *Work with specialist organisations representing disabled people*.
- Governance → *Coordinating the international federations and NAs of the different impairment groups*.
- Event promotion → *Ambassadors and campaigns linked with UEFA Women's EURO 2025*.

HOW IS THE EVENT RELEVANT?

Paralympic football competition lacks visibility and promotion.

UEFA currently focuses on the grassroots aspect of disability football and talks about disability football in the context of diversity and inclusion, rather than focusing on performance.

A European para-football cup would showcase elite para football. In addition, alongside campaigns such as WeThe15, it could trigger a seismic shift in perceptions and have a positive impact for disabled people. It would provide a stage for UEFA to highlight this type of football and move it from an area of participation/social responsibility to a performance area in its own right.

It would be the first event of its kind in football, and this in itself offers a new and exciting experience for fans. As seen in the Paralympics, major sponsors are willing to partner across mainstream and para events. This could open up a new audience for existing partners.

UEFA Para Football European Cup

UEFA CFM Armenia Edition – November 2023

FAMILY NAME	FIRST NAME	ORGANISATION
Bakhshyan	Nane	Football Federation of Armenia
Asatryan	Tatevik	Football Federation of Armenia
Vardanyan	Erik	FC Urartu (Armenia)
Gilby	Catherine	The English Football Association
Vella	Roderick	Malta Football Association
Zoryan	Norayr	Football Federation of Armenia

KICK FOR LIFE

Kick for Life is an event that could be organised by the Bulgarian Football Union (BFU) or any other national association, to raise awareness of the importance of giving blood and encourage players and fans to become blood donors.

This participative event with a humanitarian angle would bring together football players, legends, coaches, referees, fans, celebrities and the wider community. It would not only benefit the community, but also reflect positively on the organising national association, demonstrating its commitment to social responsibility.



Kick for Life

DATES

Annual, week-long event starting on 14 June (World Blood Donor Day).

EVENT FORMAT

Participative event for amateur players and fans, kicking off with an international friendly.

STRATEGIC PARTNERS

Medical institutions, Bulgarian Red Cross, media, UEFA.

HOST TERRITORY

Bulgaria (national stadium).

OTHER STAKEHOLDERS

Football clubs, families, media.

KEYS RESOURCES AND PROVIDERS

- Football stadium provided by the BFU.
- Pitches provided by the local authorities.
- Large, clear space provided by the BFU.
- Medical supplies and staff provided by healthcare institutions.
- PR and social media campaign implemented by the BFU.
- Human resources provided by the BFU and Red Cross volunteers.
- Funding provided by the BFU and sponsors.

CRITICAL ELEMENTS AND SUGGESTED MEASURES

- Lack of interest → *Strong media partners and effective planning.*
- Bad weather resulting in poor turnout for opening game → *The event is scheduled for June. Other activities during the week.*
- Health emergency → *Emergency response plan to be developed and shared with all staff.*

HOW IS THE EVENT RELEVANT?

Giving blood is important and efforts should be made to recruit more donors. It can be described as prosocial behaviour, and donors often give prosocial reasons such as altruism, empathy and social responsibility to explain their willingness to donate.

Like most national associations, the BFU is engaged in social responsibility initiatives and can leverage the popularity of football to encourage players and supporters to give blood.

Kick for Life

UEFA CFM Bulgaria Edition – January 2024

FAMILY NAME	FIRST NAME	ORGANISATION
Patronev	Iliya	PFC Levski Sofia (Bulgaria)
Zhecheva-Kerry	Anastasiya	Bulgarian Football Union
Mitov	Mihail	FC Yantra Gabrovo (Bulgaria)
Kostadinov	Svetoslav	NOVA Broadcasting Group (Bulgaria)
Finizio	Antonio	Andorran Football Federation
Bozhinova	Dobрила	Football Federation of North Macedonia

THE GOLDEN GOALS WOMEN'S CUP

The Golden Goals Women's Cup is a five-a-side grassroots tournament (beginner/intermediate level) that could be organised by a regional football association in partnership with its national association.

It would create opportunities for women aged over 40 to compete, socialise and stay healthy.



The Golden Goals Women's Cup

DATES

Second or third weekend in May (in England, for example, depending on when the Women's FA Cup is played).

EVENT FORMAT

32 beginner teams and 32 intermediate (64 in total), playing 18-minute five-a-side games.

STRATEGIC PARTNERS

Super 5 League (a grassroots women's five-a-side league in England), the local FA, Worcester City Women FC, University of Worcester, Midlands FA, local authorities.

HOST TERRITORY

Worcester, England.

OTHER STAKEHOLDERS

Players, coaches, families, fans, staff and volunteers.

KEYS RESOURCES AND PROVIDERS

- Facilities provided by Worcester City Women FC (Sixways Stadium).
- Administration/organisation and logistics by Super 5 League and local/regional FAs.
- Promotion and social media coverage by Super 5 League, local/regional FAs and Worcester City Women FC.
- Catering provided by external contractors organised and managed by Super 5 League, Worcester City Women FC and local FA.
- Entertainment provided by Super 5 League, Worcester City Women FC and local FA.
- Funding provided by sponsors, the national association and local government.

CRITICAL ELEMENTS AND SUGGESTED MEASURES

- Participation → *As this is a tournament for over-40s teams in England, which are not as numerous as youth teams, it would be important to create a strategic communication plan. Collaboration with all local FAs would be essential to gather data and keep them informed.*
- Weather → *Working with local authorities and the university in Worcester should ensure the availability of a 3G facility or an indoor option in case of bad weather. As a five-a-side tournament, much like futsal, it could be played indoors if necessary.*
- Logistics, travel and accommodation → *It would be essential to forge relationships with local accommodation providers and transport companies to secure preferential rates for participants. While local teams may not require overnight accommodation, a camping/festival vibe could enhance the event as it evolves.*

HOW IS THE EVENT RELEVANT?

Organising an over-40s women's grassroots event in Worcester presents a unique opportunity to address the issue of underrepresentation of older women in traditional football. While youth development receives significant attention, older women often lack opportunities to actively participate. By providing a platform specifically for women aged over 40 to compete, the event promotes inclusivity and diversity within the game, ensuring that all age groups have a chance to enjoy and benefit from playing football. Furthermore, cities such as Worcester are often overlooked when organising these kinds of tournaments, with bigger cities taking precedence. We want football to really be for ALL, in every city, for all age groups and for all genders, in England and in Europe!

There are currently no competitive tournaments specifically for women over 40. However, many women and teams in this age group enjoy playing and would love to participate in something like the proposed Golden Goals Women's Cup.

The Golden Goals Women's Cup

UEFA CFM Open Edition V – May 2024

FAMILY NAME	FIRST NAME	ORGANISATION
Maiolini	Caterina	Super 5 League London (UK)
Solleiro	Felipe	Red Bull Bragantino (Brazil)
Caravello	Gioele	Parma Calcio 1913 SRL (Italy)
Kitahara	Jiro	FC Tokyo (Japan)
Moriwaki	Mizuki	Kawasaki Frontale (Japan)

#FOOTBALL

#FOOTBALL is a fun, social football event that could be organised by the Malta Football Association (MFA) or any other national association to engage football fans and stakeholders in an innovative format.

It would bring together fans, amateur players, former players, sponsors and other stakeholders.



#FOOTBALL

DATES

Two days (Friday and Saturday) in June each year, after local competitions have been completed.

EVENT FORMAT

Six-a-side tournament on small pitches. The tournament would use a digital platform that enables random team selection and interactive participation. A gala dinner would be held at the end of the tournament.

STRATEGIC PARTNERS

National association sponsors / The Malta Tourism Authority and SportMalta, which operates under the remit of the Ministry for Education and Sport / The Maltese Premier League together with the Challenge League (local second division) and the Amateur League / Service providers (travel agency, transport company) / Suppliers, e.g. of water or dietary supplements.

HOST TERRITORY

Malta (four-pitch national training ground)

OTHER STAKEHOLDERS

Families would be invited to attend the games for two days of fun. Media, both external and internal, would be invited to cover the event on different platforms and actively participate in the games as stakeholders. Former legendary players would also be involved, adding value to the event and giving participants the chance to share the pitch with some of their idols.

KEYS RESOURCES AND PROVIDERS

- Football stadium provided by the MFA.
- Pitches provided by the MFA.
- Marketing and event coordinator from the MFA.
- Mobile app and digital platform provided by the MFA, for player registration, team selection,

match scheduling, communication among players, and tracking results.

- Organising committee provided by the MFA.
- Prizes provided by the MFA and sponsors.
- Medical supplies and staff provided by healthcare institutions.
- Kits and refreshments provided by sponsors and other providers.
- Referees and staff provided by the MFA and volunteers.

CRITICAL ELEMENTS AND SUGGESTED MEASURES

- Robust online platform → *Necessary for data collection and ensuring innovative components of the event (i.e. teams composed semi-randomly). Tests to be conducted before the event.*
- Injuries and other emergencies → *Emergency response plan to be developed and shared with all staff.*

HOW IS THE EVENT RELEVANT?

Most amateur/grassroots players are football fans, but they do not have an opportunity to gather under the national association banner.

This tournament model would offer players a unique opportunity to play on elite pitches with high-quality facilities, and to compete against different teams in every match, which would challenge them to quickly adapt to different playing styles and team dynamics.

It would offer an innovative platform on which to create a sense of belonging to a community and the national association.

Additionally, the digital platform would allow the MFA to collect details such as telephone numbers and emails, which could be used for future marketing campaigns. This would represent a new way of engaging fans, stakeholders and sponsors, involving them in an innovative and entertaining competition format.

**‘Will you be on my team?
#FOOTBALL’**

#FOOTBALL

UEFA CFM Kosovo Edition – April 2024

FAMILY NAME	FIRST NAME	ORGANISATION
Ajeti	Roland	SC Gjilani (Kosovo)
Burri	Egzon	Peja regional football association (Kosovo)
Holopainen	Heidi	Football Association of Finland
Amara	Marco	Malta Football Association

THE WOMEN'S FOOTBALL CONFERENCE

The Women's Football Conference is an event that could be organised by the Football Federation of Kosovo (FFK) or any other national association, to address the challenges faced by women seeking a career in football.

It would bring together women in football and from outside the game, and others with an interest in the topic of career paths for women in football.



The Women's Football Conference

DATES

TBC.

EVENT FORMAT

Annual two-day conference including workshops with experts and role models.

STRATEGIC PARTNERS

Regional associations, UEFA, University of Prishtina's Faculty for Physical Education and Sport.

HOST TERRITORY

Kosovo.

OTHER STAKEHOLDERS

Football clubs, sponsors (hotels, etc.).

KEYS RESOURCES AND PROVIDERS

- Venue provided by sponsor (hotel).
- Organising team provided by the FFK.
- Experts provided by strategic partners and the other stakeholders.
- Funding provided by the sponsors.

CRITICAL ELEMENTS AND

SUGGESTED MEASURES

- Low attendance → *Invitations to specific individuals/groups involved in football and women's rights, ambitious communication strategy including social media campaign.*
- Topics covered → *Selection of topics based on research and identified needs (consult experts and players before making the selection).*

HOW IS THE EVENT RELEVANT?

Women's football is on the rise, with significant investment and educational programmes for coaches and players already in place. This annual conference would create a further boost, by:

- raising awareness of gender equality;
- engaging with a community of women from inside and outside football;
- strengthening football's impact on other areas of activity;
- informing key stakeholders of the opportunities created by football;
- increasing the number of women involved in football, as players, referees, coaches, volunteers, administrators and leaders.

Gender equality remains a concern in Kosovo and in football, where women still face difficulties in their career paths.

The Women's Football Conference

UEFA CFM Kosovo Edition – April 2024

FAMILY NAME	FIRST NAME	ORGANISATION
Krasniqi	Erika	Football Federation of Kosovo
Costa	Jose	Portuguese Football Federation
Sopi	Ilir	KF Kosova VR (Kosovo)
Osmani	Besart	Prizren Regional Football Association (Kosovo)

About the UEFA Academy

HOW WE SHAPE THE FUTURE



UEFA offers a wide range of education programmes and knowledge-sharing initiatives under the umbrella of the UEFA Academy. These programmes bring together top professionals in the game and forward-thinking academics. One of the strengths of our courses is this balance between theoretical knowledge and professional expertise.

THE UEFA ACADEMY

Building on the professional excellence UEFA has developed throughout its history and the learning initiatives created over the last decade, the UEFA Academy seeks to inspire the education of individuals and organisations to continuously elevate the game of football.

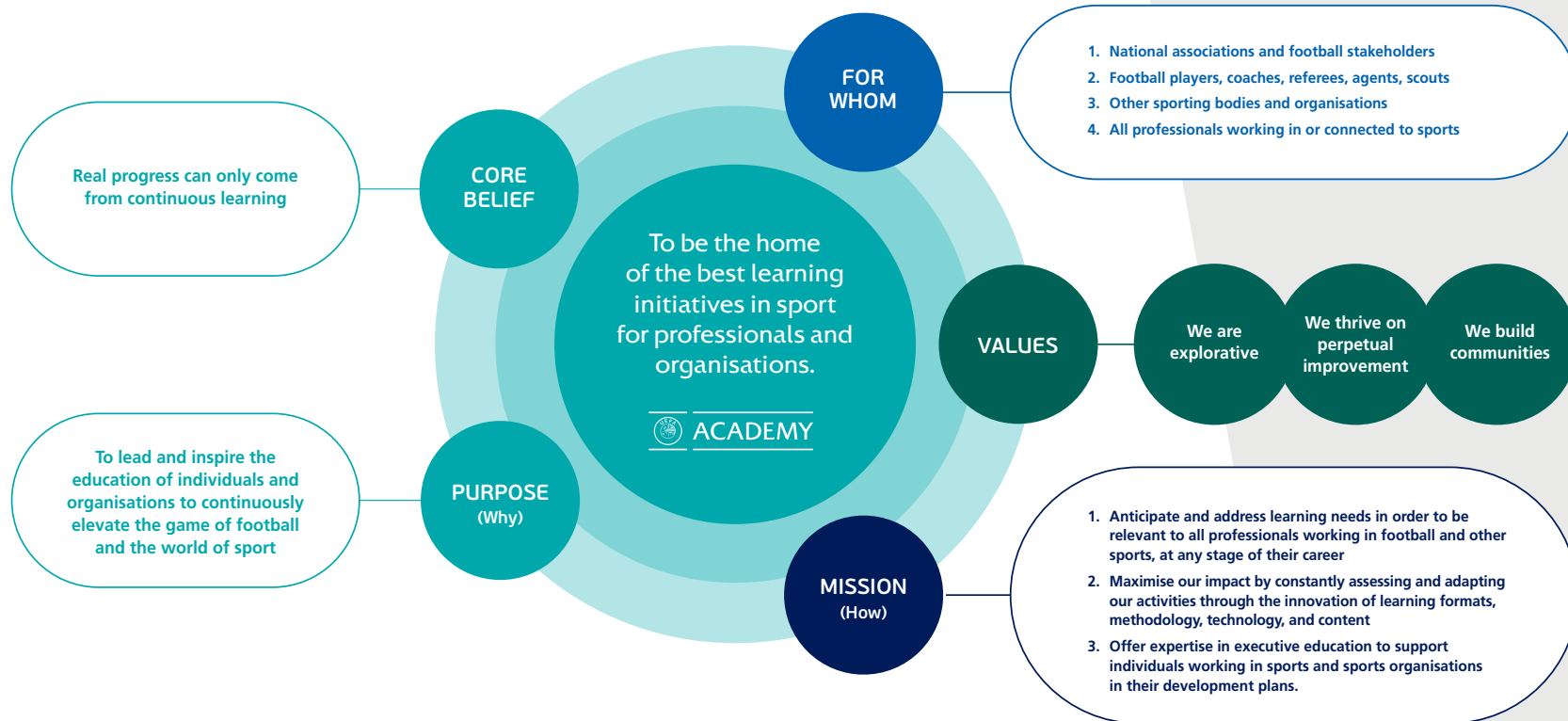
Since we believe that real progress comes from lifelong learning, we make sure that all football professionals can find a suitable way to develop at any stage of their careers. This is achieved by:

- anticipating and addressing learning needs in the European football sector;
- working in close cooperation with leading professional and academic experts;
- constantly assessing and adapting our activities through innovation in learning formats, methodologies and content;

- offering expertise in executive education to support individuals and organisations working in sport in their development plans.

In concrete terms, we deliver over 20 learning initiatives for professionals working in sport. We also work with organisations to develop tailor-made programmes and educational activities adapted to their specific needs.

OUR VISION



PROGRAMME CATALOGUE

MANAGEMENT PROGRAMMES

- UEFA Certificate in Football Management (**UEFA CFM**)
- UEFA Diploma in Football Leadership and Management (**UEFA DFLM**)
- Executive Master in Global Sport Governance (**MESGO**)
- UEFA Women in Football Leadership Programme (**UEFA WFLP**)
- Innovation in Action (**IIA**)

PROGRAMMES FOR SPECIALISTS

- UEFA Sporting Director Programme (**UEFA SDP**)
- UEFA Elite Scout Programme (**UEFA ESP**)
- UEFA Player Agent Programme (**UEFA PAP**)
- UEFA Football Law Programme (**UEFA FLP**)
- Fight the Fix (**UEFA FTF**)
- UEFA Strategic Communications compact course (**UEFA SCCC**)
- UEFA SLO Education Programme
- UEFA Football Doctor Education Programme (**UEFA FDEP**)

ON-DEMAND EDUCATION

- Expertise/support
- Tailor-made programmes
- UEFA Elite Club Programme (**UEFA ECP**)

PLAYER EDUCATION

- UEFA Career Transition Programme (**UEFA CTP**)
- UEFA Certificate in Football Management – Players' edition (**UEFA CFM**)
- UEFA Executive Master for International Football Players (**UEFA MIP**)
- UEFA Media Consultant compact course (**UEFA MC3**)
- UEFA Financial Management Training (**UEFA FMT**)
- UEFA For Players

KNOWLEDGE SHARING AND RESEARCH

- UEFA Academy Online Library
- UEFA Research Grant Programme (**UEFA RGP**)
- UEFA Medical Research Grant Programme (**UEFA MRGP**)
- UEFA Cybersecurity and GDPR course
- UEFA Handbook of Football Association Management (**UEFA HFM**)
- UEFA Toolbox in Football Management
- UEFA Academy Insights

OVERVIEW IN NUMBERS



2005

Expertise in executive education since 2005



203

Training days over the 2023/24 season



3,800

Over 3,800 graduates since 2010



60

Over 60 countries visited by our programmes



170

Graduates of over 170 different nationalities



2,000

Over 2,000 documents available online from the UEFA Academy



THE UEFA ACADEMY TEAM



**THOMAS
JUNOD**

Head of UEFA Academy



**ANTOINE
FOURNIER**

Programme Specialist



**KEVIN
YALALE-MATUFUENI**

Promotion &
Management Assistant



**JOËL
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Programme and Management
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