

OUR TOMORROW **NOW**

#OURTOMORROWNOW

The FIGC's Strategy
for Women's and Girls' Football
2021-2025



#OURTOMORROWNOW



WELCOME TO FIGC'S STRATEGY FOR WOMEN'S AND GIRLS' FOOTBALL

"Our tomorrow, now" is not simply a slogan. This phrase defines our ambition for women's and girls' football in Italy, and the importance the Italian Football Federation places on this movement. Our commitment manifests itself through the daily support to all our stakeholders, from players to clubs.

We have developed, with the fundamental support of the international football governing bodies, particularly UEFA a **strategic plan** for women's football that builds on the excellent results achieved over the last two years. The significant increase in the number of members, the passion and enthusiasm generated by the Azzurre, the rise of visibility of the Serie A, the development of the brand from a commercial perspective, the introduction of professionalism for players, and the support to clubs during the pandemic, provide us with a strong foundation from which to bring together all aspects of Italian women's football. Guaranteeing its rightful place within the national and international sports context, is our most important goal.

Passion, determination and **elegance** are values that characterize the movement, from national teams to the youth sector, from the top league to the amateur categories. We will bring together these different components under a single vision, in order to complete the cultural revolution expected in our country.

Gabriele Gravina
FIGC's President

A stylized, handwritten signature of Gabriele Gravina in white ink, positioned to the right of his name and title.



ITALIA

FIGC

BONANSEA

BARTOLI

11

13

28

ITALIA

ITALIA

ITALIA

ITALIA



National Teams



Clubs and
Competitions



Youth and Schools
Grass Roots

We are committed **to
empowering** women
and girls through
football.

It is the single biggest
opportunity for us to
grow our sport.

PARTICIPATION

FIGC registered female players
FIGC registered female players U15
Registered female coaches



up **41%** to 31,388
up **95%** to 16,036
up **197%** to 377

WOMEN'S SERIE A

Interest in Women's Serie A
Increase in social media followers



up **108%** since 2016
up **66%** since 2018

39,027 🚩

Peak attendance for
a league match
Juventus vs Fiorentina 2018/19

342,628 📺

Peak viewing on Sky Sport
(pay-per-view TV)
Juventus vs Fiorentina 2018/19

FIFA WOMEN'S WORLD CUP 2019

📺 **7.23 million**

Peak viewing Italy vs Brazil
on Rai 1 (public TV)

193,000

New social media followers



150,000

#RagazzeMondiali
campaign mentions

NATIONAL TEAMS

More women's
national teams
▲ up
4 to **7**

FIFA
RANKING
17 ► **13**

GROWTH SINCE 2015



BY 2025 WE WILL

- Grow the number of girls playing football by 50%
- Achieve greater international success for our women's teams
- Deliver thriving leagues and competitions
- Grow the fan base supporting the women's game
- Develop a commercially sustainable Serie A with professional players



Our mission and our vision

OUR MISSION

For every woman
and girl to be **free to**
choose football

To change perceptions,
break down barriers, and
open up football for women
and girls **everywhere**

Our mission and our vision

OUR VISION







Our values

PASSION

We are passionate about women's football. Now is the time for us to realize our full potential.





Our values

DETERMINATION

We are determined and resilient. With
the right vision we will overcome
whatever challenges we face.





Our values

ELEGANCE

We play with skill, grace
and style. Football is a
beautiful game.





OUR TARGETS ARE CLEAR AND AMBITIOUS

COMMUNITY

Attract more spectators to stadia.
Increase viewing figures for national team and league matches.
Increase social media following.
Bid to stage a major international women's football event.

GIRLS

Increase number of girls aged 5-15 playing football by 50 %.
Increase number of accredited clubs providing for girls.
Increase number of school club links.
Improve mixed football provision.

COMPETITIONS

Launch sustainable Serie A with professional players.
Establish new, structured league pathway from the amateur to professional game across Italy, whilst supporting development of youth competitions.

AZZURRE

Improve success on world stage for all national teams.
Grow profile and commercial value of women's football by using our senior national team players as role models.





OUR FIVE STRATEGIC PRIORITIES

1

IMAGE AND VISIBILITY

We will drive marketing initiatives to improve the image and visibility of women's football all year round.

2

PARTICIPATION

We will make football accessible, remove social barriers and create the best environment and experience for girls to play and follow.

3

CLUBS AND COMPETITIONS

We will deliver an easy to access and structured league pathway, continually improving standards from the amateur to the professional game.

4

WOMEN'S NATIONAL TEAMS

We will create a world class performance environment and talent pathway that puts players first, and allows the women's national teams to realise their potential.

5

COMMERCIAL

We will maximise visibility and commercial value through powerful products and partnerships.





IMAGE AND VISIBILITY

For women's football to be seen as cool, skillful and entertaining, with increased profile and visibility

OUR OBJECTIVES

- 🌀 To grow the fanbase for women's football
- 🌀 To increase attendances at national team, league and cup matches
- 🌀 To grow broadcast audiences through current and new broadcast channels
- 🌀 To grow digital and social media following and engagement
- 🌀 To bid to host a major international women's football event

OUR TACTICS

- 🌀 Create a clear brand proposition and story, inspiring girls, families and parents and changing perceptions
- 🌀 Deliver year-round integrated marketing activity across all women's and girls' football
- 🌀 Encourage the improvement of sports facilities used for competitions
- 🌀 Create high impact, high visibility campaigns using players, advocates and influencers
- 🌀 Work with our broadcast, media and sponsor partners to deliver greater value and impact

“Everybody wants this,
everybody wants to be us

MIRANDA PRIESTLY, THE DEVIL WEARS PRADA, 2006







PARTICIPATION

For every woman and girl to be free to choose football

OUR OBJECTIVES

- To increase the number of girls playing football by 50%
- To educate parents so they understand the benefits of football and how it can be a sport for girls
- To create more local, easy to access opportunities for girls to play in schools and clubs
- To create the very best environment and experience for girls to play
- To improve the provision of mixed football, to enable girls to improve their football skills and play regular matches at a local level

OUR TACTICS

- Tell the story of women's football differently to inspire girls to play
- Work in partnership with clubs to attract more girls to register and play
- Grow and strengthen school club links
- Connect grass roots, schools, clubs and competitions, and signpost participation activity to make football accessible locally
- Provide training and support for coaches, teachers and managers to deliver the very best environment and experience for girls
- Offer an age appropriate pathway for girls' football

“ The truth was that the more we played, the more we enjoyed it and we just stopped caring about anything anymore

TAKEN FROM THE BOOK 'GIOVINETTE' BY FEDERICA SENEGHINI, 2020







“ To attempt a contest and be successful brings release from sadness

PYNBAR, OLIMPYAN II, 476 A.C.

CLUBS AND COMPETITIONS



Thriving, high quality leagues and competitions across every region in Italy

OUR OBJECTIVES

- To establish a world class Serie A with professional players - competitively balanced, entertaining and commercially sustainable
- To create a clear pathway from regional competitions to Serie C, Serie B to Serie A, whilst supporting development of youth competitions
- To improve the long-term financial sustainability of clubs and competitions
- To grow the fan base, profile and commercial revenue of elite competitions

OUR TACTICS

- Implement a four-year business plans jointly with clubs for a Serie A with professional players
- Re-structure the competition pyramid, working in partnership with clubs and leagues involved
- Agree new commercial terms and financial distribution for clubs and leagues
- Evolve the club licensing system. entry criteria and league rules that are fit for purpose
- Increase the impact of major events related to club competitions (eg. SuperCup, Italian Cup Final)





WOMEN'S NATIONAL TEAMS



Even greater international success, inspiring the nation on and off the pitch

OUR OBJECTIVES

- For women's national teams to access high quality services through a united Club Italia for women and men
- To foster a player-centric, world class performance environment enhancing the potential of all national teams
- For all girls to be able to access the talent pathway so national teams can choose from more and better youth players
- To grow profile, fan base and commercial value by using the women's national teams and players as role models

OUR TACTICS

- Develop strong partnerships with clubs, sharing information and using new technology platforms
- Organize more intense and challenging national team matches and tournaments for all age groups
- Develop further Under15 activity organized by FIGC's Youth Department, local technical centers and clubs, in order to encourage the growth of talented young players
- Support the development of players, coaches and technical staff
- Communicate and live the values and culture of the Azzurre brand

“Don't let anyone define you.
You define yourself.”

BILLIE JEAN KING





COMMERCIAL

For women's football to achieve its full commercial potential

OUR OBJECTIVES

- 🔄 To design and sell outstanding women's football products
- 🔄 To maximize visibility and revenue through the right blend of broadcast and media partners
- 🔄 To create a family of dedicated women's football sponsors

OUR TACTICS

- 🔄 Develop broadcast partnerships to build audience with entertaining formats and engaging content
- 🔄 Target women's-specific partners that share our values
- 🔄 Design a new commercial structure with clubs for Serie A league launch in 2022/23, to prioritize reach and visibility
- 🔄 Align women's football commercial contracts to provide greater flexibility in the next commercial cycle

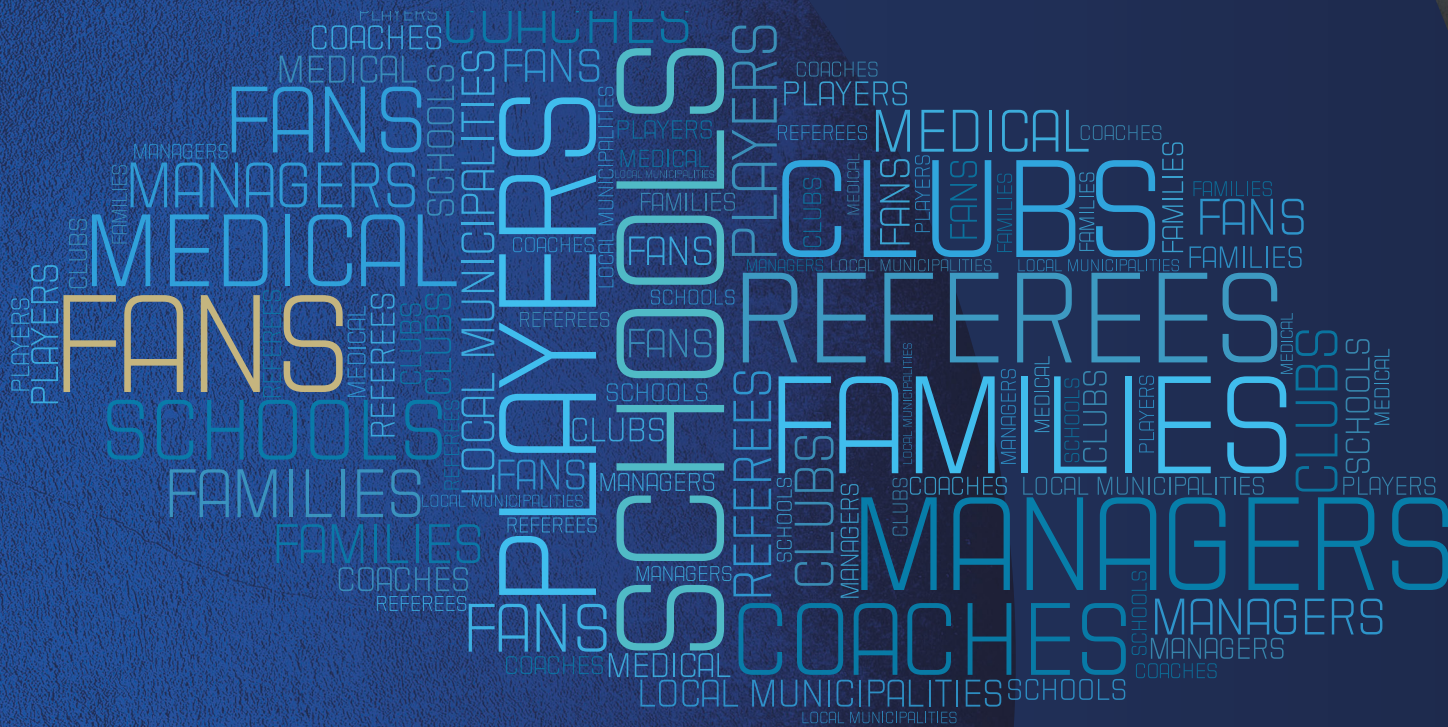
“Investing in football is investing in happiness.”

JACK MA, CO-FOUNDER ALIBABA, 2014

OUR STAKEHOLDERS

We would like to thank our stakeholders, including our **commercial** and **media partners**. Their support is vital if we are to realize the full potential of women and girls' football.





OUR FOOTBALL FAMILY

We will work together across all areas of our organization and our football communities to deliver this strategy.

We will support coaches, referees, teachers, parents and families, empowering girls to choose football.

We will strive to give all our players and our fans a rewarding and inspirational experience.





“ From women’s eyes this doctrine I derive:
They sparkle still the right Promethean fire,
They are the books, the arts, the academes,
That show, contain, and nourish all the world.

WILLIAM SHAKESPEARE, 'LOVE'S LABOUR'S LOST', 1596

