Women’s Football and Women in Football
THE WOMEN’S GAME

25 years of unpresented 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™
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

Source: FIFA WF Survey 2014
WOMEN’S FOOTBALL DEVELOPMENT
Women’s Football Development
OUR STRATEGIC FRAMEWORK

2008/2010
Pilot Phase
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.)

2011/2014
Awareness and growth
Leveraging FIFA WWC Germany 2011
Live Your Goals Programs 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)

2015/2018
Growth Performance Sustainability
Leveraging FIFA WWC Canada 2015
Global strategy
FIFA Forward Programme
Women’s Football Division Programs 2015-2018
Research & global survey 2016/2017
Strong Focus Female participation
Thriving through competitions
Sporting Legacy programmes (senior and youth compt.)
1. Live Your Goals (LYG)
2. Grassroots development
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

2015-2018 PROGRAMMES

Current Budget USD 22 millions
THREE DIMENSIONS
Launched in 2011
Pilot programme in 2012-2013
Official women’s football development programme since 2014

A promotional campaign
A platform for girls and women to get involved
A development programme for Member Associations
OBJECTIVES

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
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

PNG 2016 designs featuring local players

Barbados 2016 designs featuring local players

Find out more at FIFA.com/lyg
EVERY GIRL HAS THE OPPORTUNITY TO PLAY

Festivals
Academies
Training camps
Scouting days
Tournaments
INSPIRING CHANGE
FIFA Female Leadership Development Programme
Identifying, supporting and developing strong female leaders

Providing opportunities for women to access senior management positions
IN PARTNERSHIP WITH THNK
Nine months journey
MENTORS
Programme Overview

- Pre-work and leadership surveys
- Two to three in person modules
- Accelerator project
- Off-campus activities
- Accelerator/Leadership Coaching
- Mentoring
Female Leadership - Participants
GLOBAL PRESENCE

From FIFA / 12

CONMEBOL / 5

CAF / 12

UEFA / 7

AFC / 13

OFC / 3

CONCACAF / 17
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
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 ANNUALLY

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

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
A GLOBAL PERSPECTIVE: FIFA’S ROLE
A GOLDEN OPPORTUNITY FOR ALL

2016 FIFA REFORMS
COMMITMENT TO EMPOWER WOMEN IN FOOTBALL

FIFA + Confederations

Statutory obligation

Member associations
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
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

- National Teams
- Senior Leagues
- Youth Leagues
- Grassroots

LIVE YOUR GOALS™
Women’s Football Development
THE WAY FORWARD