UEFA GRASSROOTS PROGRAMME

ESTC CONGRESS, STOCKHOLM MARCH 2023

The socio-economic impacts of Football in Europe

Socio-economic benefits of sports participation

Recent and historical evidence suggests that sport creates societal benefits in terms of improved health, reduced crime, improved education and enhanced subjective well-being.

Basis for 50% reduction in chance of developing Type II Diabetes

Basis for 50% reduction in chance of developing Hypertension

20-35% lower risk of stroke

30% reduction in risk of developing depression & dementia

40% reduction in chance of developing osteoporosis

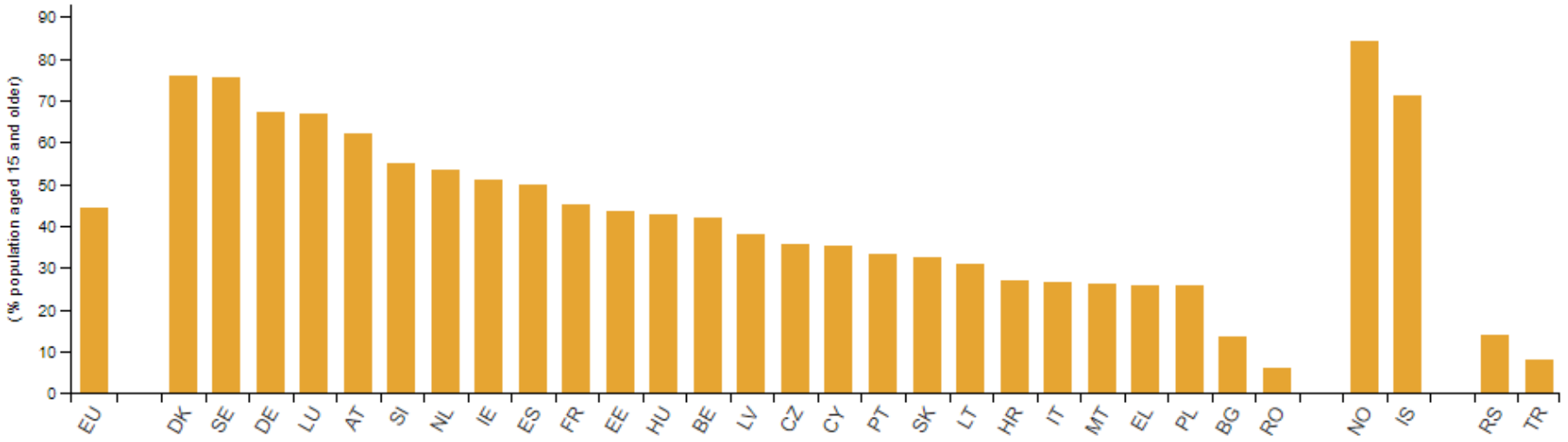
1% impact on crime prevention

Sports Participation in the EU

- Football is the most popular sport in Europe: England, Germany, France, Spain and Italy alone had a total of 19’302’850 registered players in the 2016/17 season.

- Exponential growth in the period since with the increased popularity of the women’s game following the success of the 2022 edition of the Women’s European Championships.

Practising sport, keeping fit or participating in recreational (leisure) physical activities at least once a week, 2019



https://ec.europa.eu/eurostat/statistics-explained/index.php?title=Statistics_on_sport_participation

UEFA – Union of European Football Associations

- UEFA – the Union of European Football Associations – is the governing body of European football and the umbrella organisation for 55 national associations.
- Its objectives are to deal with all questions relating to European football
- to promote football in a spirit of unity, solidarity, peace, understanding and fair play, without any discrimination on the part of politics, race, religion, gender or any other reason
- to safeguard the values of European football,
- promote and protect ethical standards and good governance in European football, maintain relations with all stakeholders involved in European football, and support and safeguard its member associations for the overall well-being of the European game.

What is UEFA's strategy? Together for the future of Football

UEFA GRASSROOTS PROGRAMME

OUR MISSION IS TO ENSURE FOOTBALL IS THE MOST PLAYED, TRUSTED, COMPETITIVE, ENGAGING AND RESPONSIBLE SPORT.

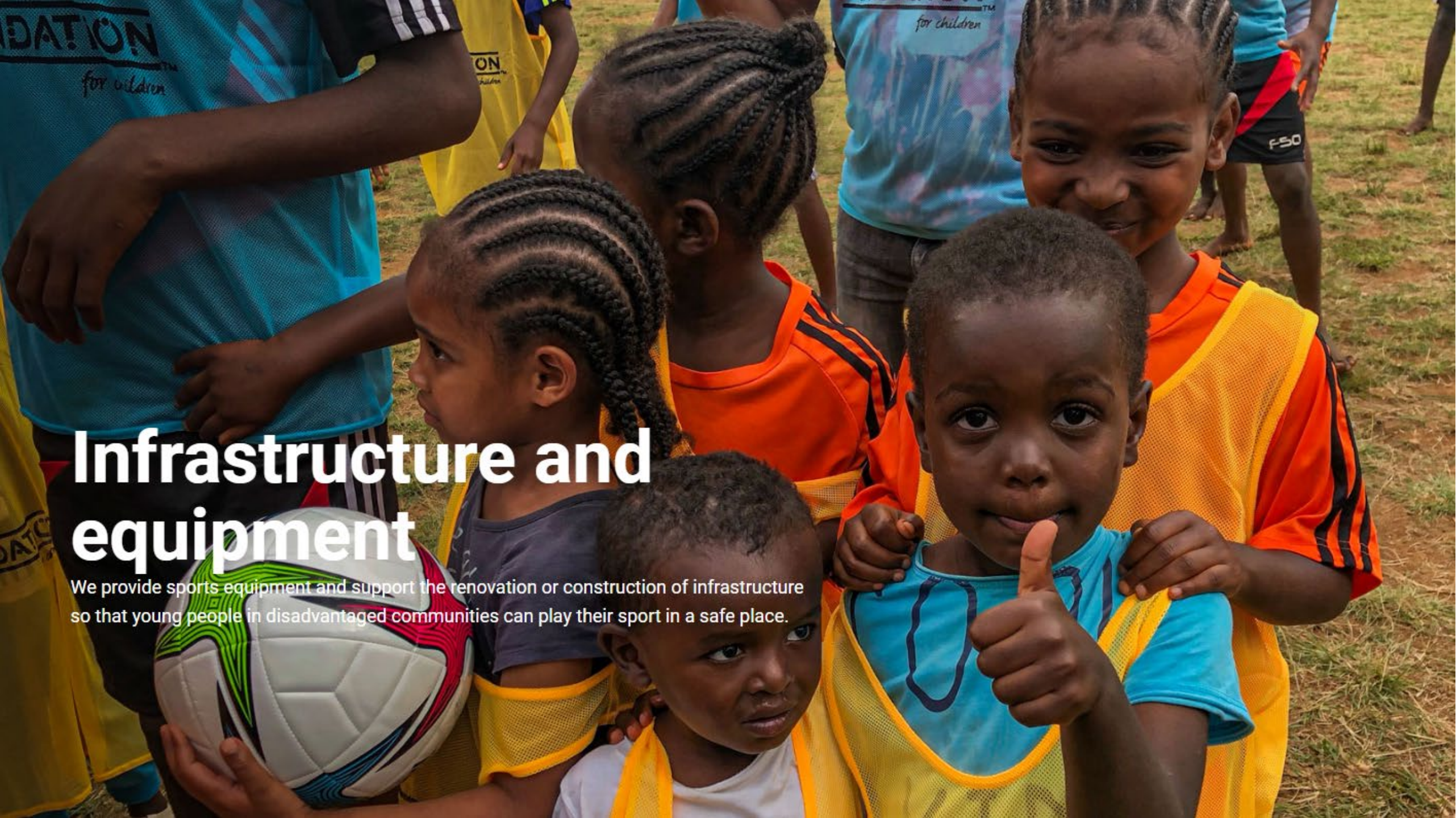
The UEFA Foundation for Children

Access to sport

We promote access to and participation in sports for all children, highlighting its educational and social role.

Healthy lifestyle

We support projects that promote healthy eating and lifestyles for all, especially children living in precarious circumstances.



Infrastructure and equipment

We provide sports equipment and support the renovation or construction of infrastructure so that young people in disadvantaged communities can play their sport in a safe place.

Environmental protection

We use football to teach children more about how to preserve their environment and our ecosystem.

UEFA Foundation Activity

SINCE 2015

€46M
Have been allocated

412
Projects supported

80
Pitches built or renovated worldwide

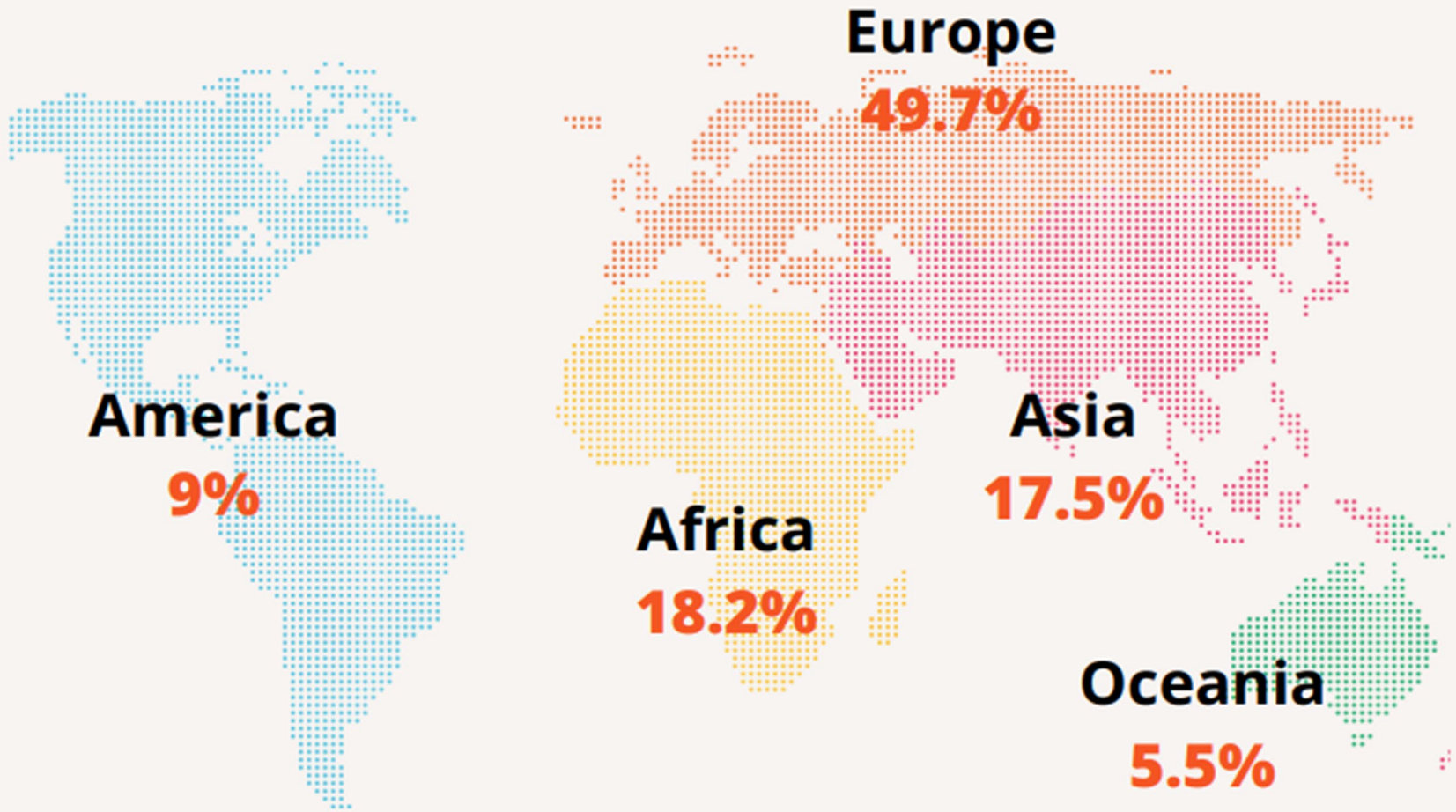
2.2M
Beneficiaires of UEFA Foundation projects

27,312
Children attended UEFA Matches

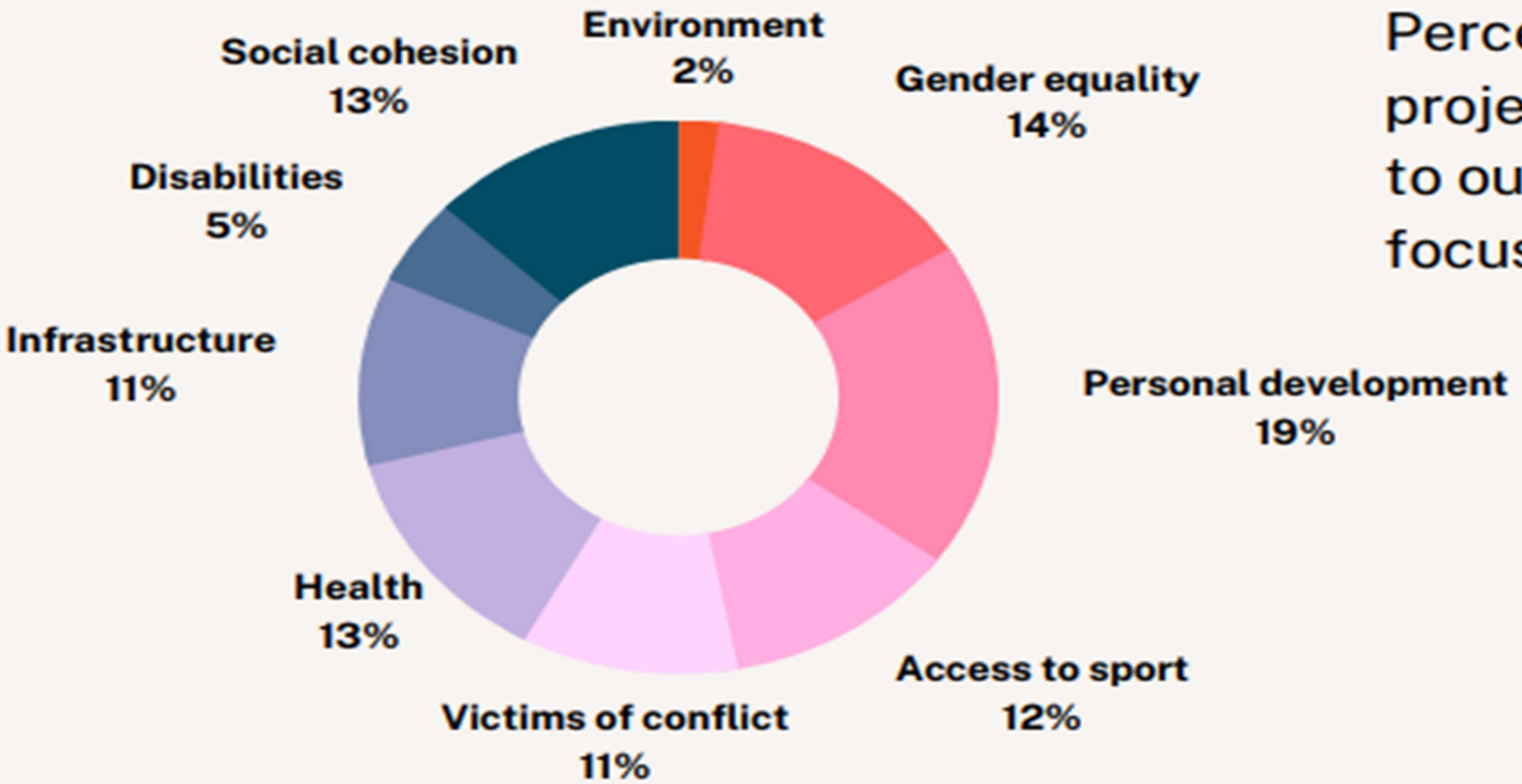
56
Tonnes of material shipped

NEW PROJECTS 2023

Budget allocated by geographical area



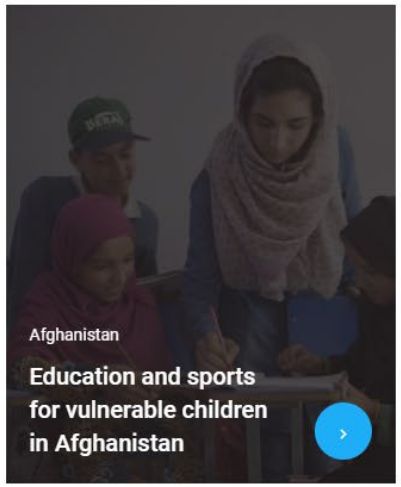
Percentage of projects according to our areas of focus

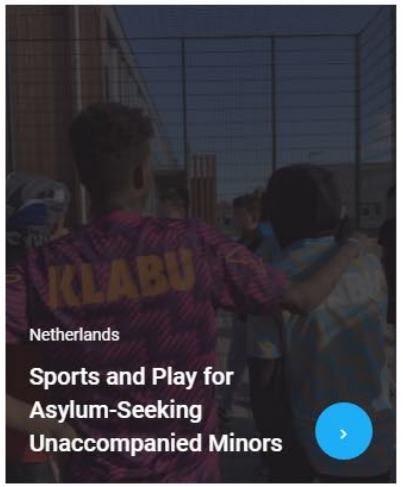


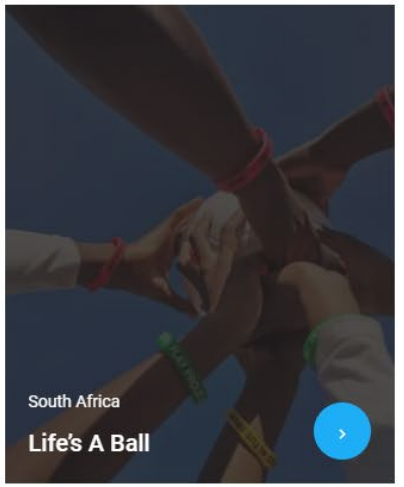
UEFA FOUNDATION for children

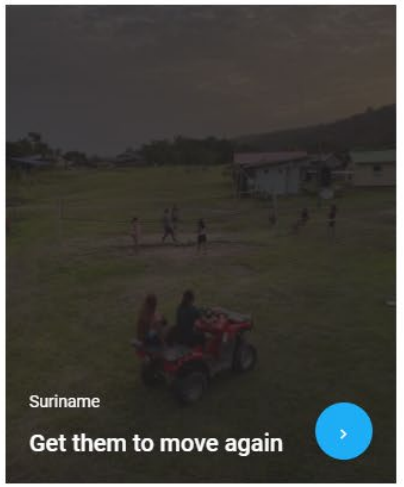
Infrastructure and Equipment projects

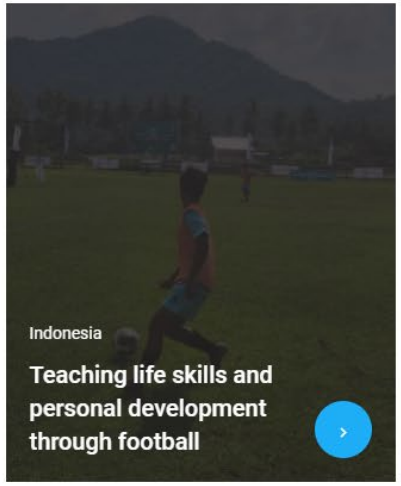
Infrastructure/equipment projects

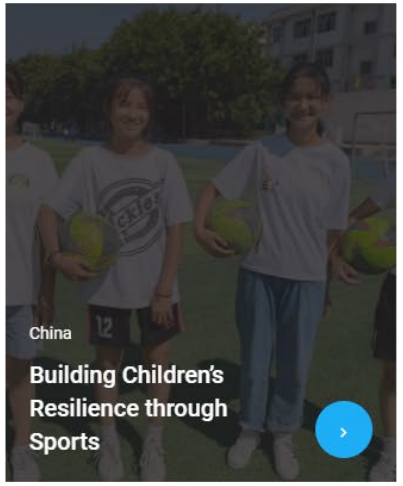


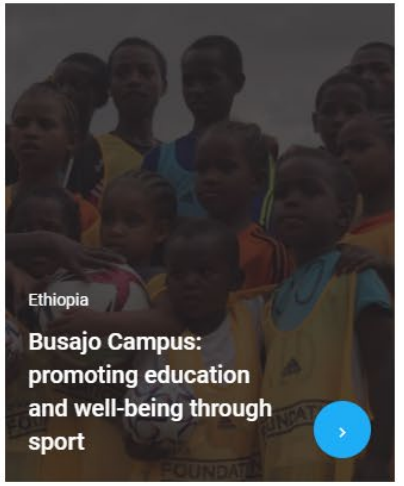


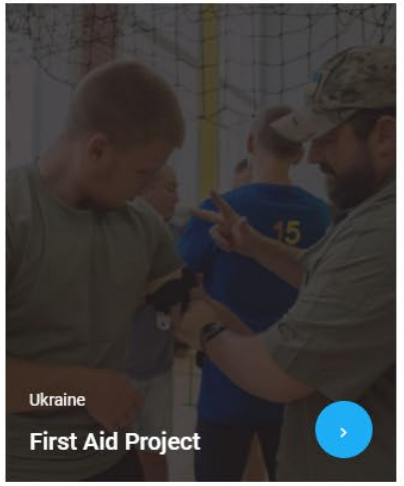






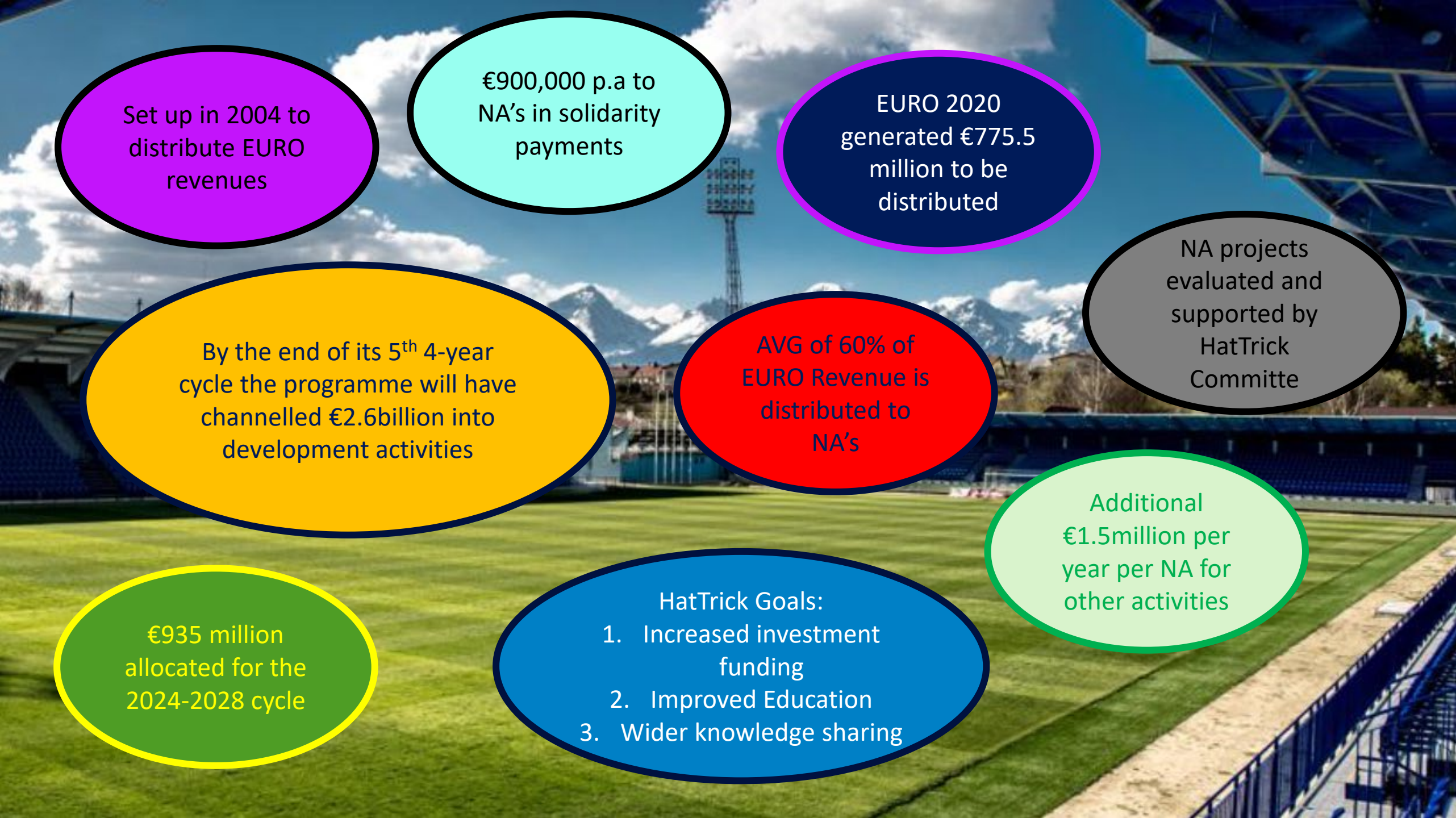






https://uefafoundation.org/infrastructure-and-materials/

The UEFA HatTrick development Program


Set up in 2004 to distribute EURO revenues
€900,000 p.a to NA's in solidarity payments
EURO 2020 generated €775.5 million to be distributed
NA projects evaluated and supported by HatTrick Committe
By the end of its 5th 4-year cycle the programme will have channelled €2.6billion into development activities
AVG of 60% of EURO Revenue is distributed to NA's
Additional €1.5million per year per NA for other activities
€935 million allocated for the 2024-2028 cycle
HatTrick Goals:
1. Increased investment funding
2. Improved Education
3. Wider knowledge sharing

Key figures – Investment

UEFA GROW

What is UEFA GROW?

- Promoting and developing football across Europe, a programme designed to grow European football in partnership with our NA's by ensuring that they are able to maximise their full potential both on and off the pitch.
- UEFA Grow was launched on the back of a thorough review of the European football landscape and an analysis of statistics and industry trends.
- The programme's initial focus was on supporting NA's to maximise their potential in four key areas;
  - Image,
  - Participation,
  - Revenue,
  - Engagement.
- Providing individual assistance to each NA through a series of workshops tailored to individual needs and local market challenges, supplemented by follow-up support.

Management

The programme helps NA's to operate in a more strategic and sustainable manner, which will in turn improve their public reputation and have a long-term impact on the quality of football at all levels.

- **Strategic management:** Assisting member associations with long-term planning, strategy implementation, and regular monitoring and reporting
- **Financial management:** Providing insights on financial management and the strategic allocation of financial resources
- **HR/organisational management:** Analysing member association organisational structures and assisting with people management
- **Communication:** Strengthening member associations' communications capabilities.

Business

UEFA Grow optimises the commercial and marketing opportunities of member associations through the creation and evaluation of revenue improvement plans and strategies and the introduction of technology strategies to enhance business processes and deliver efficiency and alignment across all areas of the organisation.

- **Business development:** Providing systematic analysis of the international sports business landscape, fostering new opportunities for growth, and identifying potential risks to strengthen the overall resilience of national football ecosystems

- **Marketing:** Assisting member associations with strategic marketing, brand management, customer relationship management and other marketing activities to build the foundations for future commercial success

- **Commercial development:** Providing strategic analysis of member associations' current and potential revenue streams, with a focus on efficient and sustainable revenue generation and long-term financial stability

- **Technology:** Offering analytical tools to help member associations understand their technological capabilities and needs, as well as ensuring that associations have the required skills, systems and people to adapt to future trends and technological advances

Football

All support offered by the Grow team has the ultimate goal of improving football performance and facilities, from grassroots to elite level, backed up by research to identify key trends and maximise potential.

- **High performance:** Conducting research that identifies trends and areas of opportunity
- **Facilities:** Using technology and AI to identify facilities at national and local level, and helping member associations with planning, partnership building and securing financial support
- **Grassroots:** Helping to grow participation and strengthen retention

Society

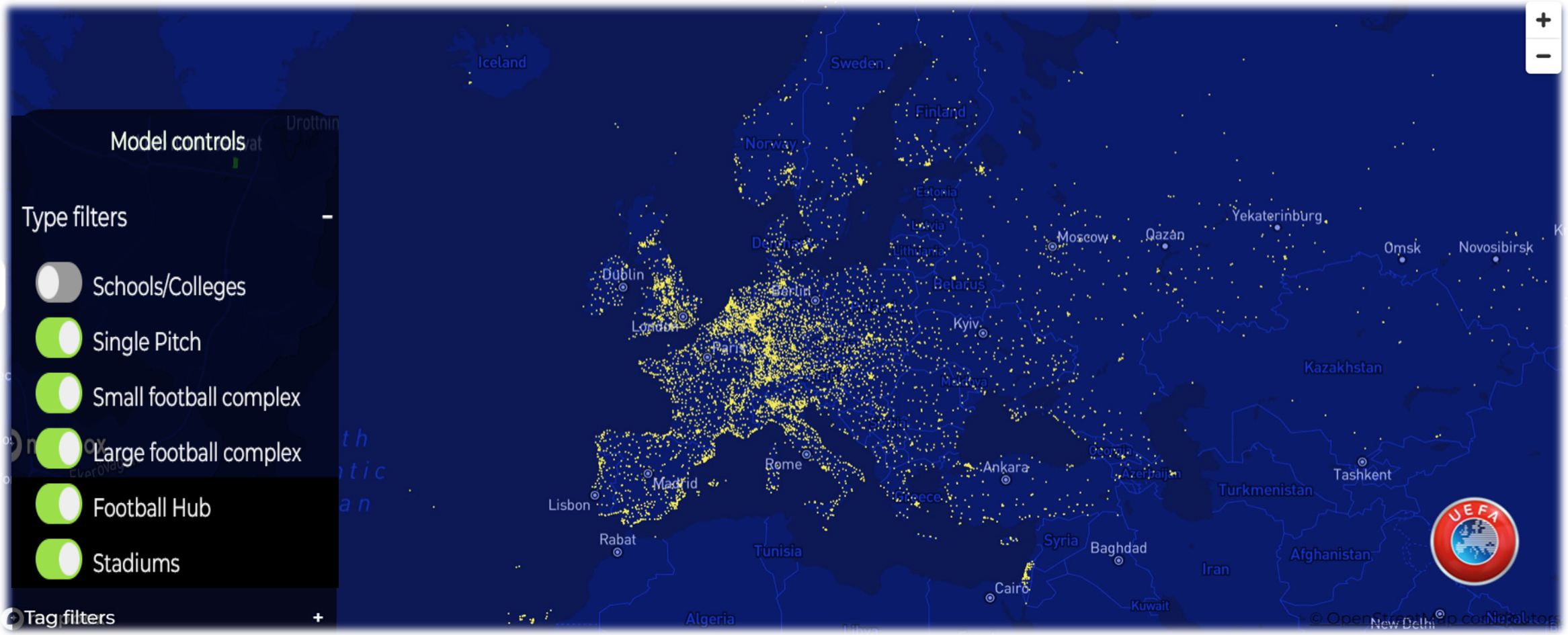
- **Society:** Develops tools to measure football's impact on society in line with the UN's sustainable development goals & key goals at EU and National level
  - Impact evaluation
  - Public affairs
  - Funding Partnerships
  - Policy Alignment
- **Network:** Allow National Associations to share Knowledge, challenges and best practices
  - Events
  - Awards
  - Knowledge sharing
  - onboarding

Trends, Research, Data tools, Knowledge management

Attempts to promote effective development through research, investment & evidence-based decision making.

- **Trends:** identify & monitor key trends that will have a lasting effect on NA's & Football as a whole.
- **Research:** Conducting quantitative and qualitative research to inform strategic decision-making and investment.
- **Data tools:** Collecting data and analysing information to achieve a deeper understanding of individual national environments.
- **Knowledge Management:** Gathering and structuring knowledge so that the football community can benefit from our work

Trends, Research, Data tools, Knowledge management



EU Policy

Microplastics & SUR Plant Protection Products (PPP's)

- Protect the game at grass roots and elite level when it comes to EU Policy making
- Act as a knowledge hub for National Associations and clubs
- coordinate a response from the European Football family at EU level
- Work with industry stakeholders to assess the impact of potential legislation and to seek outcomes in line with UEFA's strategic priorities

UEFA GRASSROOTS PROGRAMME

Thank You!