Women’s Football and Women in Football
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™

THE WOMEN’S GAME

25 years of unpresented development
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 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)

2015/2018
Growth Performance Sustainability

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.)
2015-2018 PROGRAMMES

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

Current
Budget
USD22
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
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

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
Programme Overview

Pre-work and leadership surveys

Two to three in person modules

Accelerator project

Off-campus activities

Accelerator/Leadership Coaching

Mentoring
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

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 ***

GROWTH ANNUALLY

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

*Since 2011
**Since 2012
***Since 2015
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
Women’s football development

GOALS

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