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WOMEN'S FOOTBALL

PROGRESSION, RISE AND CHALLENGES



FIFA[®]

For the Game. For the World.

A portrait of Gianni Infantino, the President of FIFA, wearing a dark suit and tie. He is seated and looking towards the camera with a slight smile. The background is a solid blue color. The image is framed by a large blue diagonal shape on the left and a pink diagonal shape on the right.

“FIFA strives to promote gender equality and contribute to the empowerment of women worldwide.”

Dear friends of football,

Football is more than just a game: it instils passion and provides an emotionally powerful universal language of understanding that stretches beyond gender, cultural background and religious belief. In line with our mission to “develop the game, touch the world, build a better future”, FIFA strives to promote gender equality and contribute to the empowerment of women worldwide. I am proud of our work in the areas of women’s football development and women’s competitions.

Women’s football has developed enormously since the first FIFA Women’s World Cup in China in 1991. Today, 29 million women worldwide play football and the sport is thriving at the elite level. Despite this, we are aware that there is still plenty of room for growth and are confident that we will be able to meet the challenges that lie ahead.

In particular, we need to continue engaging with the extended football world to increase awareness about women’s football and to promote the removal of barriers. I believe a good starting place is to teach people to think in terms of “football played by women” rather than “women’s football”. After all, it is the same game for everyone.

For the Game. For the World.



Joseph S. Blatter
FIFA President





**FIFA is helping
its member
associations
to create more
opportunities
for women
and girls.**

THE BE

Source: *The Graphic March 1895*, Zentralbibliothek Zürich.



GINNING

OF WOMEN'S FOOTBALL

**Women's football
has a proud and
strong tradition
that dates back
centuries.**



FIFA AND WOMEN'S FOOTBALL – TAKING THE FIELD

Women have been playing the beautiful game for much longer than most people think. The first FIFA-recognised “A” women’s international match took place in 1971, but of course women had been playing football for a long time before then. Women began kicking the ball around as far back as the 19th century, at around the time the world’s oldest national body, The Football Association, was being founded in England. The popularity of the women’s game experienced an upsurge in England and France during the First World War, when men went to war and traditional gender roles no longer applied. In 1920, more than 50,000 spectators crowded into Goodison Park, Liverpool to watch Dick, Kerr’s Ladies F.C., England’s unofficial women’s side – a team from a munitions factory in Preston – play a charity match in aid of servicemen, hospitals and needy children. However, in the years that followed and right up to the 1970s, women’s football endured barren times, with some associations even banning women from playing the game.

It was the appearance of Ellen Wille at the 45th FIFA Congress in Mexico City in 1986 that tipped the scales. The diminutive Norwegian took the podium and discreetly pointed out that then FIFA President João Havelange and his General Secretary Joseph S. Blatter had failed to give women’s football its rightful place in the Activity Report that had been submitted to the Congress. Her remark hit home and its effect was heightened by the fact that Ellen Wille was the first woman ever to address the delegates at a FIFA Congress.

It was as if Wille had awoken a sleeping giant. The potential that had lain dormant in women’s football was finally recognised, above all by FIFA President Havelange and his General Secretary Blatter, who soon after pushed ahead with plans for the first international women’s world championship under the patronage of world football’s governing body.



Dick, Kerr's Ladies F.C.



SHOWDOWN IN GUANGDONG

These plans became reality two years later in 1988 when 12 teams contested a tournament in the Chinese province of Guangdong, envisaged as a trial run to provide valuable input for a first Women's World Cup. The tournament was a resounding success. The 12 teams invited from all six confederations served up a footballing spectacle and fans flocked to the matches in unexpectedly high numbers. Some 45,000 spectators attended the opening match between hosts China PR and Canada, and the average attendance throughout the tournament was a remarkable 20,000. The headline "The Test Has Proved Successful" was emblazoned across a page of FIFA News, FIFA's news bulletin at that time, which announced that the tournament in China PR had paved the way for a Women's World Cup. The success of the tournament in Guangdong also caught the attention of sponsors, who were persuaded of the potential in women's football and indicated their interest in a first Women's World Cup. It was only logical that China PR, after staging the successful dress rehearsal, would provide the setting for the first FIFA Women's World Cup in 1991. And thus the story that began in Guangdong in 1988 went on to become a huge success around the globe.

OLYMPIC RECOGNITION

As a long-standing member of the International Olympic Committee, FIFA President Havelange was aware that the inclusion of women's football in the Olympic Games would send out a signal. His persistence and powers of persuasion paid off in August 1993, when the IOC, after discussing the matter thoroughly, confirmed that the first Women's Olympic Football Tournament would be held at the 1996 Games in Atlanta (USA). This success was surely down in no small part to the USA women's team's victory at the Women's World Cup in China PR in 1991 and clever lobbying by the large US women's football community. These efforts came to fruition five years later when more than 76,000 enthusiastic spectators celebrated the USA's triumph in the final of the first Women's Olympic Football Tournament against China PR.



USA's Tiffany Milbrett and ex-FIFA President João Havelange

A NEW STR

DEVELOPMENTS IN
WOMEN'S FOOTBALL





STRATEGY

Women's football has flourished in recent decades, and FIFA is helping to propel the sport forward around the world.



14%
of youth players
are female

PLAYING TO POTENTIAL

A worldwide game, today more women than ever are playing football which in turn is attracting an increased number of fans. A total of 122 member associations entered the qualifying competition for the FIFA Women's World Cup 2011™ in Germany, with television coverage in 181 countries and the 32 games drawing 407.8 million viewers around the world (based on viewers watching a minimum of three consecutive minutes of coverage). The final match attracted a total in-home television audience of nearly 63 million people.

The women's game has covered a lot of ground since Michelle Akers slotted home the USA's winning goal in the 1991 FIFA Women's World Cup™ final. But the real revolution has taken place away from the roaring crowds, in streets, schools and playing fields all over the world.

BREAKING BARRIERS

The cultural and social obstacles that denied women of many nationalities the chance to take part are being broken down and the infrastructure of the game at all levels has grown better and stronger. A great example of progress happened in 2012 when Azerbaijan became the first Muslim-majority country to host a FIFA women's competition.

In addition, the quality and organisation of local and regional competitions has been transformed too, and women today play a much fuller part in the game generally, in areas such as the media, administration, coaching, refereeing and medicine.

KEY FIGURES

29 million women and girls play football worldwide

14% of youth players are female

24 teams in the FIFA Women's World Cup Canada 2015™, eight more than previous tournaments and 12 more than when it first started in 1991

Source: FIFA



TIMELINE COMPETITI

1971

First FIFA-recognised women's international match in Hazebrouck between France and the Netherlands (4-0).

1988

First FIFA women's international competition takes place in the Chinese province of Guangdong in June. Title won by Norway.

1995

Second FIFA Women's World Cup™ in Sweden with 12 teams. Title won by Norway.

1999

Third FIFA Women's World Cup™ in USA. Number of teams increases to 16. Title won by the USA. Sell-out crowd of 90,000 watch the final.

2001

First FIFA Women's World Player of the Year award won by USA's Mia Hamm. She won again in 2002.



FIFA Women's World Player of the Year award

2002

First women's youth competition: FIFA U-19 Women's World Championship in Canada (known from 2006 onwards as the FIFA U-20 Women's World Cup) with 12 teams. Title won by USA. Over 50,000 spectators attend the final.

1971

1975

1988

1991

1995

1996

1999

2000

2001

2002

2003

1991

First FIFA Women's World Cup™ in China PR with 12 teams. Title won by USA.

2000

Second Olympic Women's Football Tournament in Sydney with eight teams. Title won by Norway.

1975

First confederation-level competition: Asian Women's Championship in Hong Kong.

1996

Women's football debuts at the Atlanta Olympic Games with eight teams. Title won by USA. 76,481 attend the final.

2003

Fourth FIFA Women's World Cup™ in USA. 16 teams. Title won by Germany. 3,000 hours broadcast to 141 countries, cumulative audience of 65 million.



Silvia Neid, Germany



Mercy Akide, Nigeria



Marta, Brazil



Mia Hamm, USA



Alex Morgan (L), Abby Wambach (R), both USA

ONS



Nadine Angerer, Germany



Hanna Ljungberg, Sweden



SUN Wen, China PR

2007

Fifth FIFA Women's World Cup™ in China PR. 16 teams. Title won by Germany.

2011

• Sixth FIFA Women's World Cup™ in Germany. 16 teams. Title won by Japan.

2004

- Second FIFA U-19 Women's World Championship in Thailand. 12 teams. Title won by Germany.
- Third Olympic Women's Football Tournament in Athens. Number of teams increases to ten. Title won by USA.

2010

- FIFA U-20 Women's World Cup in Germany with 16 teams. Title won by Germany.
- FIFA U-17 Women's World Cup in Trinidad and Tobago with 16 teams. Title won by Korea Republic.
- Youth Olympic Football Tournament (girls) debuts in Singapore with six teams. Title won by Chile.
- Silvia Neid becomes first coach to win the FIFA World Coach of the Year for Women's Football.

• FIFA's decision to grant the FIFA Women's World Cup 2015™ to Canada.

• FIFA Executive Committee approved 24 teams for FIFA Women's World Cup Canada 2015™.

2014

- FIFA U-20 Women's World Cup Canada 2014.
- FIFA U-17 Women's World Cup Costa Rica 2014.
- Second Youth Olympic Football Tournament for girls in China. Six teams.

2004

2006

2007

2008

2010

2011

2012

2014

2015

2006

The former FIFA U-19 becomes the FIFA U-20 Women's World Cup, starting in Russia with 16 teams. Title won by Korea DPR.

2008

- FIFA U-17 Women's World Cup debuts in New Zealand with 16 teams. Title won by Korea DPR.
- FIFA U-20 Women's World Cup in Chile with 16 teams. Title won by USA.
- Fourth Women's Olympic Football Tournament in Beijing. Number of teams increases to 12. Title won by USA.

2012

- FIFA U-20 Women's World Cup in Japan with 16 teams. Title won by USA.
- FIFA U-17 Women's World Cup in Azerbaijan with 16 teams. Title won by France.
- Women's Olympic Football Tournament 2012 with 12 teams. Title won by USA.
- Introduction of the award FIFA World Coach of the Year for Women's Football, first won by Germany's Silvia Neid.

2015

Seventh FIFA Women's World Cup Canada 2015™. Number of teams increases to 24.



Norio Sasaki, Japan



Finau Vulivuli, Fiji





FIFA'S WOMEN'S AND GIRLS' COMPETITION CATEG

FIFA WOMEN'S WORLD CUP™

(staged every four years)

Years of phenomenal growth

FIFA decided to stage the first FIFA Women's World Cup™ in 1991 (China PR) to give the best female players in world football the opportunity to play on a world stage, thus marking a milestone for the growth of women's football all around the globe. Around half a million spectators attended the matches and saw the USA claim their first of many titles. Since then, the women's game has taken huge strides forward in every aspect, whether in terms of the players' technique, physical fitness or tactics, and this event helps to ensure that women's football will continue to go from strength to strength in the future.

"Winning the world's best women's football tournament has changed the situation of women's football and women's sports in Japan, building recognition and momentum. The level of play of the tournament has become higher and higher, showing the world that women's football is an elite and professional sport, and the FIFA Women's World Cup now gives dream and goal to football players and children around the world."

Homare Sawa from Japan, winner of the FIFA Women's Player of the Year award in 2012



TM©

“From my experiences as the former Head Coach of the USA Women’s National Team (2000-2005), and, the current USA Technical Director, the FIFA U-20 Women’s World Cup provides young players and coaches the opportunity to grow under the spotlight of the world’s attention.”

April Heinrichs from the U.S. Soccer Federation



ORIES

FIFA U-20 WOMEN’S WORLD CUP

(staged every two years)

A springboard to the seniors

The success of the men’s youth competitions led to the launch of a U-19 Women’s World Championship in 2002 in Canada, which later became the current U-20 World Cup. The USA girls won the first edition by defeating the hosts in a “dream final” watched by a bumper crowd of almost 50,000. Many of the best players in the world, such as Marta (BRA), Alex Morgan (USA) or, more recently, Alexandra Popp (GER), have quickly made the leap from this competition to the senior Women’s World Cup or the Women’s Olympic Football Tournament.



TM©



FIFA U-17 WOMEN'S WORLD CUP

(staged every two years)

A head start

The rapidly increasing popularity of women's football prompted FIFA to stage the first U-17 competition for women in New Zealand in 2008. This tournament was another milestone in football history, not only because the same youth tournament structure was put in place for both the men's and women's games, but also because the FIFA U-17 Women's World Cup quickly became a key event for the further development of women's football. By leaving a lasting legacy, it serves as an inspiration for the many girls and women who play football around the world.

"FIFA's appointment of Azerbaijan as host of the FIFA U-17 Women's World Cup 2012 deeply impacted the development and speed of progress of women's football in Azerbaijan. As part of the tournament's legacy, we are now focussing with much more attention on growing and expanding our women's and girls' leagues with the aim of ultimately increasing interest and participation in women's football."

*Elkhan S. Mammadov, General Secretary,
Association of Football Federations of Azerbaijan*

WOMEN'S OLYMPIC FOOTBALL TOURNAMENT

(staged every four years)

A golden era for women's football

Following the success of the first FIFA Women's World Cup™ in 1991, the International Olympic Committee introduced women's football into its programme for the 1996 Atlanta Games. Now very much a prestigious event, some confederations even choose their Olympic representatives based on results at the FIFA Women's World Cup™. There is no age restriction in the final competition of the Women's Olympic Football Tournament.

YOUTH OLYMPIC FOOTBALL TOURNAMENTS

(staged every four years)

First time in the limelight

FIFA added a new age category to its list of competitions in 2010 with the staging of the Youth Olympic Football Tournaments in Singapore. In keeping with the International Olympic Committee's idea of holding a major festival of sport and culture in the tradition of the Olympic Games, FIFA invited five boys' and six girls' teams from football associations that seldom or never qualify for FIFA final competitions to take part in the tournament alongside hosts Singapore.







CONFEDERATIONAL AND NATIONAL COMPETITIONS



COMPETITIONS

ANNUAL

NATIONAL TEAMS

-  **EURO** UEFA Women's U-19 Championship
-  **EURO** UEFA Women's U-17 Championship

CLUBS

-  **CONMEBOL** Copa Libertadores Femenina
-  **EURO** UEFA Women's Champions League

EVERY 2 YEARS

NATIONAL TEAMS

-  **AFC** U-19 Women's Championship
-  **AFC** U-16 Women's Championship
-  **CAF** African Women's Championship
-  **CAF** African preliminaries for the FIFA U-20 Women's World Cup
-  **CAF** African preliminaries for the FIFA U-17 Women's World Cup qualifying tournaments
-  **CONCACAF** Women's U-20 Championship
-  **CONCACAF** Women's U-17 Championship
-  **CONMEBOL** Campeonato Sudamericano Sub-20 Femenina
-  **CONMEBOL** Campeonato Sudamericano Sub-17 Femenina
-  **OFC** U-20 Women's Championship
-  **OFC** U-17 Women's Championship



FIFA's continental confederations run their own regular competitions with as many teams participating as possible. This is important in development terms and as preliminary preparation for FIFA final competitions which are more restricted in terms of team members.

The following tables show the women's competitions organised by each confederation for the different age categories.

EVERY 4 YEARS

NATIONAL TEAMS

- **EURO** UEFA Women's EURO
- **EURO** UEFA qualification competition for the FIFA Women's World Cup™

- **AFC** Women's Asian Cup
- **AFC** qualifiers for the Women's Olympic Football Tournament

- **CONCACAF** Women's Championship: FIFA Women's World Cup™ qualifying tournament

- **CONMEBOL** Copa América Femenina

- **OFC** Women's Nation Cup
- **OFC** Women's Olympic Football Tournament qualifying competition





THE FIFA/COCA-COLA WOMEN'S WORLD RANKING

The FIFA Women's World Ranking is published four times a year. With this ranking, FIFA aims to contribute substantially to further arousing global interest in the women's game and stimulate discussion. At the same time, this service provides football fans and national players with a realistic comparative assessment. On a more technical note, it enables FIFA and others to better assess the development of specific teams and of the game in general. With the FIFA Women's World Cup™ as an established feature in the international football calendar, the FIFA/Coca-Cola Women's World Ranking is designed to give a comprehensive insight into the current strength of the national teams that represent their countries in women's football.

GOOD TO KNOW FIFA/Coca-Cola Women's World Ranking facts and figures

- The first FIFA/Coca-Cola Women's World Ranking was published in 2003 with 108 officially ranked women's teams (now 119).
- Since the FIFA/Coca-Cola Women's World Ranking's inception the leadership has so far alternated between Germany and the USA. No other team has yet managed to reach the top spot.

FIFA Women's World Ranking – why?

- Promotion of the women's game
- Realistic assessment: everyone knows where they rank
- Statistical analysis of the state of the women's game
- Equal importance of women's and men's football
- Solid foundation: some 3,000 games since 1971





FIFA WOMEN'S REFEREEING PROGRAMME

In terms of the first female international referees, three women were on the international list as assistant referees in 1994 in comparison to 26 female FIFA referees and 31 assistant referees just one year later. This number has since grown at an incredible rate with 261 female referees and 346 assistant referees on the FIFA list in 2013.

The list of FIFA referees is reviewed carefully every year. The age limit for referees is between 25 and 45 years old and 23 and 45 years old for assistant referees. The FIFA Referees Committee appoints referees and assistant referees for all FIFA events.

FIFA has a policy of ongoing training for its referees to ensure that refereeing standards continue to improve and that the Laws of the Game are applied the same way everywhere.

The women's programme emphasises:

1. Technical performance, know-how, correct application of the Laws of the Game
2. Fitness abilities, testing and results
3. Mental stability and reaction under stress, pressure, and when dealing with media
4. Medical tests and injury prevention programme

FIFA'S WOMEN'S FOOTBALL DEVELOPMENT INITIATIVES

The worldwide growth of women's football to become the most popular sport for women has been significant. Through tailor-made development programmes and campaigns, FIFA is determined to keep pushing the women's game to reach its highest level and one of its main goals is to improve players' pathways from grassroots to elite level. In the women's game this means:

- **Involving women in key positions in football**
- **Having more competitive leagues**
- **Running grassroots programmes for girls all over the world**

FIFA is aware that there is still much to be done to improve the women's game worldwide, especially in those countries where women still face a struggle simply to be allowed to play the beautiful game. FIFA's 209 member associations play a key role in supporting the continued growth, which is why FIFA encourages its members to support women's football locally as well as including it in their development priorities.

In 2012, FIFA introduced new initiatives through its Women's Football Development Programmes, including support for the development of women's leagues and girls' festivals. With a tailor-made approach, our member associations are able to access programmes and multifaceted support ranging from expertise and teaching and promotional material to football equipment and financial assistance.



PARTNERS: EMBRACING THE CHALLENGE TOGETHER!

The level of football development differs greatly from region to region in terms of quantity, quality and needs. Bearing this in mind, FIFA and its member associations work closely with the six confederations, worldwide experts, international sports organisations, local governments, the media and the private sector to improve the women's game globally and to ensure that women and girls are given more opportunities locally to join football.

The ongoing development and participation of women and girls in football will significantly add value to football worldwide and improve the quality of the game.

OBJECTIVES

FIFA Women's Football Development Programmes

- Improve female players' pathways across the globe.
- Increase the number and quality of women's national competitions and leagues.
- Increase the number of women and girls participating in youth and grassroots programmes worldwide.
- Improve the structures and infrastructure dedicated to the women's game.
- Increase the number of women in leadership positions – executive level, management, coaching, and refereeing.
- Contribute to high-quality football and member associations' potential to qualify for FIFA women's tournaments.



The programmes are available to all member associations and regions and are presented in **four core areas:**

COMPETITIONS

(Quality and quantity of competitions and grassroots projects)

- Support for national women's football competitions
- Festivals for girls

MANAGEMENT

(Member association's structure and women's football committee, finances, facilities)

- Financial Assistance Programme – 15% earmarked for women's football development
- Regional seminars for member associations on women's football development
- Regional administration workshops for member associations' women's football development managers
- Consultancy for developing women's football

EDUCATION

(Coaches, referees, administrators and officials)

- Member association technical courses for women's football coaches
- Regional coaching workshops for women's football coaches
- Refereeing education for women within the Refereeing Assistance Programme

PROMOTION

(Local support, partners, communication, income generation)

- Women's football Com-Unity seminars
- Women's Football Development Legacy Programme through FIFA competitions for girls

TIMELINE DEVELOPMENT

1986

At the 1986 FIFA Congress in Mexico City, Norwegian Ellen Wille asks FIFA to promote women's football and organise international competitions.

2004

FIFA decides that 4% of each member association's Financial Assistance Programme (FAP) funding is to be invested in the women's game. In 2005, this is increased to 10% and in 2008, to 15%.

1992

First Women's Football Symposium organised by FIFA and held in Zurich with over 100 member associations present.

1986

1990

1992

1997

2003

2004

2005

1997

More than 50 active women's national teams.

2005

Regional development seminars, bringing together member associations from specific regions to strengthen relationships, build commitment and create momentum for future planning at a regional level.

1990

First official meeting of the Committee for Women's Football and the FIFA Women's World Cup™.

2003

- Exactly 100 active women's national teams.
- The first FIFA/Coca-Cola Women's World Ranking is published.



ENT

2007

FIFA starts to organise specific Women's Football Com-Unity seminars, helping member associations to enhance media coverage, public sector support and commercial sponsorship, and to get women's football off the ground in their countries.

2011

- FIFA launches the *Live Your Goals* campaign at the FIFA Women's World Cup Germany 2011™ as part of FIFA's long-term commitment to support women's football worldwide and encourage more young women and girls to participate in the sport.

- Fifth edition of the FIFA Women's Football Symposium is held in Germany with over 550 representatives from FIFA's member associations.

2012

- Introduction of FIFA Women's Football Development Programme Guidelines.
- FIFA introduces new development programmes for women's football, including support for the development of women's football leagues and girls' festivals.

- The FIFA *Live Your Goals* campaign is launched in Japan, Azerbaijan, Costa Rica and Ireland.

- The 62nd FIFA Congress approves the co-opting of the first ever female member to the FIFA Executive Committee.

- 8,000 girls participate in grassroots programmes through FIFA's *Live Your Goals* campaign and girls' festivals.

- FIFA implements over 170 women's football development projects worldwide.

2010

141 active women's national teams.

2007

2008

2010

2011

2012

2013

2008

- Launch of the women's football development legacy programme through FIFA youth competitions for girls: creating lasting legacies for every FIFA youth tournament for girls and organising promotional development activities to boost attendances, media interest and future participation.

- FIFA introduces a consultancy programme for developing women's football to provide FIFA member associations with tailor-made assistance in order to strengthen their local expertise and develop their national technical and coaching infrastructure assisted by a FIFA consultant.

- Official launch of FIFA's Grassroots programme for boys and girls aged from six to 12 years. Launch of technical courses for coaches to standardise training in this area and to cover technical, educational and development aspects of the game globally.

- The Refereeing Assistance Programme (RAP) is launched, including projects for women referees.

2013

- Lydia Nsekera is elected for four years to the FIFA Executive Committee by the 63rd FIFA Congress and becomes the first woman with full membership.

- Moya Dodd and Sonia Bien-Aime join the FIFA Executive Committee as co-opted members for one year.

- Over 130 women's football development projects implemented worldwide.

- Over 8,744 girls participate in grassroots events through FIFA's *Live Your Goals* campaign and girls' festivals.



FIFA promotes the development of women's football and is committed to creating opportunities for female players, coaches, referees and officials to become actively involved in the sport of football.

Source: FIFA

SUPPORTING WOM

LIVE YO GOALS

FIFA'S "LIVE YOUR GOALS" CAMPAIGN IS INSPIRING MORE GIRLS TO PLAY FOOTBALL

Launched at the FIFA Women's World Cup 2011™, the *Live Your Goals* campaign was developed as part of FIFA's long-term commitment to supporting women's football worldwide and encouraging more young women and girls to participate in the sport.

Live Your Goals aims to inspire girls and young women to start playing football and benefit from the beautiful game by learning important values, including perseverance, fair play, teamwork, discipline, respect and commitment. Making friends and having fun is also a key part of the campaign. "*Live Your Goals* is aimed at showing young girls that football is a great way to spend their time, from a social level with friends right up to the professional level at which the players featured in the campaign are playing," said FIFA President Blatter about the campaign. "It gives me great pleasure to see the number of women playing football all over the world increasing. As I have always said, football truly is a game for everyone."

Featuring some top players from the women's game, such as Canada's captain Christine Sinclair and Germany's Kim Kulig, the campaign highlights the challenges which women face to establish themselves in the world of football. The determination, enthusiasm and commitment that it takes to reach the top levels of the women's game are also very apparent in each of the players' stories.

THE FUTURE OF EN'S FOOTBALL

UK

FIFA provides support to member associations implementing the *Live Your Goals* campaign and football festivals by helping with branding, communications, concept development and the programme. The key aim of the campaign is to ensure that football is the number one sport for females across the globe in terms of participation and popularity.

Up and running in full in four countries, the FIFA campaign is starting to bloom across the world.

Live Your Goals has been focused up to now on the host countries of FIFA women's tournaments, using all the excitement and interest generated through competitions as a springboard for development.

As a result of these leaps forward since its launch, *Live Your Goals* is now ready to be rolled out in countries not linked with FIFA competitions following a fruitful pilot project in Ireland. Setting an example for others to follow, Ireland has used the campaign as part of a grassroots development programme, with eight festivals attracting more than 1,000 girls.

More than 16,000 girls have been involved in over 100 football festivals worldwide between 2012 and 2013, with 49 member associations taking part.

In the words of Moya Dodd, FIFA Executive Committee member, a former vice-captain for Australia and a partner in a law firm, "giving women and girls the means to participate in the world's greatest game is a wonderful opportunity for every FIFA member association – not just because it is fair to balance up the opportunities between boys and girls, but because it makes football better and stronger to include everyone in our game."



The key aim of the campaign is to ensure that football is the number-one sport for females across the globe in terms of participation and popularity.

WOMEN'S FOOTBALL

MEMBER ASSOCIATIONS WITH FIFA DEVELOPMENT PROGRAMMES

North, Central America
and the Caribbean (CONCACAF)



MEMBER ASSOCIATIONS WITH
FIFA DEVELOPMENT
PROGRAMMES **21**

Africa (CAF)



MEMBER ASSOCIATIONS WITH
FIFA DEVELOPMENT
PROGRAMMES **40**

South America (CONMEBOL)



MEMBER ASSOCIATIONS WITH
FIFA DEVELOPMENT
PROGRAMMES **7**

29 million
women players worldwide

Europe (UEFA)



MEMBER ASSOCIATIONS WITH
FIFA DEVELOPMENT
PROGRAMMES

28



Oceania (OFC)



MEMBER ASSOCIATIONS WITH
FIFA DEVELOPMENT
PROGRAMMES

11

Asia (AFC)



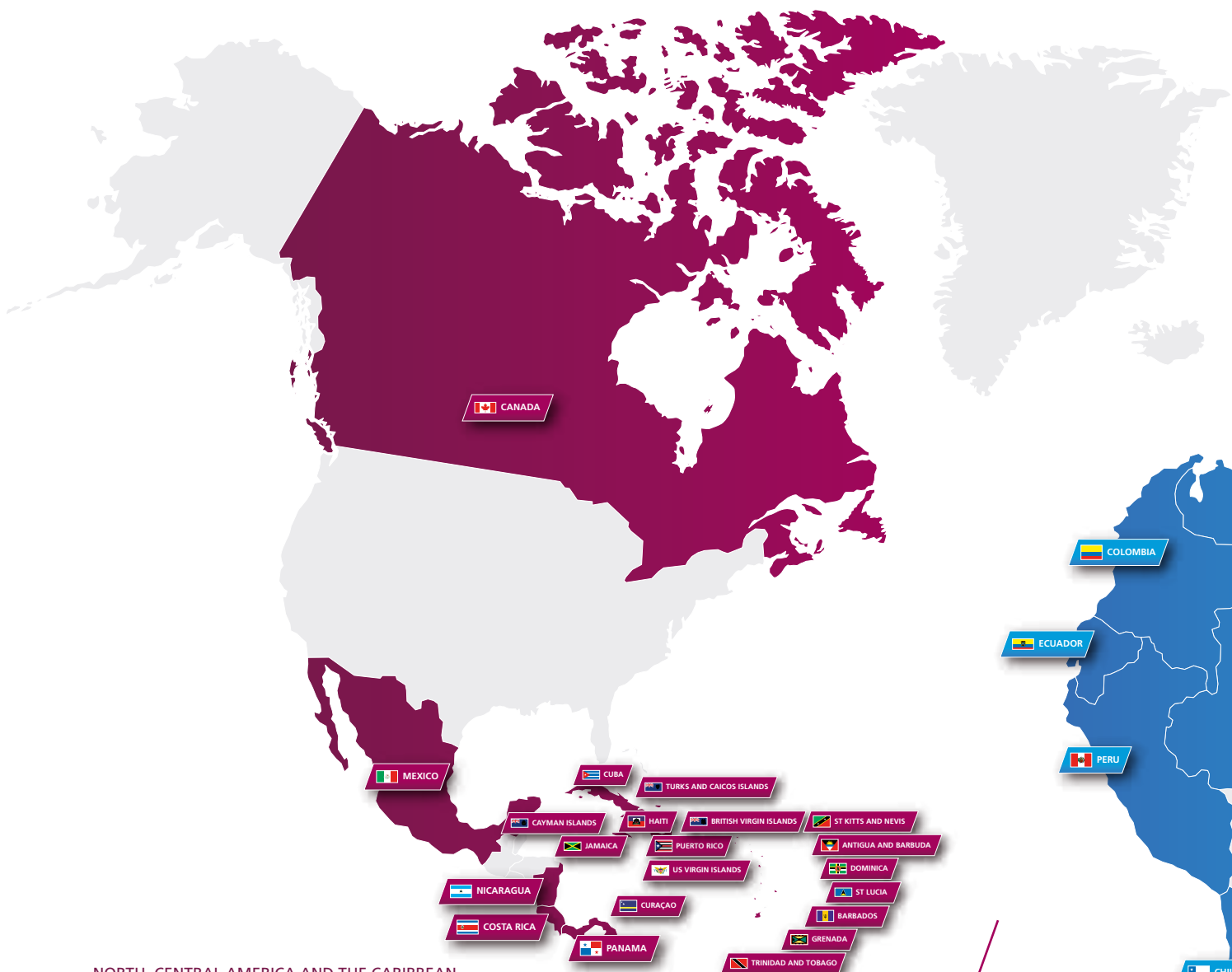
MEMBER ASSOCIATIONS WITH
FIFA DEVELOPMENT
PROGRAMMES

41

Member
associations
with FIFA
development
programmes

148

2013



NORTH, CENTRAL AMERICA AND THE CARIBBEAN

CONCACAF

Previous hosts of FIFA women's tournaments

- Women's Olympic Football Tournament Atlanta 1996
- FIFA Women's World Cup USA 1999
- FIFA U-19 Women's World Cup Canada 2002
- FIFA Women's World Cup USA 2003
- FIFA U-17 Women's World Cup Trinidad and Tobago 2010



Future hosts of FIFA women's tournaments

- FIFA U-17 Women's World Cup Costa Rica 2014
- FIFA U-20 Women's World Cup Canada 2014
- FIFA Women's World Cup Canada 2015™



SOUTH AMERICA

CO



EUROPE

UEFA

Previous hosts of FIFA women's tournaments

- FIFA Women's World Cup Sweden 1995
- Women's Olympic Football Tournament Athens 2004
- FIFA U-20 Women's World Cup Russia 2006
- FIFA U-20 Women's World Cup Germany 2010
- FIFA Women's World Cup Germany 2011™
- Women's Olympic Football Tournament London 2012
- FIFA U-17 Women's World Cup Azerbaijan 2012



NMEBOL

Previous hosts of FIFA women's tournaments

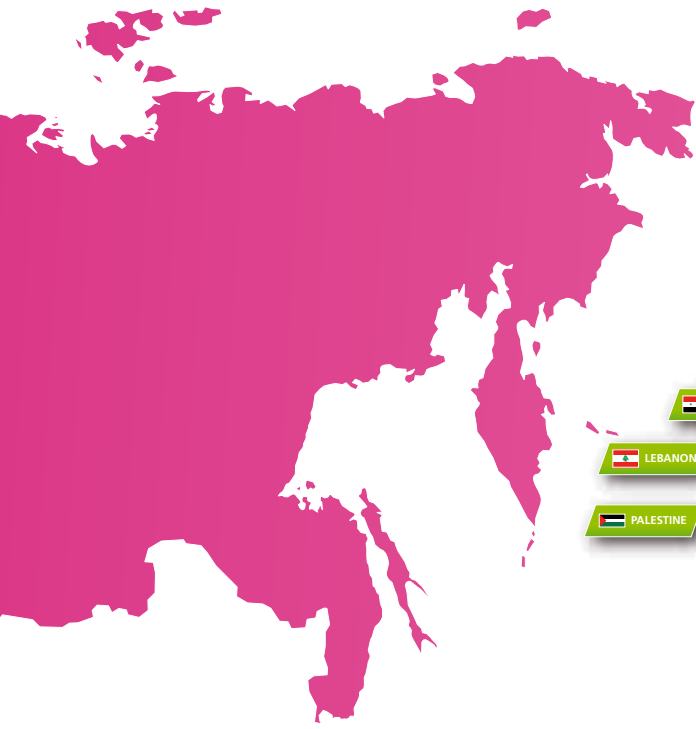
FIFA U-20 Women's World Cup Chile 2008



Future hosts of FIFA women's tournaments

Women's Olympic Football Tournament Rio 2016





ASIA

AFC

Previous hosts of FIFA women's tournaments

- FIFA Women's World Cup China 1991
- Women's Olympic Football Tournament Sydney 2000
- FIFA U-19 Women's World Cup Thailand 2004
- FIFA Women's World Cup China 2007
- Women's Olympic Football Tournament Beijing 2008
- Youth Olympic Football Tournaments Singapore 2010
- FIFA U-20 Women's World Cup Japan 2012



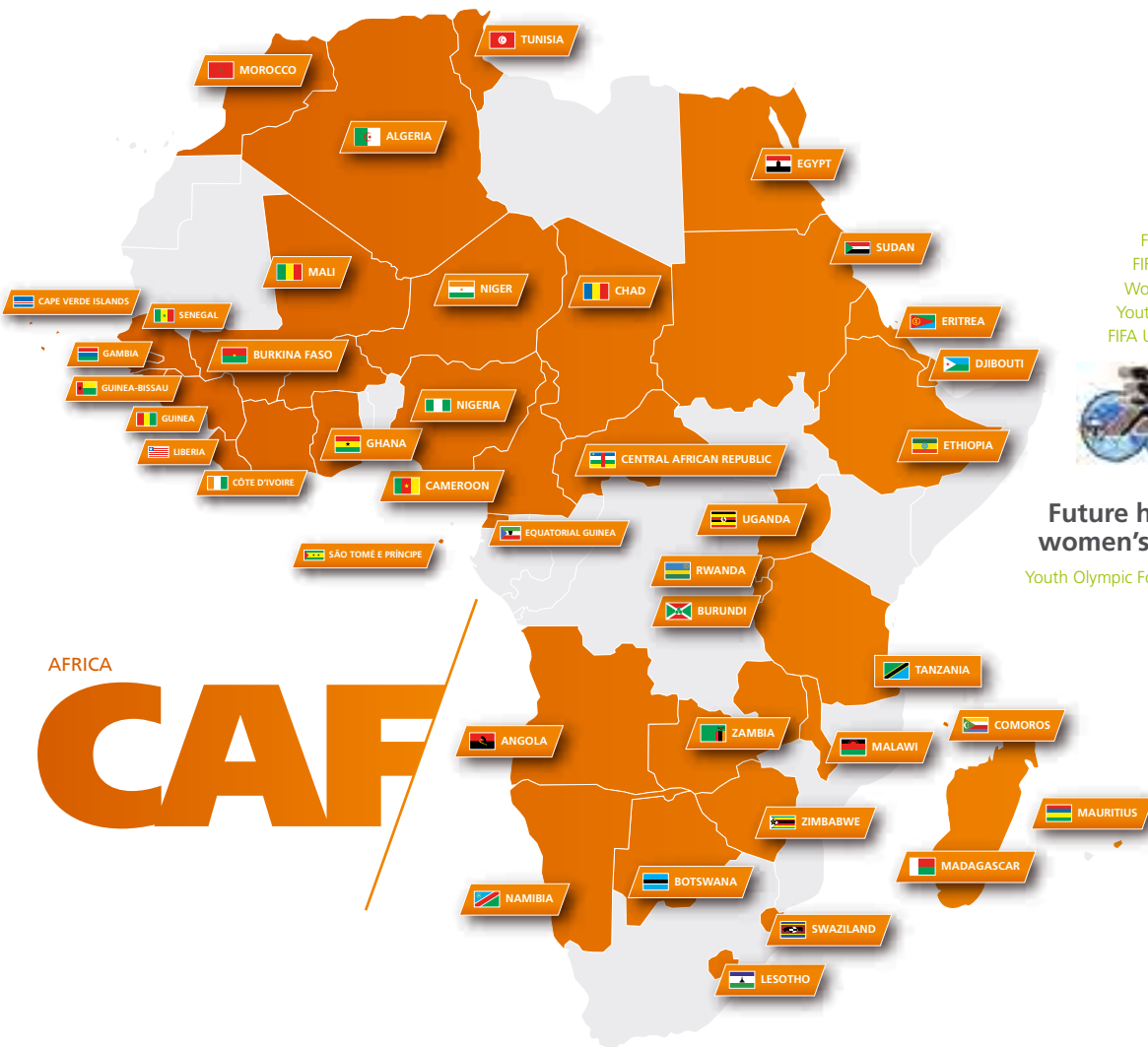
Future hosts of FIFA women's tournaments

- Youth Olympic Football Tournaments Nanjing 2014



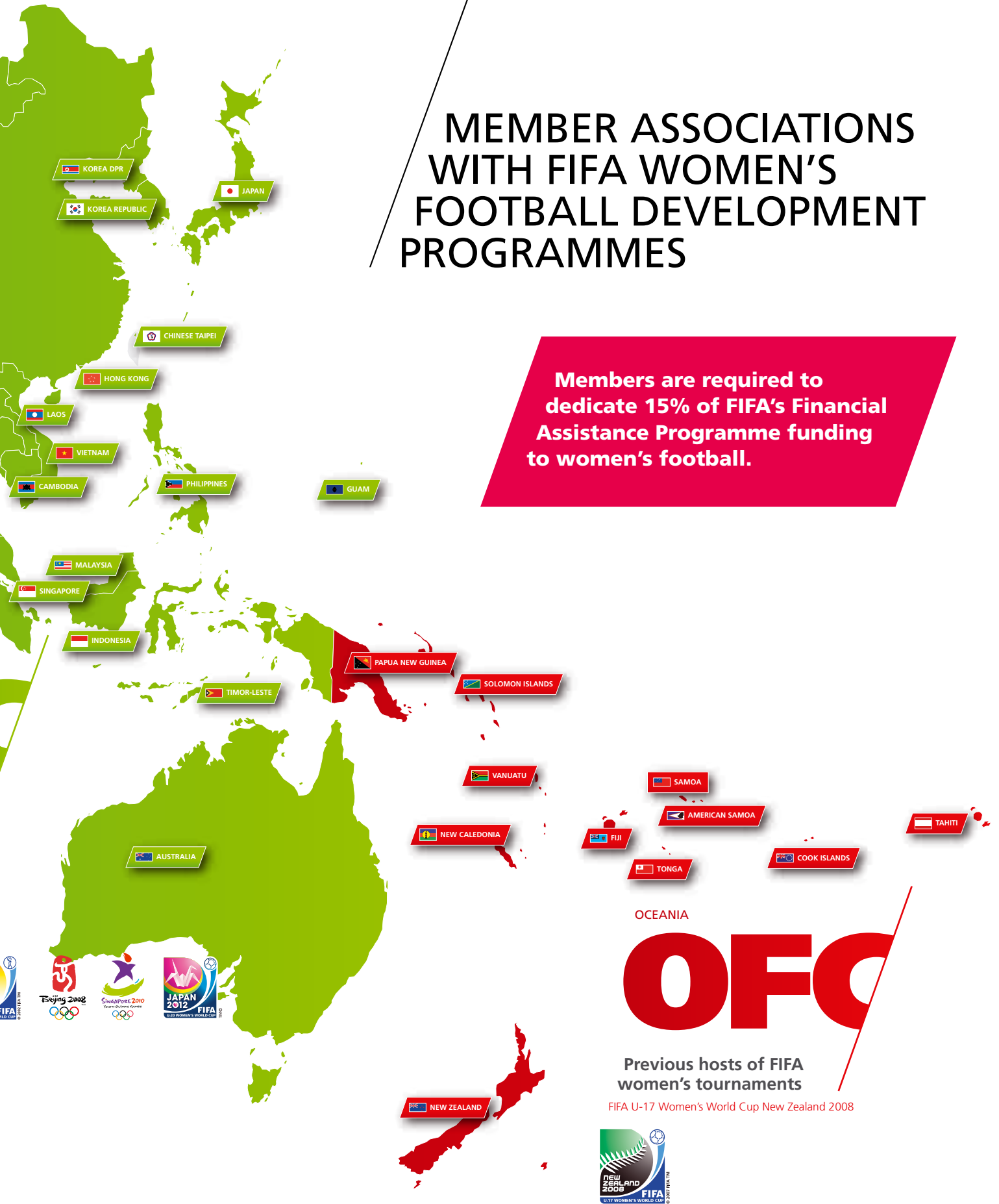
AFRICA

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MEMBER ASSOCIATIONS WITH FIFA WOMEN'S FOOTBALL DEVELOPMENT PROGRAMMES

Members are required to dedicate 15% of FIFA's Financial Assistance Programme funding to women's football.



SETTING GOALS FOR THE

FUTUR

Things have come a long way since 12 June 1988, when Norway beat Sweden 1-0 in the final of FIFA's first women's international tournament in China.

However, there are still challenges ahead for women's football and its growing community.

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“Football is not just for men and I think all the Ligue 1 clubs should have a women’s section.”

*Nasser Al-Khelaifi,
president of Ligue 1 football club
Paris Saint-Germain*

MORE COMPETITIVE LEAG



The popularity of women's football is steadily increasing around the world and the number of registered players continues to rise. To grow the game further, FIFA recognises the importance of supporting its member associations in developing strong, sustainable women's football leagues. For many countries, this means moving towards ideally fully or semi-professional leagues, which may have seemed like a distant dream only ten years ago but is now becoming a reality thanks to the significant strides taken by some countries in recent years. The benefits of such leagues are obvious: more support for players who can focus solely on playing and ultimately stay in the game longer; improved international standards as league players feed into national teams; greater career opportunities and professional structures for all those involved in the game.

Leading the way are countries in Europe like Germany and Sweden, where the Bundesliga and the Damallsvenskan have become well-respected and well-established leagues, attracting high-profile players, broadcast deals and committed financial backers. England are hot on their heels with the FA Women's Super League set up in 2011 as an eight-team semi-professional league, while in France, clubs like Olympique Lyonnais and Paris Saint-Germain are taking the meaning of professionalism to new heights in the Division 1 Féminine.

Across the Atlantic, the professional National Women's Soccer League (NWSL) has shown promising signs since its establishment in 2013. The experience of women's professional soccer in the United States illustrates the challenges that the sport faces. Despite widespread support for the national team, two attempts at creating a sustainable professional league on the domestic front have failed: the Women's United Soccer Association (WUSA) which kicked off in 2000, and the launch of Women's Professional Soccer (WPS) in 2009. Both leagues folded after three seasons.

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YOUTH AND SENIOR LEVEL

With lessons learned, the NWSL has adopted a new funding model that includes supplementary support from the United States, Canadian and Mexican football associations for the salaries of a selected number of international players taking part. Meanwhile in Asia, Japan have emerged as the new force in women's football after being crowned world champions in 2011. Here, and in other parts of the confederation such as Australia, the women's leagues are competitive and well-structured, while clubs are working hard to overcome the challenges associated with increasing budgets.

In other parts of the world, women's football is just starting to develop and a range of other difficulties – organisational, logistical, cultural, infrastructural, geographical – need to be overcome before competitive leagues can be established. A creative approach is sometimes needed, such as in Bangladesh, where the National Women's Super League takes place in a tournament format from July to October with 40-45 teams playing qualification rounds at seven venues across the country. The final round is held at the national stadium in Dhaka.

FIFA launched a new initiative in 2012 to support its members establishing and improving their women's football leagues. The support includes the provision of football equipment and financial assistance as well as the organisation of special courses for coaches, referees and administrators, with the aim of raising overall standards. It comes on top of various other development programmes such as the FIFA *Goal* Programme, *Live Your Goals* (FIFA girls' festivals), *Football for Hope*, "FIFA 11 for Health" and more. The overall development budget across all areas of football amounts to USD 800 million for 2011-2014, underpinning FIFA's commitment to providing an opportunity for people from all walks of life to be involved in the game.



HEALTH IN WOMEN'S FOOTBALL

The technical and tactical development of the women's game has taken off at an incredible pace so that the play is becoming increasingly accomplished. Researchers have documented not only the importance of physical activity in general to stay healthy, but also the ability of football in particular to improve the fitness and health of women, regardless of their age or training status.

Unfortunately, in FIFA's elite women's competitions at senior and youth level, FIFA have observed a continuous upward trend in injury frequency. This trend is not something we should simply accept but work against.

While risk is part of the game, there is a lot that can be done to protect players from getting injured. FIFA's injury prevention programme, the "11+", has been shown to reduce overall injuries in women by a third and severe injuries by 50%, provided that you make the exercises your routine warm-up prior to training.

It is just as important, however, that fair play and the Laws of Game are observed. FIFA hopes that in alliance with players, coaches, referees and team physicians, this trend of increasing numbers of injuries will be reversed.

In addition to injury prevention, FIFA's aim for the future is also to harness the global popularity of football to appeal to young people of every culture and nationality and deliver messages about reducing disease through FIFA's Medical Assessment and Research Centre (F-MARC) "11 for Health" programme. Five-time Women's World Player of the Year award winner Marta is one of the football stars supporting the programme. It includes 11 simple health statements, based on the most pressing global health issues (as identified by the World Health Organization) with one football star assigned to each topic. Marta, for example, talks about the importance of drinking clean water.

There are also important factors that differ for male and female players – physical, tactical, technical and psychosocial. For example, body composition and physical capacities, the menstrual cycle and potential pregnancy are all factors specific to female players that need to be understood and taken into account in training plans and intensities. Regular testing of physical capacities is fundamental, as is early identification of weaknesses or deficits such as low iron, which is more common in women than men. For example, a staggering 59% of players in the Swedish national women's football team were found to be iron deficient when tested six months prior to the FIFA Women's World Cup 2003™. There is therefore an increased demand for qualified administrators, coaches, referees, medical staff and sport scientists who fully understand the specific characteristics and needs of female football players.

Most common injuries in female players





What can we conclude about injuries to women?

1. The overall injury rate for women used to be lower than for men, but it has continuously increased to measure up to men's rates.
2. Most injuries are caused by contact with another player, with injuries due to foul play being on the rise in women.
3. The general pattern of injury is about the same for men and women, but women do sustain more head and knee ligament injuries (particularly anterior cruciate ligament) than men.
4. An ankle sprain is the most common joint injury in women's football. Protecting the ankle with a brace after a sprain helps to prevent further sprains.
5. Far more injuries occur during matches than during training.
6. No relevant differences in injuries are found between women playing football on artificial turf or on grass.

THE 11 FOR HEALTH

1. PLAY FOOTBALL

2. RESPECT GIRLS AND WOMEN

3. PROTECT YOURSELF FROM HIV

4. AVOID DRUGS AND ALCOHOL

5. USE TREATMENT

6. WASH YOUR HANDS

7. DRINK CLEAN WATER

8. EAT ALANCO

9. VACCINATE YOURSELF AND

10. TAKE YOUR PRESCRIPTION

11. USE PROTECTIVE

"We have to get more women involved in running the game."

FIFA President Blatter

THE CHALLENGE



Moya Dodd



Lydia Nsekera



Sonia Bien-Aime

PROFESSIONAL PATHWAYS

We must ensure that female players, coaches, officials and administrators have a clear "pathway" through the game. This creates stability and improves professionalism in the game while offering those involved in women's football a tangible career path. As such, pathways are crucial in attracting high-calibre candidates to all aspects of the game and encouraging participants to stay in the sport throughout their lives.

"As we have seen at the 2013 FIFA Congress with the election of a female member to the FIFA Executive Committee and the co-optation of a further two, FIFA's commitment to women's football and women in football is not limited to words," said FIFA's Director of Member Associations & Development Thierry Regenass. "We are positively acting towards more female representation in the institution, as well as promoting women's inclusion at all levels of football administration and leadership."

However, for lasting change to happen, FIFA requires support from its 209 members who we expect to provide opportunities for women throughout the game.

Our members need to provide elite pathways to professionalism, so that the best players can act as visible role models and play in commercially sustainable professional leagues and international tournaments around the world. Our members must also ensure the participation of women in the decision-making bodies in football at all levels and across all areas of the game.

Lydia Nsekera – the first fully elected female candidate to the FIFA Executive Committee in 2013, along with co-opted members Sonia Bien-Aime of the Turks and Caicos Islands and Moya Dodd of Australia. Together they are sending a strong inspiring signal to women in the sport.

ENGES

AHEAD

MOTHERS IN WOMEN'S FOOTBALL

Connected to the challenge of creating pathways for women in football is providing support to women so they can balance a career in the beautiful game with the demands of raising a family at the same time. A lack of support within the game is another reason why many mothers are forced to give up on football as a career. Not having children for these reasons should be out of the question. Instead FIFA, member associations and sporting authorities need to work together to provide the necessary support required to retain women in the sport.

Examples of successful mothers in football are rare. But there are those shining lights who are succeeding and setting an example to others, such as Sweden's Marika Domanski Lyfors and New Zealand's Jacqui Stephenson.

Marika Domanski Lyfors (Sweden):

Becoming and being a mum was never an issue in my football career as a coach. Society, people, clubs, players and the Swedish FA always supported the possibility for me to be a mum and also a coach. I think that being a mum has been one of the success factors for me both as a coach and for the team when my son also became part of their team! I have also had a very supportive husband.

Jacqui Stephenson (New Zealand):

I am a mother of two children and have been a FIFA Assistant Referee since 2007. Being a mother and an official are completely different but some aspects are the same, both roles are challenging, mentally and physically, but also equally fulfilling and rewarding. With careful planning and preparation it is possible to have the best of both worlds – being a mother and officiating at the highest level possible.



"I will inspire women to believe they can lead, I will push them to let their girls play football because it is a school of life, and I will support women in the member associations."

Lydia Nsekera

"Women's football is getting stronger and prejudices are disappearing."

Qatar coach Monika Staab

GENDER EQUALITY

SUPPORTING THE EMPOWERMENT OF WOMEN IN FOOTBALL

Football is a sport for all which transcends social, cultural and religious divides. However, women's football is still fighting hard for gender equality around the world. In some countries, playing for a women's team can even be a genuinely risky business in environments that are fraught with almost unimaginable difficulties fuelled by deep-rooted prejudice. There are still strong cultural barriers that discourage women and girls from being involved in football. The fight against discrimination is a long-term project that has to start at grassroots level, for example in schools and among families. If equality is real and normal in those environments, then it will remain so for the rest of a person's life. Hopefully then one day people will be able to stop talking about the battle for equality. FIFA's Task Force Against Racism and Discrimination is just one way in which FIFA tries to address the underlying issues of gender inequality.



A BRIGHT FUTURE

DEVELOP THE GAME, TOUCH THE WORLD AND BUILD A BETTER FUTURE

Despite the challenges facing women's football, FIFA is confident that its current programmes and development initiatives are steps in the right direction towards fulfilling its mission of developing the game, touching the world and building a better future in relation to the women's game. The foundation has now been laid and FIFA's intensive work, together with the help of our member associations and partners means that we can now look forward to the future with a sense of confidence. "These are exciting times, because we can see the football world changing and making more and better space for women," said FIFA's Director of Member Associations & Development Thierry Regenass.

Some 29 million women and girls now take part in some form of football around the world but the aim is to grow this number even more. The future looks bright for the women's game as a whole new generation of players are likely to be inspired, hoping to emulate the sparkling careers of the likes of Abby Wambach, Homare Sawa and Marta.



"These are very exciting times, because we can see the football world changing and making more and better space for women."

***FIFA's Director of Member Associations & Development
Thierry Regenass***



Christine Sinclair
Canadian women's national
football team

LIVE YOUR
GOALS



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