How success will be measured:

- 211 MAs with women on their executive committees
- Double the number of women’s youth leagues
- 211 MAs with women’s football strategies
- New FIFA international competitions for women
- 60 million women & girls playing football
- 1 billion broadcast viewers for the FIFA Women’s World Cup 2019™

**WHAT**

Grow participation
Enhance the commercial value
Build the foundations

**WHO**

Confederations, MAs, clubs, players, media, fans, NGOs, civil society organisations and other stakeholders

**HOW**

5 strategic pillars (below)

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**DEVELOP & GROW**

**ON AND OFF THE PITCH**

- Tailor-made development programmes for MAs
- Global women’s football academies
- Football in schools
- Coach development and mentoring
- Referee development

**SHOWCASE THE GAME**

**IMPROVE WOMEN’S FOOTBALL COMPETITIONS**

- Build on the existing popularity of the FIFA Women’s World Cup™
- Develop new FIFA competitions (including national team, futsal and club competitions)
- Strengthened women’s international match calendar
- Optimise regional competitions at all levels

**COMMUNICATE & COMMERCIALISE**

**BROADEN THE EXPOSURE AND COMMERCIAL VALUE**

- Dedicated commercial programme for women’s football
- Digital content distribution alternatives
- Women’s football ambassadors
- Marketing, communications and platforms
- Work with organisations and influencers active in human rights promotion and protection

**GOVERN & LEAD**

**INSTITUTIONALISE WOMEN’S FOOTBALL AND STRIVE FOR GENDER BALANCE**

- Ensure women’s football and female representation in key decision-making bodies
- Refine regulatory frameworks to boost professionalisation
- Empower those dedicated to the women’s game and foster a global network

**EDUCATE & EMPOWER**

**NURTURE FOOTBALL’S POSITIVE IMPACT ON WOMEN AND GIRLS**

- Strengthen the legacy programmes at showcase competitions
- Build partnerships with NGOs and third-party organisations to deepen the social impact
- Implement and support campaigns for women’s empowerment
- Develop programmes with MAs at national level