

# FIFA® STRATEGY FOR WOMEN'S FOOTBALL | **SNAPSHOT**

How success will be measured:



211 MAs with women on their executive committees



Double the number of women's youth leagues



211 MAs with women's football strategies



New FIFA international competitions for women



60 million women & girls playing football



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

5 strategic pillars *(below)*



### 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