



Women's Football and Women in Football

FIFA®

For the Game. For the World.

THE WOMEN'S GAME



25 years of unrepresented development

Level of play has dramatically improved

30+ million girls and women worldwide

Girls and women play football all over the world today

Record-breaking FIFA WWC
Canada 2015™

Women's in Football In The World

CHALLENGES

FIFA®

Only 15% of world registered players are girls and women

Only 7% of registered coaches are female

Only 8% of female representatives at decision making level

Only 10% of registered referees are female

Only 60% MAs have girls grassroots programme (6-12 years old)

Only 66% have top women's leagues

Only 60% MAs participate at FIFA Women's Competitions



WOMEN'S FOOTBALL DEVELOPMENT

Women's Football Development

OUR STRATEGIC FRAMEWORK

FIFA®

Leveraging FIFA WWC China 2007
New team
New programmes concept and pilot phase with selected projects/MAs
Coaching Education
Regional development seminars
Sporting Legacy programmes (youth compt.)

Leveraging FIFA WWC Germany 2011
Live Your Goals
Programmes 2011-2014
Coaching worldwide conferences
Sporting Legacy programmes (senior and youth compt.)
10 key principles
Global survey 2013/2014
FIFA Live Your Goals Trophy Tour (Canada 2015)

Leveraging FIFA WWC Canada 2015
Global strategy
FIFA Forward Programme
Women's Football Division
Programmes 2015-2018
Research & global survey 2016/2017
Strong Focus Female participation
Thriving through competitions
Sporting Legacy programmes (senior and youth compt.)

2008/2010

2011/2014

2015/2018

Pilot Phase

Awareness and growth

**Growth
Performance
Sustainability**

2015-2018 PROGRAMMES

**Current
Budget
USD22
millions**

- 1. LIVE YOUR GOALS (LYG)**
- 2. Grassroots**
- 3. Youth football development**
- 4. Competitions and league development**
- 5. Coaching education**
- 6. Scholarships for female coaches**
- 7. Female leadership development**
- 8. Football management**
- 9. Legacy**

THREE DIMENSIONS

Launched in 2011

Pilot programme in 2012-2013

Official women's football development programme since 2014

LIVE YOUR GOALS



A promotional campaign

A platform for girls and women to get involved

A development programme for Member Associations

OBJECTIVES

LIVE YOUR GOALS

- Inspire girls and women to join football
- Increase participation
- Showcase female football
- Spark excitement and attract media attention
- Promote role models
- Engagement of families and communities

SUPPORTING MEMBER ASSOCIATIONS

Advise: planning, implementation and promotion
Brand and design
Financial assistance over period of 4 years
Football material & equipment
Booklets & certificates for each participant

LOCAL ROLE MODELS

Barbados
2016
designs
featuring
local
players



PNG 2016 designs featuring local players



Find out more at FIFA.com/lyg



Find out more at FIFA.com/lyg

EVERY GIRL HAS THE OPPORTUNITY TO PLAY



LIVE YOUR GOALS

LIVE YOUR GOALS™



72 MEMBER ASSOCIATIONS BENEFITING IN 2016



INSPIRING CHANGE

FIFA Female Leadership Development Programme



OBJECTIVES



Identifying, supporting and developing strong female leaders

Providing opportunities for women to access senior management positions

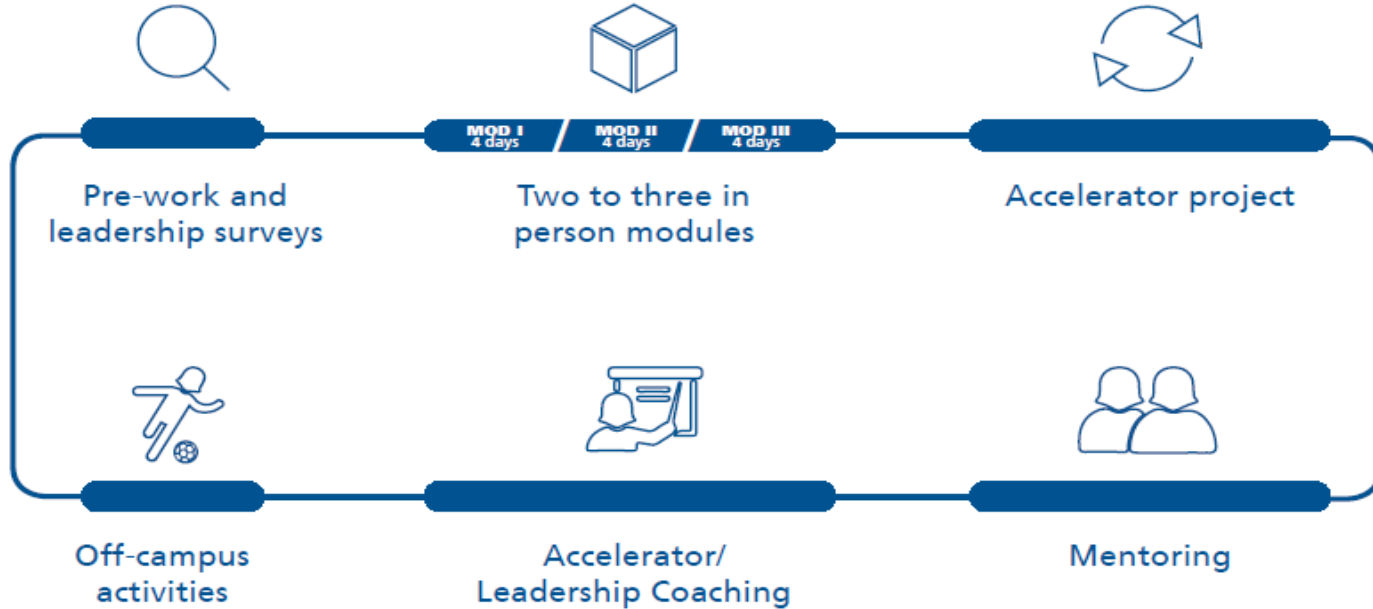


IN PARTNERSHIP WITH THINK
Nine months journey



MENTORS

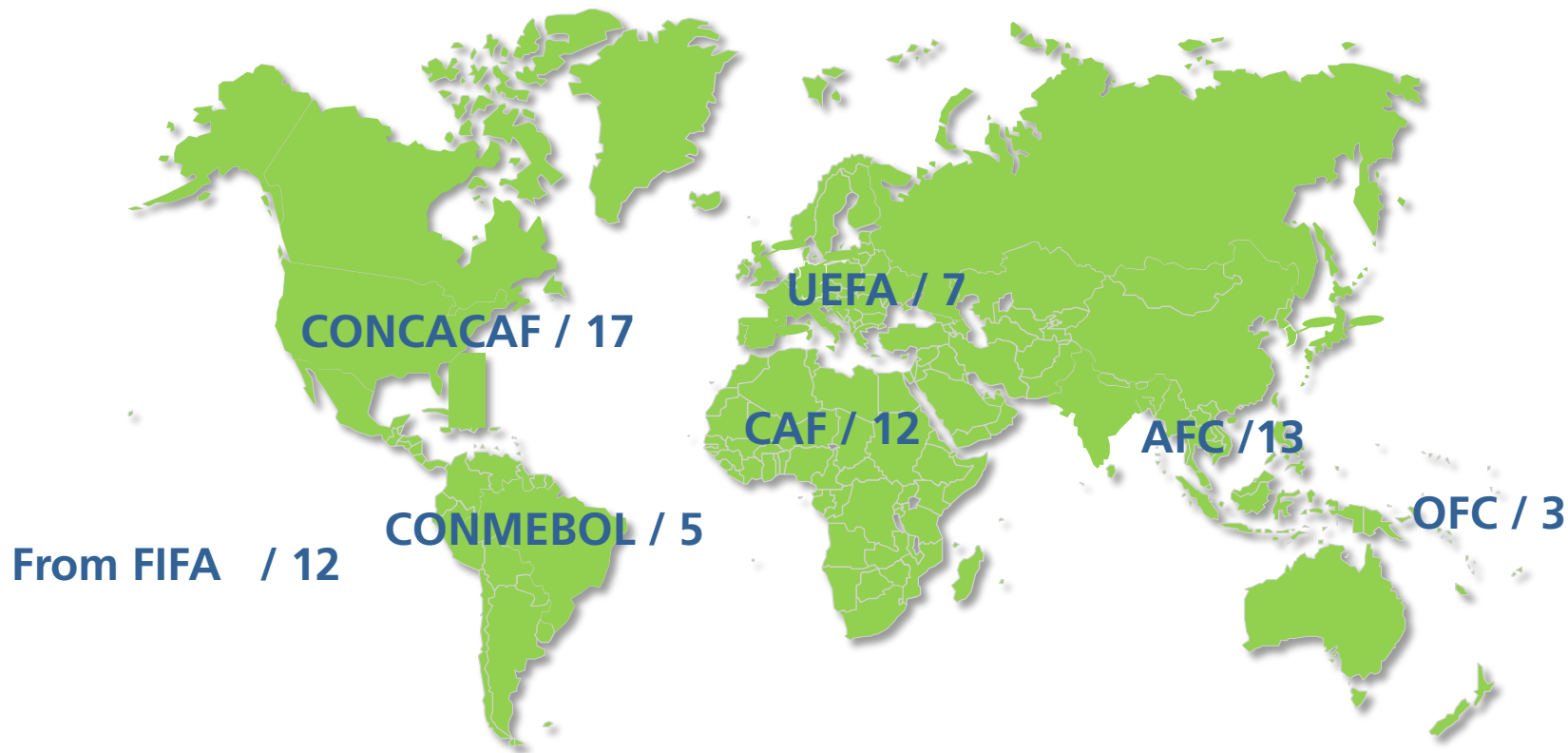
Programme Overview



Female Leadership - Participants

GLOBAL PRESENCE

FIFA®





Legacy Programmes

FIFA Women's Competitions

FIFA Women's Football Competitions



FIFA Women's World Cup™

Since 1991, 16 teams every 4 years;
24 for Canada 2015
Title holder: USA



FIFA U-20 Women's World Cup

Since 2002 (U-19), 16 teams
every 2 years
Title holder: Germany



FIFA U-17 Women's World Cup

Since 2008, 16 teams every 2 years
Title holder: Japan



Women's Olympic Football Tournament


Since 1996, 12 teams every 4 years
Title holder: Germany



Girls' Tournament YOG

Since 2010, 6 teams every 4 years:
1 per confederation
Title holder: China

Legacy Programme for FIFA Women's Competitions



Programme for hosts and regions:
Football # 1
Growing the Game
Building Capacities
Establishing Partnership
Engaging the Community

GLOBAL IMPACT



**195 MEMBER
ASSOCIATIONS WITHIN
FIFA WOMEN'S FOOTBALL
DEVELOPMENT
PROGRAMMES: 2008-2016**

Countries in the Programme

Not participating



45 MAs



48 MAs



34 MAs



9 MAs



11 MAs



48 MAs



@FIFAWWC #liveyourgoals



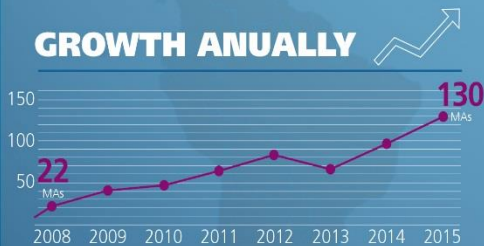
/fifawomensworldcup

GLOBAL IMPACT

195 MEMBER ASSOCIATIONS
BENEFITING BETWEEN:
2008-2015

- / SUCCESSFUL AND WELL ESTABLISHED PROGRAMMES
- / TAILOR-MADE APPROACH TO EACH MEMBER ASSOCIATION
- / MEDIA ATTENTION AND SHOWCASE OF ASSOCIATIONS PROGRESS

GROWTH ANUALLY



KEY FIGURES



13'195

coaches in women's football and 70% were female

600+

administrators in women's football**

600+

Live Your Goals and grassroots projects**

300'000

girls (6-12 years old)**

300+

women's league-development projects*

100'000+

benefited youth and senior players*

33

female leaders ***

*Since 2011
**Since 2012
***Since 2015

IMPACT



- + High demand and **increased global interest** in women's football
- + **Promotion, awareness and expansion** within new member Associations
- + Established development **plans** and dedicated **resources**
- + Established **new leagues and competitions**
- + Introduction of **grassroots** programmes for girls
- + Increment of **female participation** at all levels
- + **Performance** of member associations at qualifying and FIFA's competitions



@FIFAWWC #liveyourgoals



/fifawomensworldcup24

A GLOBAL PERSPETIVE: FIFA'S ROLE

FIFA[®]

A GOLDEN OPPORTUNITY FOR ALL

FIFA®

2016 FIFA REFORMS COMMITMENT TO EMPOWER WOMEN IN FOOTBALL

FIFA®

FIFA®



Confederations



Member
associations



Statutory
obligation



Women's Football At FIFA

A NEW ERA



FIFA

LEADERSHIP AND EXPANSION

- Elaborate a women's football strategic plan
- Renew focus and increase resources

WOMEN'S FOOTBALL

SPORTING GROWTH

- Grow participation on all levels
- Performance and professionalism

WOMEN IN FOOTBALL

BALANCED REPRESENTATION AND DIVERSITY

- Increase the number of women in football
- Empower women in leadership positions
- Support gender and balance-diversity

In the world:
3 billion
girls and
women



99%
Untapped
potential

Women's football development GOALS

FIFA[®]

GOVERNANCE:

Full integration into global football

GROW FEMALE PARTICIPATION:

To its full potential

PLAYERS PATHWAYS:

Structured: grassroots, youth and elite

WOMEN IN FOOTBALL:

At all levels

EXCELLENCE:

Coaches, referees and facilities

SUSTAINABLE DEVELOPMENT:

Commercial investment cross-sector



CREATING
PATHWAYS
FOR GIRLS AND WOMEN
TO PLAY FOOTBALL



#U17WWC



#U20WWC



#FWWC

National Teams

Senior Leagues

Youth Leagues

Grassroots

LIVE YOUR GOALS™



Women's Football Development THE WAY FORWARD

FIFA®

For the Game. For the World.