To the member associations of FIFA

Circular no. 1289

Zurich, 20th January 2012
SG/jne/mcr-hua

FIFA Women’s Football Development Programme Guidelines 2012-2015

Dear Sir or Madam,

The FIFA Women’s World Cup Germany 2011™ was a great step forward in the women’s game. As we look back on the success and the quality of the top teams in Germany, we are also aware that there is still much to be done towards developing women’s football throughout the world.

With this in mind, FIFA is pleased to present the FIFA Women’s Football Development Programme Guidelines 2012-2015. Please find the guidelines enclosed with this letter.

These guidelines provide member associations with the necessary information to apply for and benefit from the FIFA women’s football development programmes for 2012-2015. It also contains the criteria and financial procedures that must be adhered to by all member associations when reporting to the FIFA Member Associations & Development Division. A standard budget request and financial report form have been created to facilitate this and guarantee financial transparency.

1. FIFA women’s football development programmes 2012-2015

The FIFA women’s football development programmes offer member associations multifaceted support ranging from expertise, teaching and promotional material to football equipment and financial assistance. The programmes on offer for the next four years will strive to encourage and create competition opportunities at all levels for women and girls.

The FIFA Member Associations & Development Division has created 11 programmes for the period 2012-2015, distributed in four main areas for football development: Competitions, Management, Education and Promotion.

The main goals of FIFA’s women’s football development programmes are

- Establishing women’s football competitions/leagues in all member associations
- Increasing participation of women and girls in grassroots, youth and outreach football programmes worldwide
- Improving the structures/infrastructure dedicated to the women’s game
- Increasing the number of women in leadership positions – executive level, management, coaching, medical and refereeing
- Contributing to the member associations’ potential to participate in FIFA or continental women’s tournaments from 2012-2015

_FIFA encourages member associations to request programmes that fit their needs and which are in line with their own women’s football development strategy._

2. Criteria and number of projects allocated by member associations

All member associations are entitled to participate in and benefit from the FIFA women’s football development programmes 2012-2015. However, priority will be given based on the analysis of the member association’s commitment and willingness to develop women’s football as well as the quality and completeness of the relevant applications.

Member associations may apply for more than one programme within the same year, provided there is a relevant link between the projects as well as the overall member association and women’s football development strategy. FIFA reserves the right to reject applications that do not fulfil the relevant criteria. A memorandum of understanding will be signed between FIFA and those member associations with more than one approved or specific project (see item 6).

FIFA encourages member associations to centre their efforts on developing women’s national competitions and domestic leagues, as well as youth and grassroots development programmes for girls.

3. Application forms and conditions to be fulfilled for the approval of member association applications

In the enclosed guidelines you will find five forms to be used for the relevant applications and reports by the member associations, as explained below:

3.1 Application form – women’s football development programmes
This form can be used to apply for any programme in the FIFA Women’s Football Development Programme Guidelines 2012-2015. Member associations can photocopy this form as many times as needed. Please refer to the programme of your interest in the guidelines in order to complete the application correctly.

3.2 Equipment request form – women’s leagues
This form should be used only when applying for support for national women’s football competitions (programme 1). This form should be submitted together with the general application form (item 3.1) and other information requested in the guidelines for the programme.

3.3 Equipment request form – Festivals for Girls programme
This form should be used only when applying for support for organising festivals for girls (programme 2). This form should be submitted together with the general application form (item 3.1) and other information requested in the guidelines for the programme.
3.4 **Budget request form to be completed by member associations**
This form must be used to apply for any financial support in accordance with the Women's Football Development Programme Guidelines. Member associations can photocopy this form as many times as needed. Please refer to the programme of your interest in the guidelines in order to complete the budget application correctly.

3.5 **Financial report form to be completed by member associations**
This form must be used for all programmes that require financial support. Member associations must submit a completed financial report form in order to receive any pending balance payment. Please refer to the guidelines in order to complete this form correctly.

4. **General approval procedure**

4.1 Completed applications should reach the FIFA Education & Technical Development Department at least four months prior to the start of the relevant project.

4.2 All applications will be discussed with the respective Development Officer before final approval and will be automatically rejected if the timeline is not kept and/or the form is not fully completed with all the information required.

4.3 Special attention should be drawn to possible customs restrictions for the importing of equipment, and member associations should inform FIFA of any special local requirements when making the initial application. Please note that FIFA is not responsible for any customs duties.

4.4 The selected project dates should not conflict with other major events in the relevant country (e.g. political elections, elections in the member association, religious festivals, tournaments, other sport and football events, etc.).

4.5 The programme you apply for has to be compatible with your member association's long-term development plan and its priorities.

*Please note that failing to provide the necessary information may delay or cause the rejection of your application.*

5. **Selection of participants**

The selection of participants for the relevant projects is the responsibility of the organising member association and is key to the successful organisation of any initiative. However, for the continued development of football in the relevant country and the benefit of the hosting member association, we have to insist that only people with the necessary knowledge to follow the course or participate in any project supported by FIFA are selected.

**Coaching, refereeing and administration courses and other educational programmes**
These should be requested ideally for those individuals involved in women's football, with member associations giving priority to coaches, referees and administrators who are directly involved in
national teams, domestic women’s leagues, clubs, youth and grassroots initiatives as well as in the overall management and coordination of women’s football.

FIFA encourages female participation in all areas of football and especially within women’s football development. Member associations should take into consideration players, former female players, women for these activities.

6. Memorandum of understanding

In order to ensure consistent follow-up, FIFA will sign a memorandum of understanding (MoU) with:

- Those associations for which more than one project has been approved
- Those member associations accepted under the programme providing support for national women’s football competitions

The content and details of the MoU will be discussed with the relevant member association prior to signature.

We hope that our contribution will help you to achieve your goals in the development of women’s football and look forward to working with you over the next four years.

For further information about the FIFA Women’s Football Development Programme Guidelines 2012-2015, please do not hesitate to contact the FIFA Education & Technical Development Department in Zurich.

Thank you for your cooperation.

Yours faithfully,

FÉDÉRATION INTERNATIONALE DE FOOTBALL ASSOCIATION

Jérôme Valcke
Secretary General

Encl: FIFA Women’s Football Development Programme Guidelines 2012-2015

cc: Executive Committee
Confederations
FIFA Development Offices