# FIFA° STRATEGY FOR WOMEN'S FOOTBALL | SNAPSHOT

How success will be measured:



211 MAs with women on their executive committees



**New FIFA international** competitions for women



Double the number of women's youth leagues





60 million women & girls playing football



211 MAs with women's football strategies



1 billion broadcast viewers for the FIFA Women's World Cup 2019™

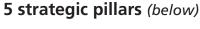
## WHAT

**Grow participation** Enhance the commercial value **Build the foundations** 

## **WHO**

Confederations, MAs, clubs, players, media, fans, NGOs, civil society organisations and other stakeholders

HOW



**DEVELOP & GROW** 

#### **ON AND OFF THE PITCH**

- Tailor-made development programmes for MAs
- Global women's football academies
- Football in schools
- Coach development and mentoring
- Referee development

## SHOWCASE THE GAME

#### **IMPROVE WOMEN'S FOOTBALL** COMPETITIONS

- Build on the existing popularity of the FIFA Women's World Cup™
- Develop new FIFA competitions (including national team, futsal and club competitions)
- Strengthened women's international match calendar
- Optimise regional competitions at all levels

#### **COMMUNICATE &** COMMERCIALISE

#### **BROADEN THE EXPOSURE** AND COMMERCIAL VALUE

- Dedicated commercial programme for women's football
- Digital content distribution alternatives
- Women's football ambassadors
- Marketing, communications and platforms
- Work with organisations and influencers active in human rights promotion and protection

#### **GOVERN & LEAD**

#### **INSTITUTIONALISE WOMEN'S** FOOTBALL AND STRIVE FOR **GENDER BALANCE**

- Ensure women's football and female representation in key decision-making bodies
- Refine regulatory frameworks to boost professionalisation
- Empower those dedicated to the women's game and foster a global network

### **EDUCATE & EMPOWER**

#### NURTURE FOOTBALL'S POSITIVE **IMPACT ON WOMEN AND GIRLS**

- Strengthen the legacy programmes at showcase competitions
- Build partnerships with NGOs and third-party organisations to deepen the social impact
- Implement and support campaigns for women's empowerment
- Develop programmes with MAs at national level