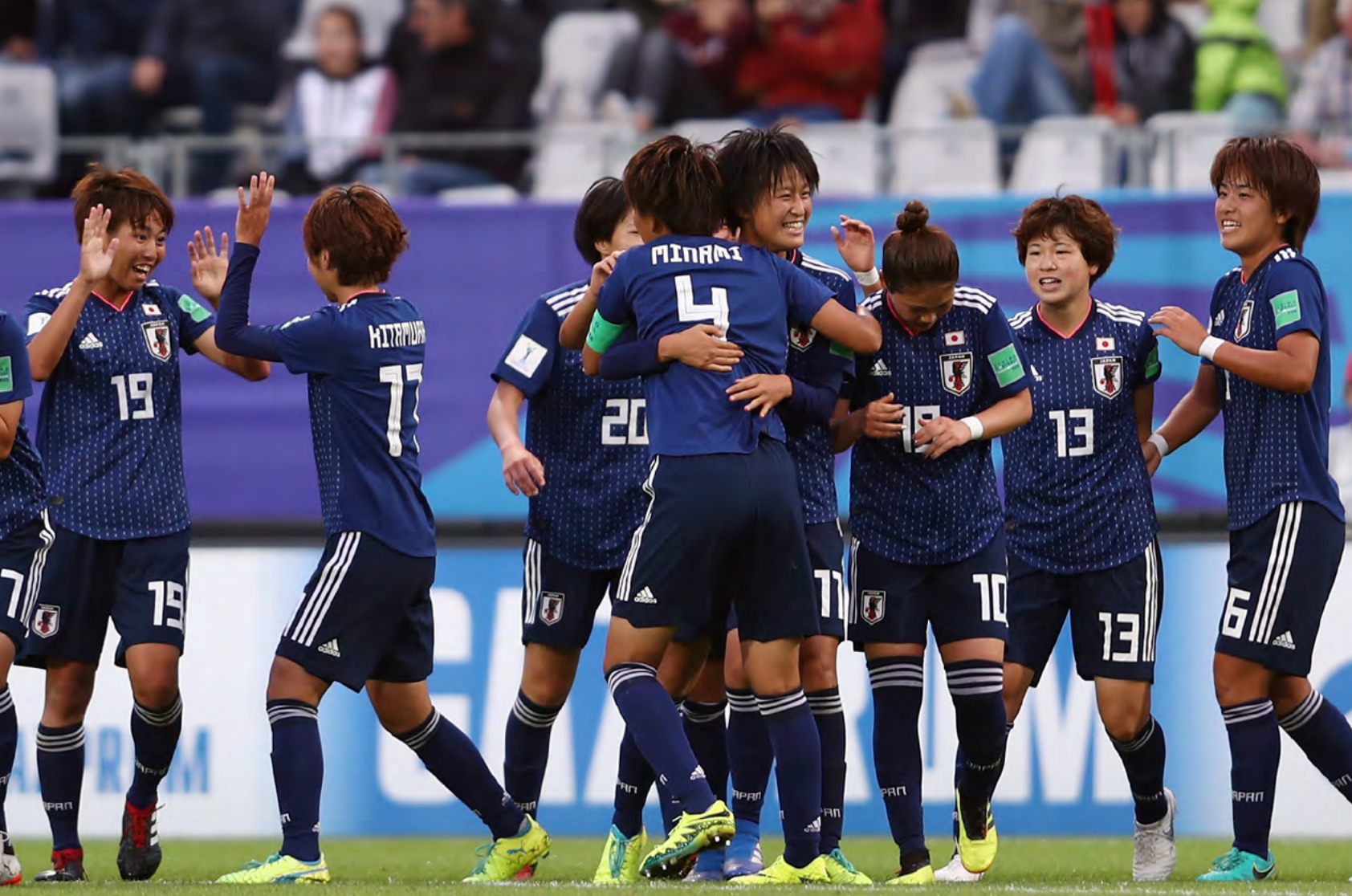


FIFA®

WOMEN'S
development
PROGRAMME







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FIFA



Women in Football
Partnership Programme

FIFA



Foreword

Sarai Bareman
FIFA Chief Women's Football Officer

Since the creation of our new dedicated Women's Football Division at FIFA, we have worked tirelessly to understand your needs and the landscape of our sport, and to provide the tailor-made solutions our game needs to take it to the next level.

The launch of the first-ever FIFA Women's Football Strategy in 2018, combined with the huge success of the FIFA Women's World Cup™ in 2019, shows that the prioritisation of the women's game is at an all-time high. Our goal is to bring the women's game into the mainstream, ensuring that opportunities in football exist for women and girls everywhere – both on and off the pitch.

This suite of FIFA women's football development programmes for 2020-2023 has been designed to offer new possibilities to all member associations and should go hand in hand with the

financial support you receive through the FIFA Forward Programme. These programmes can be adapted to meet your unique needs and your vision for women's football.

This overview contains all the information you need about the new programmes and how to apply, with some special insights on how you can benefit.

Let us continue to work together to give women's football the prominence, resources and attention it deserves – we are here to support you!





Introduction

FIFA Women's Development Programme

Women's football has grown exponentially in recent years. All over the world, girls and women are getting passionately involved in the game, both on and off the pitch, and using the sport to break down social barriers. The top-class football and billion-plus television viewers of the FIFA Women's World Cup 2019™ in France showed just how far the women's game has come.

To boost further growth, FIFA has increased the number of participating teams for the next edition in 2023 from 24 to 32, while also announcing that we will double our investment in women's football to USD 1 billion in the current cycle. Underpinning these efforts is a robust strategy with concrete objectives like increasing the number of female players to 60 million by 2026.

To further support our member associations in the development of the women's game at the national level, FIFA has launched a new suite of women's football development programmes for the 2020-2023 period that focus on key areas of football and structural development with a tailored approach that considers each association's football landscape and needs.

These new programmes are available to all member associations via a combination of funding avenues including FIFA Forward, the women's football grant from the COVID-19 Relief Plan and, in certain cases, contributions directly from FIFA. In particular, the programmes will support member associations to achieve the FIFA Forward criteria for women's football, unlocking further funding for investment into the women's game.

The programmes on offer are as follows:

- Women's Football Strategy
- League Development
- Women's Football Campaign
- Club Licensing
- Capacity-Building for Administrators
- Coach Education Scholarships
- Coach Mentorship
- Women in Football Leadership

FIFA encourages its member associations to apply for programmes that fit their needs and that are in line with their own women's football development strategy. All member associations are eligible to apply for these programmes, and may apply for more than one programme within the same year, provided that they align with the strategic objectives.

Our common goals are to grow the game, to get more girls involved in it earlier, to keep more women in the game longer, and to drive the empowerment of women and the societal benefits of football.

Only together can we truly realise the opportunities that exist within women's football, increase our impact and bring the beautiful game to all.



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WOMEN'S FOOTBALL *strategy*

FIFA

NET

FIFA

CONFERENCE

CONFERENCE

FIFA



Women's Football Strategy

One of FIFA's key strategic objectives is to see all our member associations with their own comprehensive women's football strategies.

The new women's football grant under the COVID-19 Relief Plan, together with these new development programmes contain, criteria that requires associations to have women's football strategies in order to access the support.

This programme is designed to support associations in developing these new strategies, or revising and improving existing strategies in a tailor-made approach.



Objectives

- Ensure that every member association of FIFA has a clear plan/strategy in place for the development and growth of women's football
- Enhance the state of the women's game in all member associations by establishing targeted objectives with concrete actions to achieve those goals
- Help each member association to map its women's football ecosystem and determine its vision for the future of the game in the country

FIFA support



Three- to four-day workshop
led by a FIFA consultant



One year of follow-up support



Up to USD 10,000 in funding
to facilitate the organisation
of the workshop

Criteria to apply

- **A dedicated person in the member association responsible for women's football and the implementation of the project, with clarity on where the project sits within the member association**
- **Submit a complete application with clear objectives, accompanied by:**
 - details on the current state of women's football within the country, including number of players, competitions, development activities, active national teams and governance structures (women's football committee, dedicated department, reporting lines, etc.)
 - a copy of the member association's strategy, if existing
 - details on the existing budget and human resources available for women's football
 - a commitment letter from the member association's general secretary, confirming support for the women's football strategy and endorsing the dedicated project lead



Success story

With the launch of the first-ever Women's Futsal National League as well as a series of annual festivals and activities – women's football has taken huge strides forward in Kuwait in recent times.

Building on that, FIFA identified Kuwait as one of three countries to participate in a pilot project to develop and implement a specific four-year national strategy for women's football. The new strategy will further strengthen the structures and pathways within the game for more female players to play football in the future.



FIFA®

LEAGUE
development



League Development

This programme covers one of our main priorities, which is sustainable growth in girls' and women's participation in football.

The programme focuses on supporting member associations by introducing new competitions or strengthening existing ones, as well as capacity-building for coaches to create a safe and structured environment in which players can grow.



Objectives

- Create sustainable growth in girls' and women's participation in football by organising regular playing opportunities
- Develop a tailored player pathway within the member association by providing technical expertise
- Educate those involved in the delivery of the women's game, building capacity linked to the member association's coaching convention
- Identify ambassadors to raise the profile of women's football and advocate for access and equal opportunities

FIFA support



Equipment for teams,
including footballs



Capacity-building for coaches
(coaching course)



Technical expertise



Two years of support



Up to USD 50,000 per year

Criteria to apply

- Have a women's football strategy and/or a member association strategy with women's football objectives
- Have a dedicated person responsible for the implementation of the project, with clarity on where the project sits within the member association structure
- Submit a complete application with clear objectives, accompanied by:
 - descriptions of the current competition structure, and of the player and coach pathways
 - details on how the project is linked to the existing objectives of the member association and/or the women's football strategy
 - a commitment letter from the member association's general secretary to ensure the long-term sustainability of the project and with an endorsement of the project leader
- Have a clear communication plan, including identification of possible ambassadors



Success story

FIFA has worked closely with the Belarus Football Federation (ABFF) to enhance its player pathway for girls. As part of the assessment, a gap between girls' grassroots projects and the U-16 Girls' League was identified.

This gap was addressed by creating a new U-13 Girls' #WOOW League and by supporting the ABFF with education for the coaches of the new league. The league has 60 new teams and 1,200 players who play football over 54 matchdays and 418 matches.

60

new teams

1,200

players

54

matchdays

418

matches



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WOMEN'S FOOTBALL
campaign





Women's Football Campaign

The Women's Football Campaign is designed to support associations in delivering grassroots and small-sided football events to boost the participation of young girls and promote existing competitions and programmes.



Objectives

- Organise football events to boost existing projects/competitions or kick off new projects/competitions
- Ensure a tailor-made approach to every member association by providing conceptual support
- Identify ambassadors to help raise the profile of women's football and advocate for access and equal opportunities
- Attract and introduce new players to the game of football in a fun and engaging way

FIFA support



Promotional T-shirts, footballs



Two years of support



Up to USD 10,000 per year



Instructional handbook

Criteria to apply

- Have a women's football strategy and/or a member association strategy with women's football objectives
- Assign one person to be responsible for the implementation of the project together with FIFA
- Submit a complete application with clear objectives, accompanied by:
 - details on how the project is linked to the member association's women's football strategy, objectives or projects (youth league, senior competitions, school league, World Cup campaigns)
 - a communication plan at local level for the roll-out of the campaign
 - an overview of the design concept for branding material
 - proposed ambassadors



Overview

This programme provides a unique platform for associations to encourage participation in women's football at a grassroots level, whilst promoting the game and activities that the association has in place.

Children want to socialise, hang out with like-minded children, improve their own abilities, be ambitious, be able to play without judgement, make their own decisions, and play in small-sided games. This is a tool that allows member associations to meet these demands, whilst using the momentum to establish new competitions (grassroots, youth and senior), school leagues, international tournaments, etc.

Various small-sided game formats can be used, such as 3v3 and/or 4v4, with players driving their own playing environments in which coaches will observe players while they play. Coaches provide the conditions of play, set some guidelines and explain how teams will rotate. After players have understood what they need to do, they go and play in their own space, making their own decisions and learning at their own pace, ensuring that their interaction with the game is positive and fun.



FIFA®

CLUB
licensing



Club Licensing

This programme is part of FIFA's new approach to support the professionalisation of the women's game by raising the standards of clubs and leagues in women's football.

It targets existing senior leagues at the national and confederation levels that have not yet set up a formal club licensing system, as well as leagues at the national level that wish to strengthen their foundations.



Objectives

- Advance the professionalisation of the women's game
- Accelerate the development of the game at all levels
- Build on existing senior league structures to strengthen participating clubs
- Help the member association to achieve its strategic plans

FIFA support



Club licensing workshop



Two years of support



Up to USD 25,000



Equipment for up to 12 teams

Criteria to apply

- Have a women's football strategy and/or a member association strategy with women's football objectives
- Assign one person to be responsible for the implementation of the project
- Submit a complete application with clear objectives, accompanied by:
 - a list of existing women's competitions, including at youth level
 - a detailed list of clubs, together with information on the competition format and the duration of the senior league
 - details on how the project is linked to the member association's women's football strategy, existing objectives (professionalising the league, creating or improving standards)
 - confirmation of the senior women's league running for at least three consecutive years



Success story

The Chilean Football Association (ANFP) has implemented a club licensing system for the top-tier league of Chilean women's football.

The objective is to gradually develop the level of professionalism of Chilean women's football, while improving the current structures around the game and building solid foundations for future growth.

Fourteen teams met the initial requirements, which included having a U-17 women's football team. Moreover, the ANFP has designed a club licensing badge for the clubs that meet the requirements.

The criteria will become more and more demanding for the teams as women's football continues to develop in the country.





CAPACITY-BUILDING FOR
administrators



Capacity-Building for Administrators

This programme falls within the scope of building capacity at member association level to drive the development of women's football in the region and help FIFA to implement its Women's Football Strategy.

The goal of this initiative is to support the people on the ground with the necessary knowledge and training so that they are equipped in their day-to-day work. The programme covers a range of topics, tailor-made for the needs of the association: leadership, communication, marketing and administration.



Objectives

- Build the capacity of women's football staff in member associations and their respective regions
- Strengthen the global network of women's football contributors off the pitch

FIFA support



Four-day workshop
led by a FIFA consultant



adidas equipment for
the participants

Criteria to apply

- Have a women's football strategy and/or member association strategy with women's football objectives
- Assign at least one person to be responsible for women's football within the administration
- Submit a complete application with clear objectives, accompanied by:
 - participants' profiles
 - topics that the association wishes to cover
 - details on how the project is linked to the existing objectives of the member association and/or women's football strategy

Success story

An administration and leadership course took place in Eldoret Town, Kenya, from 9 to 13 February 2019, with 42 participants representing different regions.

The topics addressed focused on the modern approach to leadership, caring for oneself as a leader, developing personal leadership philosophies, resilience, and creating connections. It also gave the participants training on the importance of strategic planning, financial planning and other organisational matters. The five-day course addressed the leadership aspect of leading yourself, leading in a team, leading in a community and leading in an organisation.





COACH
education
SCHOLARSHIPS



Coach Education Scholarships

This programme is aligned with FIFA's objective to increase the number of qualified female coaches working in the game.

FIFA offers coach education scholarships to both talented female coaches and/or players moving into the next phase of their footballing career by providing further education at a venue of their choice.



Objectives

- Increase the number of qualified female coaches working in the game
- Create easier pathways for women's football players to gain qualifications and increase their opportunities to obtain employment in coaching during or after their playing career
- Educate and inspire female players and coaches to ensure long careers

FIFA support



Online mentoring
(career development guidance)



Networking opportunities



Course fee and travel/
accommodation, if applicable

Criteria to apply

- Female qualified “B” licence holder and/or a national team coach in an active coaching role
- Submit a specific application form, accompanied by:
 - curriculum vitae
 - motivation letter
 - recommendation letter from the association
 - course acceptance which includes course fee, travel and accommodation costs



Success story

Former Canadian national team player Carmelina Moscato benefitted from a Coach Education Scholarship and praised the impact it had on her coaching career:

“Receiving a FIFA Coach Education Scholarship genuinely changed my life. This opportunity afforded me the means to get an education that propelled my dreams of coaching to another level. Not only did I learn from unbelievable instructors, but the candidates on the course were also a source of knowledge for me. I left this experience enriched, more competent and having made lifelong friends in the game.”



For each edition of this programme, FIFA will make a separate call for applications via a circular letter to all member associations.



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COACH
mentorship





Coach Mentorship

This programme falls within the scope of FIFA's Technical Capacity-Building Programme. The goal is to support the process of getting more female coaches to occupy and retain positions at the top level.

Each coach is assigned to an experienced coach (mentor) who will guide and support the mentee throughout the mentorship.



Objectives

- Increase the number of qualified female coaches working in the game
- Give existing talents additional advice to help them achieve greater results in their current coaching positions and secure future success
- Support female coaches by providing guidance on career development and a platform for networking

FIFA support



Assignment of an experienced coach as mentor



Networking opportunities



18 months of support

Criteria to apply

- Female qualified coach, “A” or “Pro” licence holder and/or a national team coach in an active coaching role
- Submit the specific Coach Mentorship application form, accompanied by:
 - curriculum vitae
 - club/national team schedule for the upcoming 18 months
 - motivation letter
 - recommendation letter from the association’s general secretary, with a commitment to support the mentee during and after the programme as well as to offer logistical support (visit of the mentor and/or expenses of mentees when abroad)



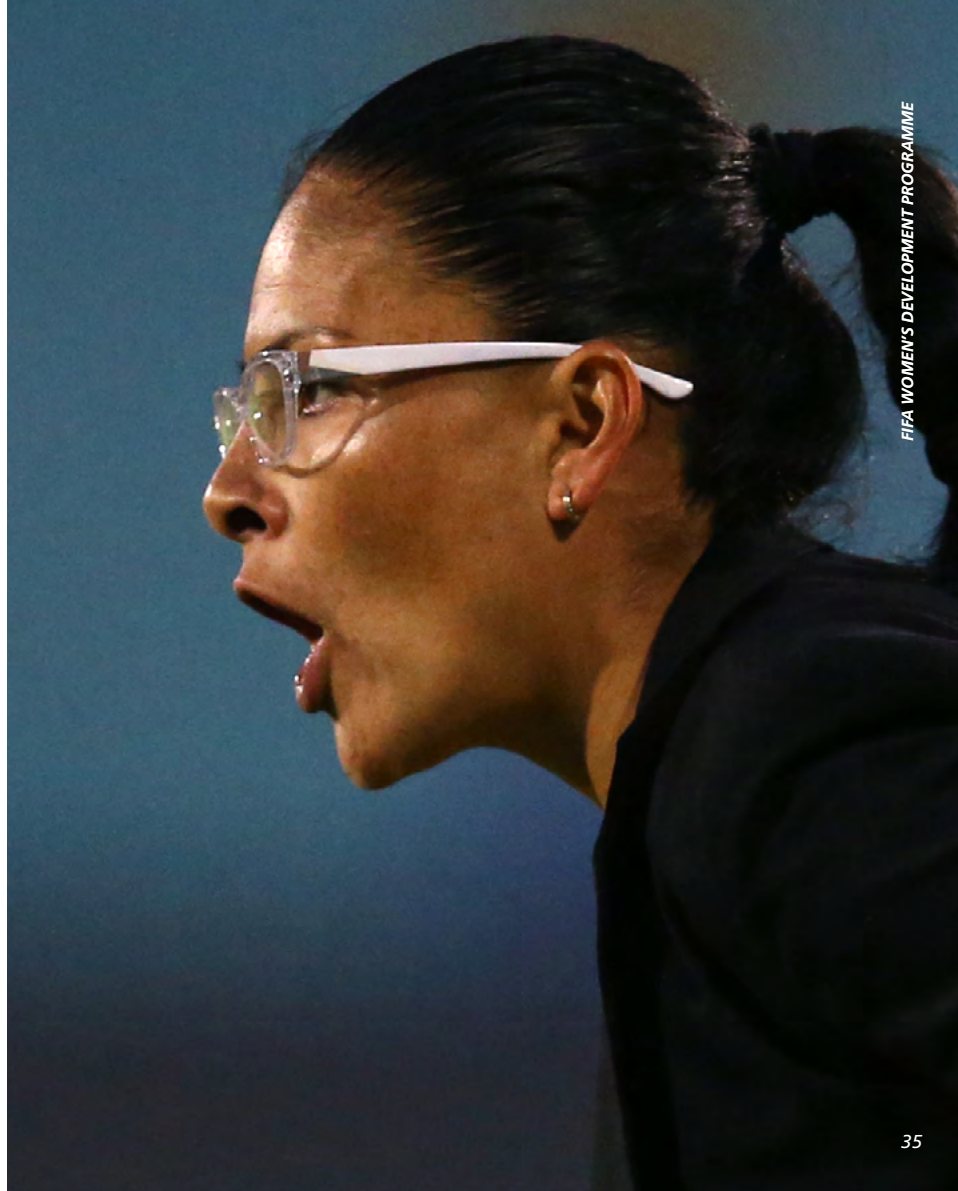
Success story

The inaugural programme saw experienced coaches from the women's game mentor a group of up-and-coming coaches from across the globe.

A total of 17 mentors – a list that included coaches who have lifted the FIFA Women's World Cup™ and been named The Best FIFA Women's Coach – guided 21 mentees throughout the programme. After an opening workshop in Zurich, the mentors and mentees had meetings over Skype and face-to-face during the year, with one final workshop with all participants where they were able to discuss and compare experiences over the programme.



For each edition of this programme, FIFA will make a separate call for applications via a circular letter to all member associations.



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WOMEN IN FOOTBALL

leadership





Women in Football Leadership

This programme addresses the need to have higher female representation in football's decision-making bodies.

The aim is to provide a learning platform for women who are already in football structures within the member associations and confederations to gain the knowledge and experience necessary for their development. The participants take part in an intensive one-week training session accompanied by leadership coach support.



Objectives

- Increase the representation of women in football leadership positions and decision-making bodies
- Upskill, empower and create a stronger network for women who work in football
- Offer a platform that specifically addresses the need to improve women's access to decision-making roles

FIFA support



One-week workshop



Leadership coach



Learning materials

Criteria to apply

- The programme is open to women who hold one of the following positions:
 - member association executive board member, or prospective board member with voting rights, and/or
 - member association general secretary or deputy general secretary, and/or
 - member association director reporting directly to the general secretary, and/or
 - CEO or executive board member of an affiliated club, league or player association
- Submit the application form, accompanied by:
 - curriculum vitae
 - motivation letter
 - declaration form

Success story

The programme was launched with the aim of identifying, supporting and developing female leaders and role models in football. The programme has been beneficial for many women in executive positions in the member associations. As they go through their mentorship part of the programme, we have seen some great examples of leadership.

“The programme absolutely helped with personal growth. It helped me to recognise that I have knowledge and experience that I could use to contribute more at the Board table.”

**Helen Mallon, Chair of Capital Football,
New Zealand**



For each edition of this programme, FIFA will make a separate call for applications via a circular letter to all member associations.





Development programme criteria and application process

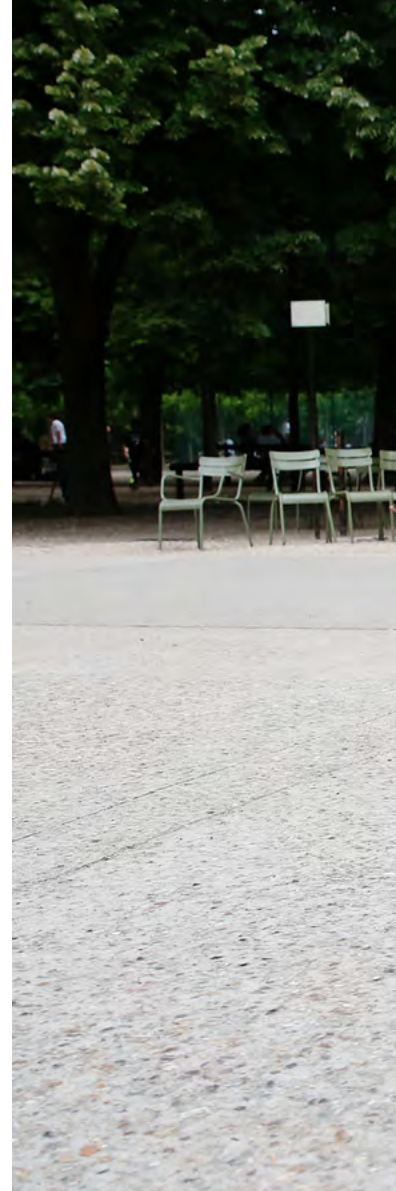
All FIFA member associations are eligible to apply to participate in and benefit from these development programmes. The applications will be screened based on each association's needs, as well on as the quality and completeness of their applications. Member associations may apply for more than one programme during the same year, provided that they are linked to the overall association strategy and women's football strategy.

Every member association applying needs to submit the following documents:

- a completed application form with MA stamp, signed by the general secretary and technical development director
- details on the women's football strategy and/or the overall association strategy

Please note that additional criteria may apply for specific programmes. See the programme descriptions.

FIFA reserves the right to reject applications that do not meet the relevant criteria.









Application forms

Women's Development Programme (Annexe 1)

This form can be found in Annexe 1. It can be used to apply for any FIFA women's development programme. Member associations can photocopy this form as many times as needed. Please refer to the programme in which you are interested in order to complete the application correctly.

Budget Request (Annexe 2)

This form can be found in Annexe 2 and must be used when applying for financial support in accordance with the women's development programmes and criteria. Member associations can photocopy this form as many times as needed. Please refer to the programme in which you are interested in order to complete the budget application correctly.

Application Form



Women's Development Programme

Member association name:

Contact person:

Email address:

Phone & fax:

Please tick the programme(s) that the member association would like to apply for:

☐ Women's Football Strategy

☐ Women's Football Campaign

☐ Capacity-Building for Administrators

☐ League Development

☐ Club Licensing

Please provide any additional documentation or forms requested for the programmes in the "FIFA women's development programme" brochure

Current situation of women's football within the member association

No. of registered female players:

Does your association have a women's football strategy?

☐ Yes

☐ No

If yes, please enclose a copy with your application.

No. of coaches:

No. of female coaches:

No. of women's football leagues:

No. of referees:

No. of female referees:

No. of women's football clubs/teams:

Member Association General Secretary

Date

Technical Development Director

Date

Budget Request

To be completed by member associations

Budget details	Currency	Amount
Total amount requested from FIFA	USD	

Budget forecast

Please specify the expenses related to the programme that would be covered by FIFA's funds and the amount per item (where applicable).

Item	Cost – local currency	Cost – USD
Total expenditure		

I, the undersigned, certify that the information provided above represents a true and fair summary of the budget associated with the organisation of the activity noted above



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