



## UEFA's Women's Football Development Programme

As the European football governing body, UEFA is committed to the development of girls and women's football in all of its affiliated 53 member associations.

The UEFA Women's Football Development Programme (WFDP) was set up to support the extensive progress of the female game, with both immediate and long-term objectives. The UEFA women's football development strategy is based on three aspects: governance, image and grassroots.

There are approximately 1.8 million registered female players in Europe. However, the uptake varies significantly between member associations. UEFA's WFDP is a tailor-made programme where the member association's priority counts, thus catering to the specific needs. Furthermore, the programme is aiming for the previously less active associations to catch up with the countries that have more established women's football structures in place.

In December 2010, the UEFA Executive Committee approved significant funding to women's football development through the UEFA HatTrick programme. An initial pilot phase in 2010/11 saw the distribution of €50,000 to four national associations (Portugal, Italy, Slovakia and Republic of Ireland), specifically for the development of women's football. The results are already starting to show with the Republic of Ireland setting up a national women's league in October 2011 and Portugal having staged a women's football day.

Following the success of this pilot scheme, the programme is being repeated for the 2011/12 season, further increasing the availability of funding. As of October 2011, an unlimited number of associations can apply for financial support in this pilot phase.

From July 2012 to July 2016, the HatTrick III's Women's Football Development Programme will be awarding each member association with €100,000 on a yearly basis to be used specifically for the development of girls and women's football. This amounts to €21.2 million in total.

Karen Espelund was appointed as the first female member by invitation to the UEFA Executive Committee in June 2011.

### Governance:

UEFA supports its member associations with increasing the number of women in football's leadership positions. UEFA has also seen a significant increase in the number of women in UEFA committees recently. For the period 2011-13, UEFA has 23 female committee members overall, which include one chair position and five vice-chair positions. This represents an increase of 57 per cent from the 2009-11 period.

### Image:

UEFA promotes women's football as a game in its own right. Women's football is profiled as a technical game of "pure" football, demonstrating integrity and fair play, and as a sport that can be enjoyed for its own merit in terms of skill-set and team dynamics.

The UEFA Women's Football Development Programme will engage the help of ambassadors and key figures to raise the profile of women's football and in order to gain wider acceptance and visibility across Europe. The aim is to open up this team sport to everyone.

### Grassroots:

UEFA holds grassroots at the heart of all football and it is also key to UEFA's women's football development. Access to football in the community is essential and one of UEFA's key visions is that all girls should have the opportunity to play football within their neighbourhood or village, regardless of skill or talent.

### For additional information please contact:

UEFA Media Services

T: +41 848 04 27 27

@: [media@uefa.ch](mailto:media@uefa.ch)

[UEFA.com](http://UEFA.com)