



Study Group Scheme

Finland – Grassroots

5 development highlights

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5 development highlights for Study group partners



- Club development
- All Stars School and day care activities
- Coaches know how – Fortum Tutor program
- Futsal and Recreational football
- TOP/Elite football process



Club development highlights

- More full time employees for clubs
 - Ministry of education and culture – supporting new full timers
 - European social fund support
 - Other resources
- From club quality evaluation to development process
 - FA tutors to help clubs – New
 - U10 club development process
 - 50 clubs/year



All Stars School and day care activities

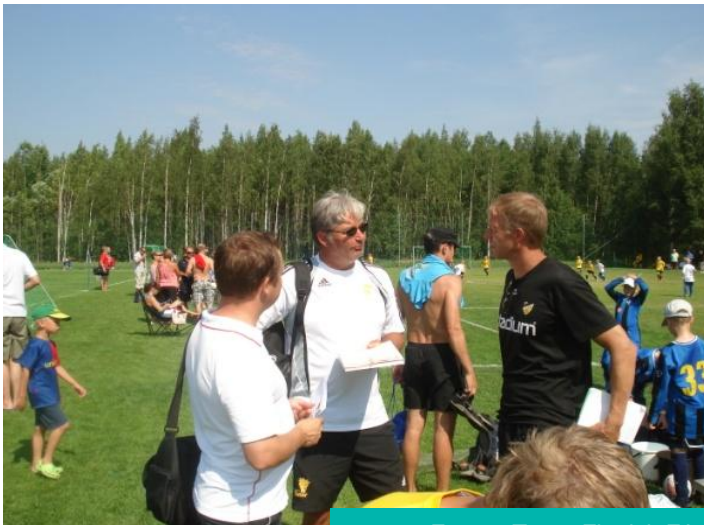
- All Star events for schools and day cares
- After school activities
 - Multiple sport -content
 - More Football centered content
 - Important for our target to get more full timers
in clubs and do more co-operation with schools and communities
- Teacher education: football and futsal
- New Pusta & Pampa story for day care

Pusta and Pampa- story New way to promote football for day care



- 5 football sessions
- Interesting story to follow
- Respect themes included
- A high quality tool for a club to promote football and their club in community!

Coaches know how, Fortum Tutor –programme



Fortum Tutor, Finnish FA
www.fortumtutor.fi

- 72 part time tutors educating 2000 coaches in about 100 clubs.
- U11 coaches are mostly beginners who needs a lot of help.
- Realitybased learning in trainings and games.
- Cooperation with energy company Fortum and FA Finland (since 2009).

Futsal – popular in Finland



- Started 1994, Students World cup Kypros
- Own league started 1997
- Now about 25 000 players
- First Pro player 2010, Panu Autio, El Pozo Murcia
- Future: School futsal, womens league 2011 autumn and...new idea from Study group?

Recreational/ motion football



Unelma Cup , Jussi Eskola

- Many new models – like womens “dream cup”!
- Small sided games like Futsal is important!
- Going on..25 biggest communities – network with FA and districts

TOP/Elite football process – vision 2020!



- Update what is TOP football
 - Find out what is Finnish level now!
- Update what is a Football Talent
- New ways to support individual talents
- Find out and create Finnish game identity

TOP/Elite football process



- New long term player education plan. Not a quick diet!
- A new process is started and discussion is going on. A lot of new things for grassroots to do!
- A new Coach for Finland. Mixu Paatelainen!

EUROOPAN TOP 10

