

FAQ – FIFA Win-Win programme

What is the main objective of Win-Win?

The main objective of Win-Win is to provide specific member associations with funding for long-term, sustainable projects in areas such as football stakeholder engagement, commercial exploitation and cost-optimization of facilities, and licensing and merchandising of football assets that can generate revenue or savings, on the condition that those gains are reinvested in football development activities.

When Was Win-Win established?

Win-Win was established in 2011 as an innovative approach to football development, directly supporting the needs of specific member associations that have potential for football and income growth but lack the resources to realise that potential. FIFA offers financial help and expertise through the Win-Win Programme as a first step to establish a virtuous circle that gives member associations the chance to build a sustainable and independent foundation for future growth.

What member associations are targeted by Win-Win?

Win-Win will target 40 developing football nations with potential for income growth during the cycle 2015-2018.

What are the requirements to be fulfilled in order for member associations to be eligible for Win-Win?

- The project has to be compatible with the capacity, skill set and vision of the member association
- The project has to be linked to the day-to-day operations of the member association
- The project has to achieve profitability within two years of achieving the first project milestone
- Staggered payments and key milestones
- Profit must be invested in the development of football
- One-time start-up fund

How many member associations have benefited from Win-Win so far?

To date 28 member associations have benefited from Win-Win (see full list here). The Win-Win budget for the cycle 2015-2018 comprises funds for 40 member associations.

What is the Win-Win budget for the financial cycle 2015-2018 and what is the standard budget for a single Win-Win project?

The Win-Win budget for the financial cycle 2015 -2018 is USD 12 million with an average investment of USD 300,000 per project.