

Karl-Erik Nilsson

Swedish FA President



- Player and leader in Grassroot-football
- FIFA-referee for 10 years
- Former Mayor for 12 years in my hometown
- Swedish FA President since 2012



NATIONAL SPORTEN

Five steps to building success!

- It all starts with your idea and vision!
- Secondly you build a platform for your brand
- Now ask yourself, what would people miss if you went out of business?
- Your promise is your brand and you have to live up to it.
- Bring out your pen and be a storyteller.

GOALS AND STRATEGIES
2013-2017
FOR SWEDISH FOOTBALL



Our vision

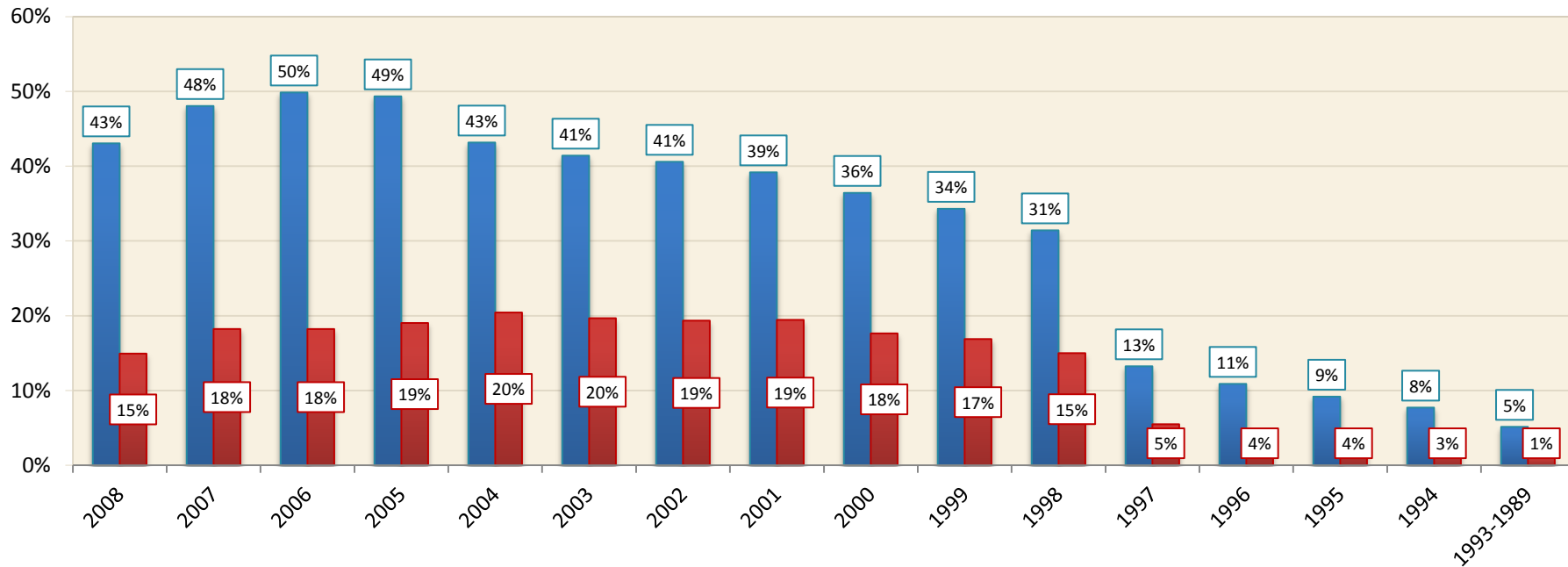
Football – The national sport – For everyone, everywhere



Our basic principles and values

- We want everyone to succeed and we look out for each other.
- **We lead by example and show openness and respect for each individual as a person, and the principle of human equality in general, as well as combating all forms of discrimination and promoting the work for equality and diversity.**
- All activities in Swedish football are based on participation, commitment and credibility and are operated according to the principles of democracy with all decisions taken accordingly.
- Football activities are based on voluntary leadership and are characterised by joy, fellowship and fair play.
- Football activities are to be available to everyone and are to actively contribute to the welfare of the general public and the values held by the community in general.
- With football as the focus, we are actively engaged in both our own activities and operations within the sport and in society in general.
- We believe in the constant need for personal development and growth and strive for a good balance between continuity and innovation.

Total shares players compared with population in Sweden



Football are the most popular sports among teenagers with foreign background

*Girls with foreign background:
42% train/plays in a football club*





Our strategic objectives for 2013–2017

- **Strengthen our position as an important player in the efforts to create an integrated Sweden**
- **Strengthen our position as an important player in the society on the basis of our mission statement**
- Achieve increased representation in the process for strategic decisions made concerning international football
- Organise several international football events
- **Increase the number of people participating in the sport**
- Increase the number of volunteers who are actively working as leaders
- **Encourage more players to play longer**
- Facilitate more well-trained leaders
- **Sweden's women's national football team will win medals in international competitions**
- The men's national team, U21 team and national futsal team will qualify for the European Championship and the World Cup
- Help the national youth team focus on qualification for tournament finals as a way of training towards future successes
- **At least one Swedish women's team will reach the finals of the Women's UEFA Cup every season**
- At least one men's team will reach the group stage of the European club competitions every season

What does our statutes say?

The FA Board and all our
Committees should have both
men and women which means....

- Sw FA has as many women's as men's national teams, totally 14 and the same number of head coaches for men's and women's national teams.
- Equally camps for women's as men's teams and as principles for accommodation, food, medical care.
- Men's national team is, more or less, financing all the other national teams.

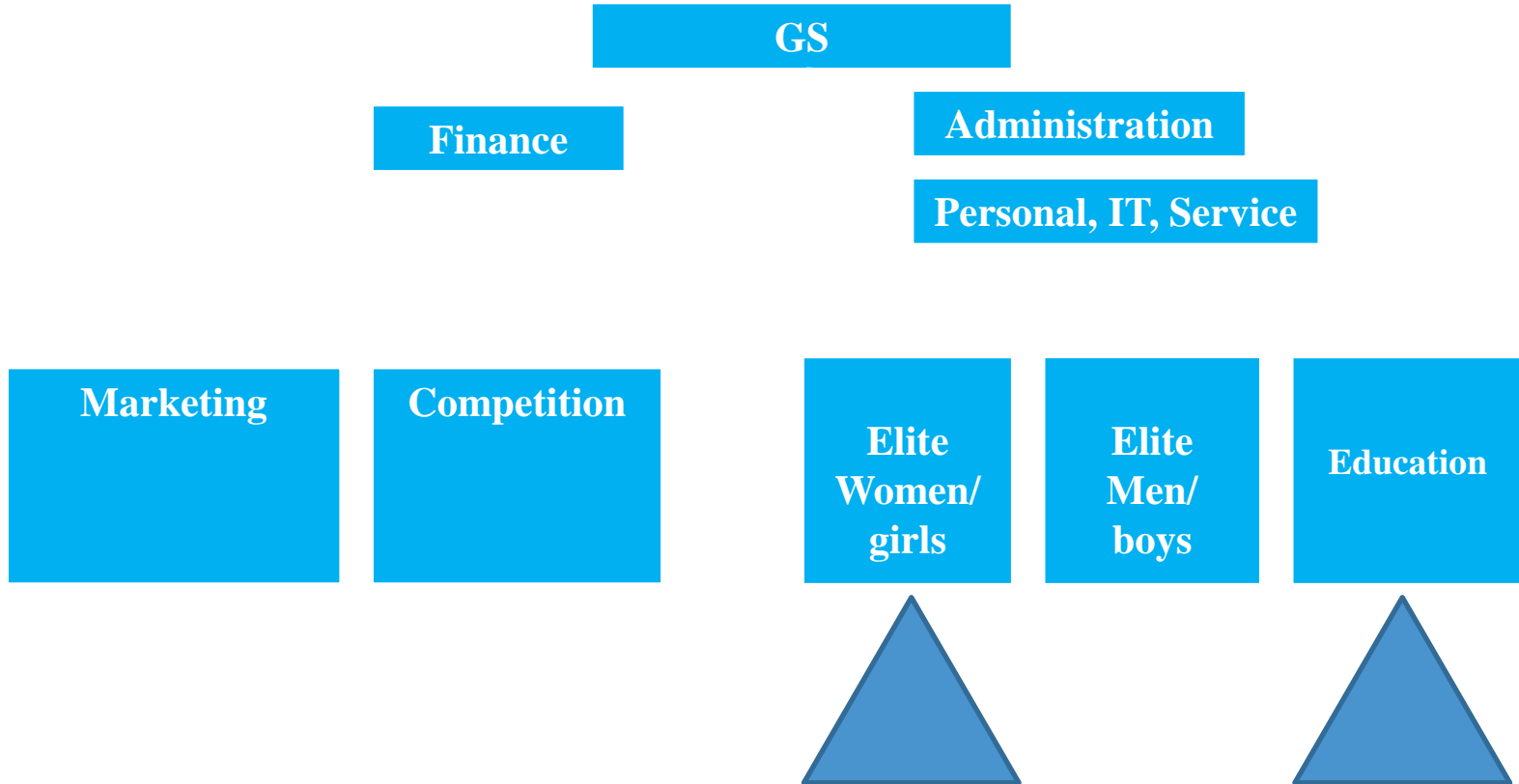


BUT...

Our women's team gives power to the market value of our men's team...



SWEDISH FA ORGANISATION



Education

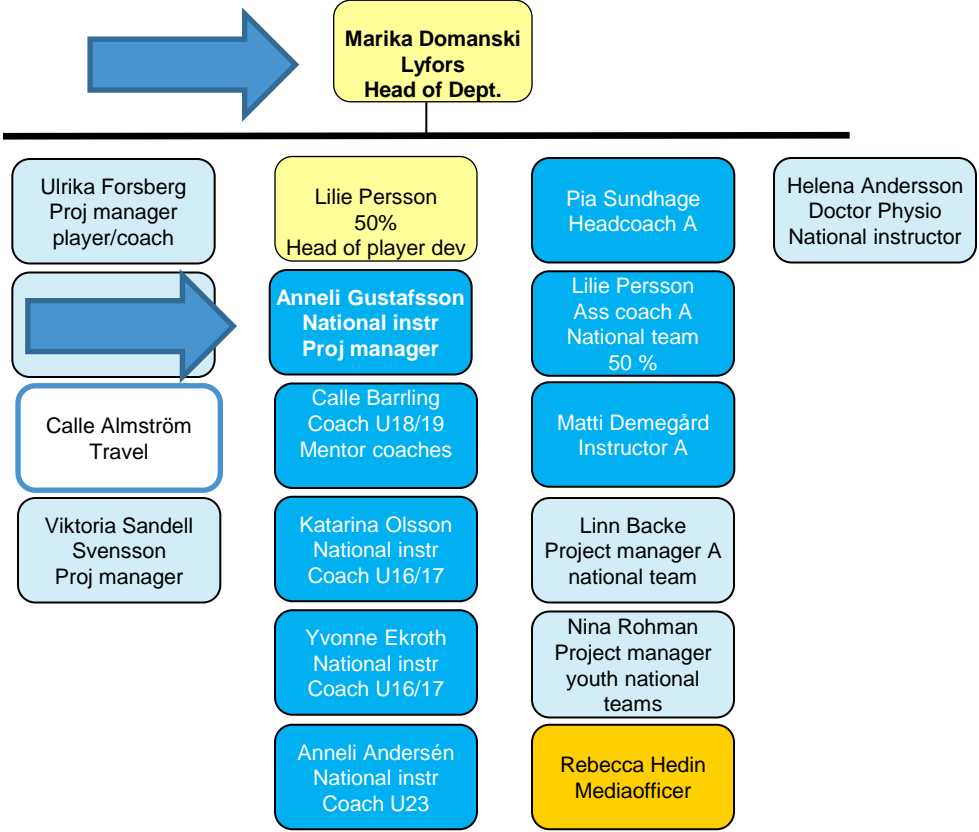
Elite Women/girls

Futsal
Beachsoccer
Grassroot
Footballschools
Football in
school
FA instructors
Coach
education

EFD

Player
development
National team
coaches
National teams
Elite coach
education
Projects
FIFA/UEFA

NATIONAL TEAMS DEPARTMENT, ELITE WOMEN



National
teams
Staff

PLAYER EDUCATION PROGRAMME AIMS AND VISION

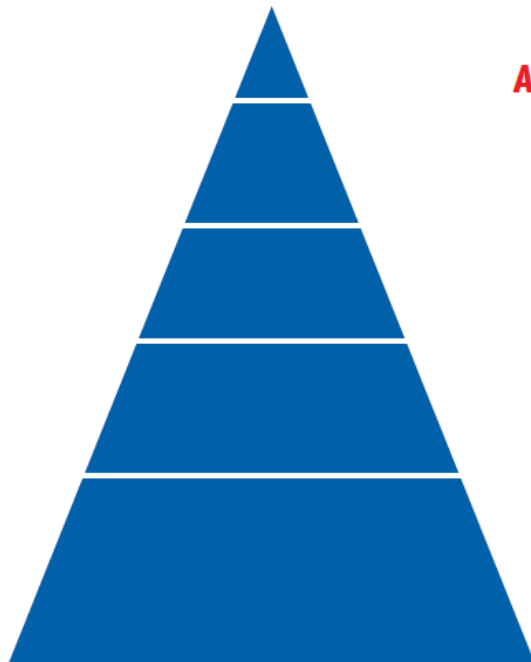
Aims of programme

- To be able to give young players better skills and training to become elite players
- To be able to give young players better skills and training to be able to become A Team national players

VISION – A Team	Gold in championship
Aim – A Team	Medal in championship
Girls U23	Continuous feeder for A Team & preparation for A Team Best in the Nordic countries
Girls 19	Qualify for European Championship final and from there to World Cup
Girls 17	International experience and implement and raise awareness of player education programme Qualify for European Champ./World Cup
Girls 16	International experience and implement and raise awareness of player education programme Best in the Nordic countries
Girls 15	International experience and implement and raise awareness of player education programme

PLAYER EDUCATION PROGRAMME EDUCATION MODEL

FIFA®



PLAYER EDUCATION

A-TEAM

U23

U19

U17

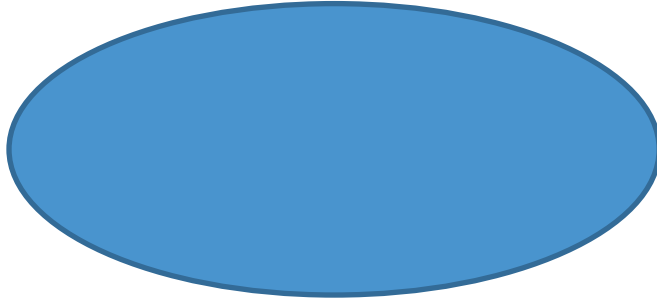
U15



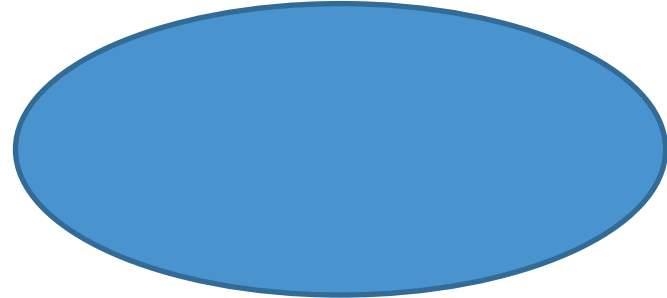
EXPECTATIONS

NATIONAL TEAM AND CLUB FOOTBALL

National team



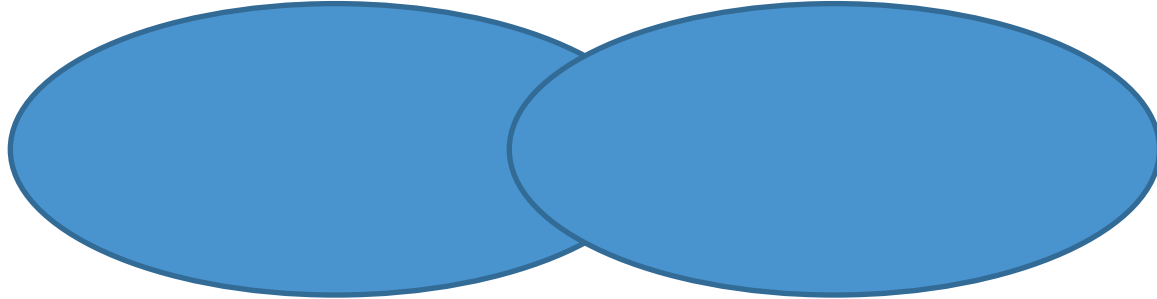
Club football



NATIONAL TEAM AND CLUB FOOTBALL

National Team

Club football



We can create a Golden zone!



1988 12 teams - 132 matches

Professional status of the all players

Included in the club license

Last two teams relegated to Elitettan the following season

Self financed



2013 - 14 teams - 182 matches

Amateur status - about 30% professional

Self financed

Under the A-teams about 240 youth teams!

The biggest sport in Sweden
86 230 registered players
(from 15 years)

Increased 27% the last five years

Nearly 30% are fulltime players in Damallsvenskan.

Damallsvenskan - the fourth highest media covered league in Sweden.

Damallsvenskan turnover 2014:
900 000 EURO. (2 M Euro top, 534 000 Euro bottom)



Damallsvenskan are one of the few leagues that have a media contract that gives revenues to the clubs.

From 2015 all the 132 matches are broadcasted.



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