

FIFA®

WOMEN'S FOOTBALL STRATEGY

2018-2027





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INTRODUCTION

Every day, the number of girls and women playing football increases, as does the number of fans following the women's game worldwide. In 2018, FIFA launched its first-ever global women's football strategy which charted the course for how FIFA would work with its stakeholders to ensure the sustainable growth of women's football.

Although women's football has grown exponentially, the passion and potential of the sport offer vast untapped opportunities, making it football's biggest growth opportunity.

At the pinnacle of women's football is the FIFA Women's World Cup™ – the greatest catalyst we have to supercharge the growth of our game once every four years. The 2015 edition in Canada drew unprecedented interest, with more than 750 million fans tuning in from around the world. In France in 2019, the tournament broke into the mainstream with 1.12 billion viewers experiencing the magic of the tournament across more than 200 territories. Then, in 2023, the FIFA Women's World Cup in Australia and Aotearoa New Zealand went #BeyondGreatness, attracting a global audience of more than 2 billion supporters and filling stadiums with almost two million spectators.





The FIFA Women's World Cup has accelerated the progress of our game at every level, with more women now having the opportunity to earn a living from the game they love – on and off the pitch. At the grassroots, we have seen more investment in projects dedicated to women's football and more young girls gaining access to the beautiful game.

In place since 2018, the FIFA Women's Football Strategy has been continuously monitored and remains dynamic to ensure it continues to deliver on the objectives set out by the overarching FIFA strategy, which is redefined ahead of each cycle. [Football Unites the World: Strategic Objectives for the Global Game](#) is the strategy for the 2023-2027 cycle.

To lead the sustainable growth of the women's game until 2027, the year of the next FIFA Women's World Cup, FIFA has revised its global women's football strategy, to set the pace for the rapid growth trajectory of our sport.

Goal 8 of FIFA's overarching strategy sets the ambitious twofold objective for FIFA to "deliver the greatest FIFA Women's World Cup™ ever in 2023 to help drive further development in women's football".

The FIFA Women's World Cup Australia & New Zealand 2023™ achieved this by exceeding all previous benchmarks, further transforming the women's game whilst accelerating development efforts worldwide faster than ever before.

Against this backdrop, the 2023-2027 cycle is primed to deliver on many fronts.

FIFA



GOAL 8



The FIFA Women's Football Strategy charts the course for how FIFA works with its stakeholders to continue the growth of the women's game.



WOMEN'S FOOTBALL HAS GROWN EXPONENTIALLY, THE PASSION AND POTENTIAL OF THE SPORT OFFER VAST UNTAPPED OPPORTUNITIES, MAKING IT FOOTBALL'S BIGGEST GROWTH OPPORTUNITY.





KEY OBJECTIVES FOR THE WOMEN'S GAME

As has been the case since 2018, the FIFA Women's Football Strategy is an extension of the organisation's overall strategic roadmap, which charts the course for how FIFA will continue to lead the sustainable growth of the game. Within the context of realising FIFA's strategic objectives for the Global Game, FIFA remains committed to achieving the overarching women's football-specific goals:

- GROW PARTICIPATION**
- ENHANCE THE COMMERCIAL VALUE**
- BUILD THE FOUNDATIONS**

GROW PARTICIPATION

FIFA's objective is to promote football across all 211 member associations, which includes creating opportunities for girls and women in areas where football is not played, as well as improving and increasing the playing opportunities and quality in areas where women already take to the pitch every single day.

Increasing the level of female participation in football is central to FIFA's ability to reaching its strategic objectives.

FIFA will modernise its women's development programmes and initiatives to broaden participation on and off the pitch, many of which will seek to build upon existing pathways for women to participate and add unique dimensions to the game.

We will work diligently to ensure that more women and girls have increased access to football in regions all over the world, while supporting our member associations in achieving the objectives set out in their own women's football strategies.





HAVING DEMONSTRATED THE COMMERCIAL VALUE OF THE FIFA WOMEN'S WORLD CUP TO THE WORLD'S BIGGEST COMMERCIAL PARTNERS, BROADCASTERS AND DIGITAL PLATFORMS, THE NEXT STEP IS SUPPORTING OUR MEMBER ASSOCIATIONS TO UNLOCK THE VALUE OF WOMEN'S FOOTBALL AT ALL LEVELS.

ENHANCE THE COMMERCIAL VALUE

FIFA's ability to develop the game depends on its effectiveness to commercialise its competitions.

The FIFA Women's World Cup Australia & New Zealand 2023 was the first edition with an innovative and independent commercial model, providing a solid basis for enhancing the commercial value of women's football.

We have an unrivalled opportunity to expand FIFA's development efforts by creating new revenue streams from our women's football competitions and by providing all stakeholders with the necessary strategic guidance to do the same at domestic and continental level. Having demonstrated the commercial value of the FIFA Women's World Cup to the world's biggest commercial partners, broadcasters and digital platforms, the next step is supporting our member associations to unlock the value of women's football at all levels.

We will optimise existing competitions to maximise their quality and commercial benefits. We will also dedicate the same focus to creating new competitions that will provide additional opportunities for women to compete on the world stage.

BUILD THE FOUNDATIONS

As FIFA works to grow female participation in football and enhance the associated commercial benefits, we will build upon the current foundations to effectively govern and regulate a more sophisticated women's football ecosystem.

We will continue to invest in further initiatives to empower more women to work in football at all levels of the game, on and off the pitch. In order to do this, it is crucial that the game's regulatory framework is modernised and football leadership is an accurate, diverse representation of the game itself.


In addition to concrete steps to empower more women to take leadership positions, FIFA is committed to closing the gender research gap by undertaking targeted research on the global women's football landscape. Such research is crucial to the professionalisation and development of the women's game globally and will enhance the decision-making processes of all football stakeholders.



**IT IS CRUCIAL
THAT THE GAME'S
REGULATORY FRAMEWORK
IS MODERNISED AND
FOOTBALL LEADERSHIP
IS AN ACCURATE, DIVERSE
REPRESENTATION
OF THE GAME ITSELF.**

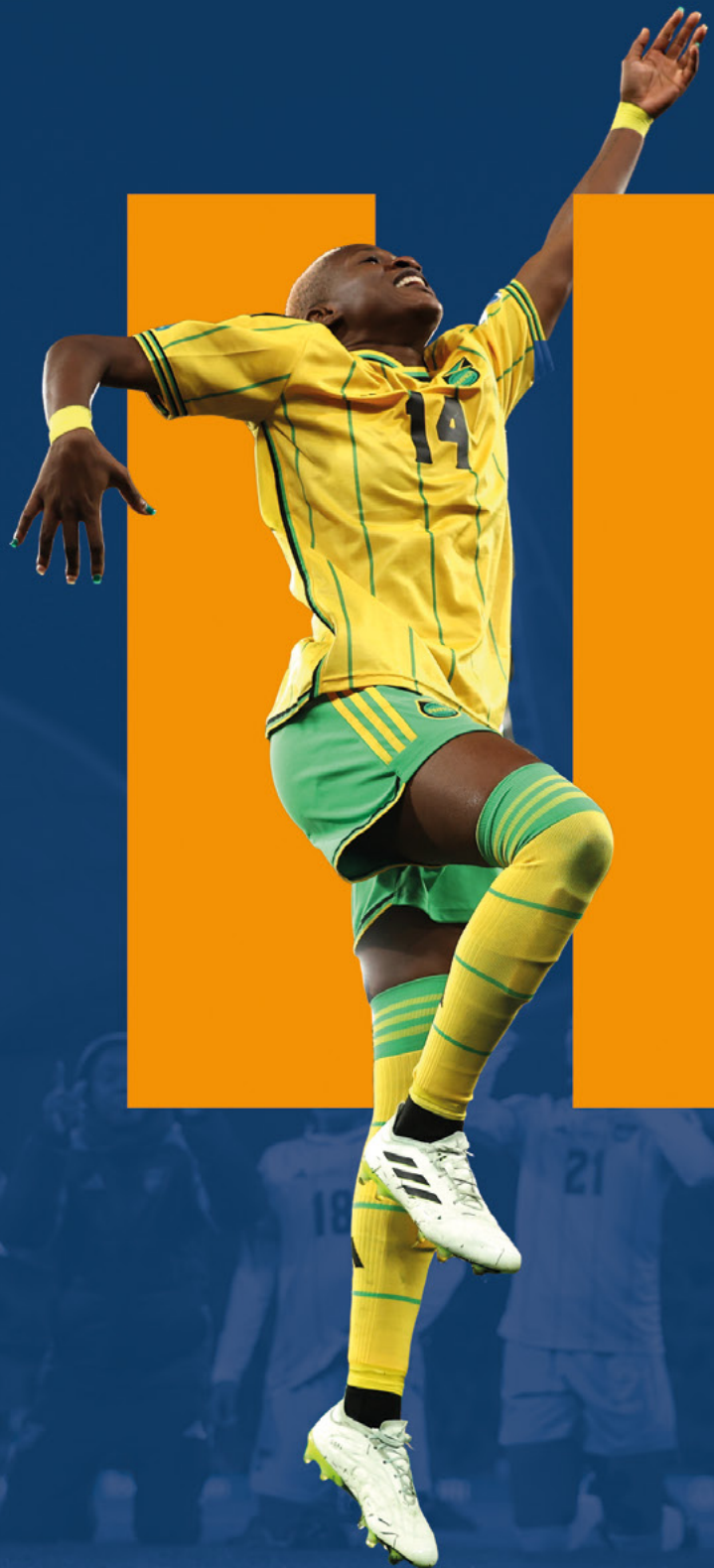
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NUALPHAN LAMSAM
President, Football Association





GAME PLAN AND TACTICS

FIFA will achieve its objectives by executing a five-pronged strategy to:

DEVELOP AND GROW
SHOWCASE THE GAME
COMMUNICATE AND COMMERCIALISE
GOVERN AND LEAD
EDUCATE AND EMPOWER

DEVELOP AND GROW



GAME PLAN

FIFA will focus on developing the women's game, both on and off the pitch, at all levels. FIFA will also support member associations in developing football locally, to retain and grow female participation and do all that is necessary to ensure that girls and women have clear pathways to play, administer and govern the game. In addition to making football more accessible to girls and women globally, FIFA will take concrete steps to improve and showcase best practice at the elite end of the women's game.

Specifically, FIFA will:

- increase the number of female players to 60 million by 2027;
- raise the standards of women's football clubs and leagues across all member associations;
- double the number of member associations that have organised youth leagues from 2018 to 2026 in order to address the dropout rate and sustain girls' participation in football;
- ensure that, by 2027, all FIFA member associations have developed and implemented comprehensive women's football strategies;
- develop, implement and expand FIFA's Football for Schools Programme; and
- foster greater cooperation, education and advocacy for women's football between FIFA, the confederations and member associations.



TACTICS

A

MODERNISE EXISTING DEVELOPMENT PROGRAMMES

Review and continuously enhance the existing portfolio of women's development programmes to determine those with the greatest impact.

As the game evolves, construct new programmes to realise measurable goals related to mass participation, the development of elite youth pathways, and national leagues, as well as technical, coaching and refereeing development programmes.

B

PROJECT 60 MILLION

Grow, retain and measure participation at all levels in women's football by using targeted programmes and incentivising registration systems, with the ultimate goal of having 60 million girls and women playing football across the globe.

C

ORGANISE GLOBAL WOMEN'S FOOTBALL ACADEMIES

Explore the creation of elite women's football academies at member associations, so that the necessary infrastructure exists to provide girls and women with structured and regular training opportunities in preparation for domestic, regional and international competitions. Provide support and expertise in the areas of player infrastructure, development, technical staff education, and the preparation and implementation of high-performance programmes.

D

DEVELOP FIFA'S FOOTBALL FOR SCHOOLS PROGRAMME

Leverage existing school structures in all member associations to incorporate football into the school curriculum, where possible, and increase access for young girls to train and participate in organised football activities with a particular focus on providing opportunities for girls to transition into club football.

E

IMPROVE TECHNICAL DEVELOPMENT

Increase the number of qualified female coaches working in the game by creating pathways for them to gain qualifications and increasing the opportunities to obtain employment in coaching. A dedicated career pathway for female coaches will include mentoring programmes and better learning environments to ensure that talented female coaches have the same access to education and opportunities as their male counterparts.

SHOWCASE THE GAME



GAME PLAN

As part of FIFA's broader efforts to deliver the greatest-ever FIFA Women's World Cup and consequently further drive development in women's football, we will optimise our competitions to ensure that the best players and teams in the world are showcased. FIFA's competitions will set an unparalleled global benchmark and act as a major catalyst to continue the rapid growth trajectory of the women's game.

Accordingly, FIFA will:

- take the FIFA Women's World Cup to the next level in terms of operational delivery; stadium infrastructure; standards for the participating teams, broadcasters, commercial affiliates and other key stakeholders; coverage across all platforms; innovations and enhanced fan experience;
- leverage the FIFA Women's World Cup as a driving force for the development of women's football globally;
- work with all six confederations to optimise the regional qualifying pathway for FIFA competitions (senior and youth);
- further develop and expand FIFA youth tournaments to build elite female participation at an earlier age;
- develop and launch new international competitions for women's national teams and clubs; and
- examine, monitor and analyse the global competitions landscape at all levels with a view to evolving the regulatory framework surrounding the women's game, protecting its integrity and the players.



TACTICS

A

FIFA WOMEN'S WORLD CUP

Reaffirm the tournament as the biggest women's sporting event in the world. Prioritise operational excellence with regard to infrastructure, pitches and tournament management.

- Showcase the world's best players and engage audiences with a world-class event through exceptional storytelling across all platforms.

Enhance the fan experience within the host country throughout the tournament.

Leverage the power of the FIFA Women's World Cup to positively impact the global landscape of women's football and blaze a trail for women's empowerment.

B

COMPETITION REVIEW

Continuously monitor and analyse all existing women's competitions with the intention of revitalising and optimising all sporting and commercial elements. Enhance and promote the improvement of minimum standards across the global ecosystem by using FIFA competitions as examples of best practice.



C

DEVELOP NEW COMPETITIONS

Introduce new competitions designed to retain female participation in football and provide greater playing opportunities for women on the world stage. Examples include:

- International club competitions
- Expanded youth tournaments
- FIFA Futsal Women's World Cup™
- Beach soccer competition



D

STRENGTHEN THE WOMEN'S INTERNATIONAL MATCH CALENDAR

Work with relevant football stakeholders to strengthen the Women's International Match Calendar and related regulations as a fundamental tool for the professionalisation of women's football and player welfare. Continuously monitor its impact as the game evolves to ensure that the calendar is adapted to fit the needs of the dynamic women's football landscape.

Lead new data-gathering systems and research projects to ensure that all work in this area is underpinned by robust data and analysis.

E

OPTIMISE REGIONAL QUALIFIERS

Work with the relevant football stakeholders to improve the regional qualification pathways and minimum standards at all age levels, to elevate the quality of FIFA women's competitions and ensure that there are increased opportunities to play in developing regions.

F

ENHANCE THE GLOBAL INTELLIGENCE ON WOMEN'S FOOTBALL COMPETITIONS

Target national teams, leagues, clubs and players to capture insightful data on sporting performance, minimum standards, operational elements and aspects related to female health, using FIFA tournaments and qualifying pathways as a starting point.

COMMUNICATE AND COMMERCIALISE

GAME PLAN

FIFA will broaden the exposure of women's football and increase its commercial value. To boost the visibility of women's football and unlock its potential at all levels, FIFA will support its member associations whilst maximising the commercialisation of its own competitions.

Specific goals include:

- devising a clear women's football communications strategy covering both competitions and development;
- developing a dedicated marketing programme designed to attract and retain women's football fans on a long-term basis;
- harnessing the full commercial potential of the FIFA Women's World Cup and other FIFA tournaments to generate revenues for reinvestment in the women's game;
- developing and implementing a dedicated women's football commercial programme by 2026; and
- collaborating with global personalities and influencers to raise the profile of women's football and advocate for access, equal opportunities, health benefits and positive societal change through the game.



TACTICS

A

DEVELOP A WOMEN'S FOOTBALL COMMERCIAL PROGRAMME

The women's football commercial programme will consider:

- enhancing women's football engagement with existing commercial partners and attracting new dedicated partners aligned with FIFA's objectives for the women's game;
- developing a strategy to sell broadcast, digital and media rights, including an unprecedented breadth of coverage for FIFA women's football competitions and programmes;
- revamping the ticketing strategy and designing a model that appeals to women's football fans and fosters a family-friendly environment; and
- placing an emphasis on capacity-building material that will empower member associations to unlock the commercial value of women's football at domestic level.



B

EXPLORE DIGITAL CONTENT DISTRIBUTION ALTERNATIVES AND NEW TECHNOLOGIES

Work to harness technology and innovation to attract new fans, deepen FIFA's connection with current football supporters and unlock additional sources of revenue to fund the game's development.



C

CREATE BESPOKE MARKETING AND COMMUNICATIONS APPROACHES FOR WOMEN'S FOOTBALL

Develop and enhance women's football marketing and communications tools that will be aimed at:

- attracting girls to the game and keeping them involved for longer;
- publicising and promoting the FIFA Women's Development Programmes, leagues and competitions that are essential to the sustainable development of the women's game;
- promoting the power of the women's game to drive greater societal change;
- showcasing the commercial power of women's football, focusing not only on the FIFA Women's World Cup but also on role models and powerful examples of social impact;
- providing all fans attending FIFA women's competitions with a world-class experience, by redefining technological innovations and excellence in operational delivery; and
- implementing a distinct brand strategy for the women's game that inspires players and fans, giving the game its own identity and enriching the game's overall image.



D

EXPAND AND DIVERSIFY FIFA'S NETWORK OF WOMEN'S FOOTBALL PERSONALITIES

Explore initiatives dedicated to women's football that have the power to generate greater visibility of the game. This includes engaging personalities from other industries who can support the strategic objectives and growth of our sport.



GOVERN AND LEAD



GAME PLAN

FIFA will endeavour to create more opportunities to upskill and empower everyone working in women's football, both on and off the pitch.

FIFA will drive and support the sustainable growth and professionalisation of the game by implementing regulatory reforms and enhanced minimum standards that are underpinned by robust research, education, monitoring and evaluation.

Tangible goals include:

- all FIFA member associations having at least one woman present on their executive committee by 2027;
- by 2025, at least one third of FIFA committee members being women;
- by 2027, every member association dedicating at least one seat on its executive committee to representing the interests of women in football and women's football;
- driving the professionalisation of women's football by improving governance structures, enhancing minimum standards and implementing regulatory reforms while prioritising player well-being; and
- ensuring the growth of women's football and female representation in key decision-making positions at all levels of the game.



TACTICS

A

STRENGTHEN AND EXPAND FIFA LEADERSHIP PROGRAMMES

Deepen the impact of FIFA's leadership programmes through initiatives that will:

- increase representation of women in football leadership and decision-making bodies;
- upskill, empower and create stronger networks for women who work in football through global and regional programmes; and
- create player-focused initiatives that build capacity, leadership skills and encourage a smoother career transition.

B

ADVANCE THE PROFESSIONALISATION OF WOMEN'S FOOTBALL

Enhance the organisation of women's football by providing a robust regulatory framework and solidifying relationships with key professional football stakeholders. This will include:

- strengthening the transfer matching system to incorporate player transfers in the women's game;
- monitoring women's football transfers to inform decision-making and increase professionalisation;
- incorporating the club licensing system as a development tool to raise the standards of clubs and leagues and accelerate the development of the game at all levels;
- developing and issuing a regular report on the landscape of women's football in order to closely monitor and foster professionalisation through close collaboration with all women's football stakeholders;
- creating a platform to share expertise and knowledge on the professionalisation of women's football;
- introducing a club benefits programme that responds to the specific needs of the women's football environment and incentivises/rewards clubs for developing players;
- developing, implementing and monitoring a training compensation system that is dedicated to the women's game; and
- monitoring and updating the Regulations on the Status and Transfer of Players to promote the protection of female players and coaches; this includes improving FIFA's regulatory framework to address key aspects, such as maternity and adoption rights, family leave benefits, basic rights and women's health-related topics, to support players, coaches and their families.

C

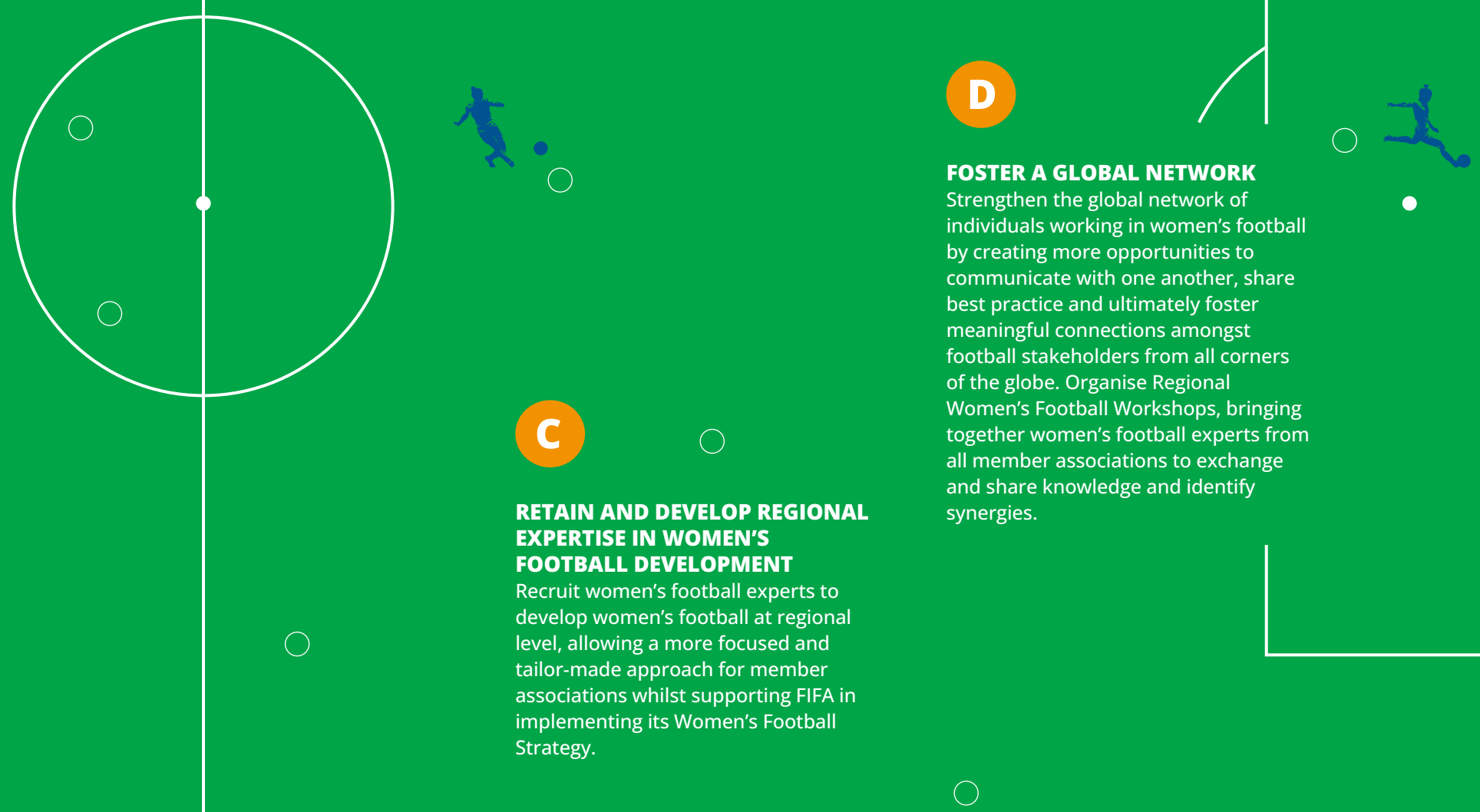
RETAIN AND DEVELOP REGIONAL EXPERTISE IN WOMEN'S FOOTBALL DEVELOPMENT

Recruit women's football experts to develop women's football at regional level, allowing a more focused and tailor-made approach for member associations whilst supporting FIFA in implementing its Women's Football Strategy.

D

FOSTER A GLOBAL NETWORK

Strengthen the global network of individuals working in women's football by creating more opportunities to communicate with one another, share best practice and ultimately foster meaningful connections amongst football stakeholders from all corners of the globe. Organise Regional Women's Football Workshops, bringing together women's football experts from all member associations to exchange and share knowledge and identify synergies.





EDUCATE AND EMPOWER



GAME PLAN

FIFA will harness the power of women's football and its competitions to highlight the game's unmatched ability to drive positive societal change for women and girls all around the world.

FIFA will:

- strengthen football's ability to positively impact the lives of women and girls around the world;
- leverage the power of the FIFA Women's World Cup and other events to address specific social issues faced by women and girls (e.g. health, empowerment, equality);
- educate and inspire female players and those involved in the women's game on medical matters, the importance of healthy lifestyles and tactics to ensure long playing careers;
- participate in and/or support programmes and promotional campaigns aiming to empower girls through football; and
- support member associations in building relationships with governments and universities/colleges, to leverage the school system while introducing more opportunities for girls and women to play.



TACTICS

A

BUILD STRATEGIC RELATIONSHIPS TO HIGHLIGHT FOOTBALL'S IMPACT ON GIRLS AND WOMEN

Broaden FIFA's existing outreach to NGOs and government stakeholders whose work focuses on women's leadership, well-being and empowerment, seeking to harness the power of women's football to educate and empower women and girls.

B

STRENGTHEN SOCIAL IMPACT INITIATIVES AT OUR MAJOR EVENTS

Work with stakeholders to develop sustainable social impact projects that highlight football's power to improve the lives of girls and women.

Develop and implement a dedicated, measurable social impact programme for all FIFA women's competitions.

Prioritise the long-term impact of FIFA tournaments on the host country or countries and regions, by formalising a scalable local and global impact framework at both senior and youth levels that host member associations must adhere to as part of the bidding process to host FIFA tournaments.

C

CREATE WOMEN'S FOOTBALL-SPECIFIC MEDICAL AND HEALTH PROGRAMMES

Gather and analyse medical data on female football players with a focus on injury prevention, playing conditions and female biology.

Develop specific educational and awareness programmes for players, football professionals, stakeholders and the general public involved in the women's game to emphasise the importance of taking into account aspects specific to training and preparing female players.

D

SUPPORT MEMBER ASSOCIATIONS AND CONFEDERATIONS THROUGH KNOWLEDGE-SHARING AND CAPACITY-BUILDING IN THE INTERNATIONAL COMPETITIONS LANDSCAPE

Use FIFA tournaments to provide women's football administrators with more operational experience.

Share FIFA best practices of delivering world class events.

Offer educational opportunities to relevant football stakeholders on topics such as the Women's International Match Calendar, the global competitions landscape and the regulatory framework.

WOMEN'S FOOTBALL STRATEGY

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