



Study Group
Scheme

Grassroots in Germany

UEFA Study Group Scheme
25.11.2011, Zeist/Niederlande



DFB Grassroots activities



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Agenda

1. Structure of DFB



2. DFB Football Development program

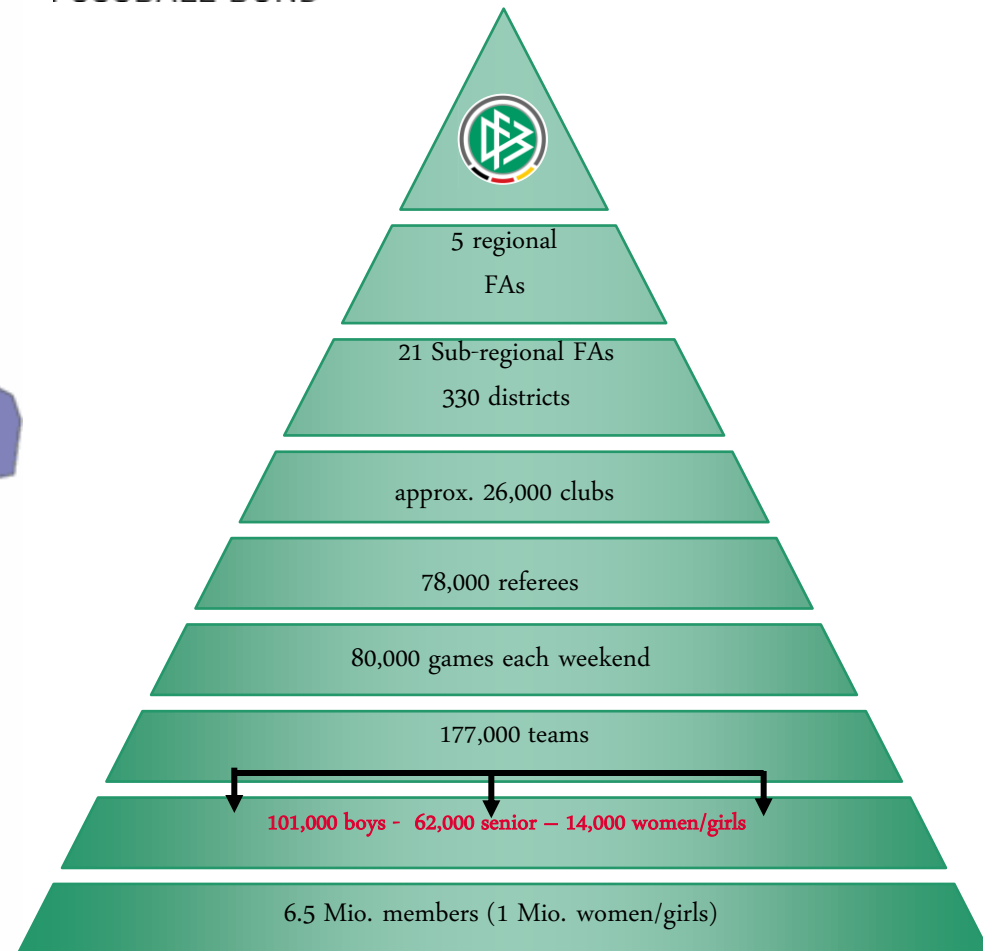


3. Grassroots activities of DFB





1. Structure of DFB





2. DFB-Football Development program „Football is future!“



2. DFB-Football Development program

An overview of the five guidelines

guideline 1

successful and
image raising
national teams
and
representative
teams

guideline 2

commercially
viable and
successful
professional
football

guideline 3

secure long-
term future of
amateur and
youth football

guideline 4

powerful
organisation as a
service provider
for football clubs

guideline 5

active
awareness of
social
responsibility





2. DFB-Football Development program

detailed overview of guideline No. 3

guideline 3:

“secure long-term future of amateur and youth football”

- Competitions (women/men, boys/girls, classic teams)
- School football
- Referees (amateurs)
- Development of girls/women football
- Grassroots activities
- Commercial football offers (summer camps,..)
- Sports jurisdiction

3.1 Grassroots activities & main objectives

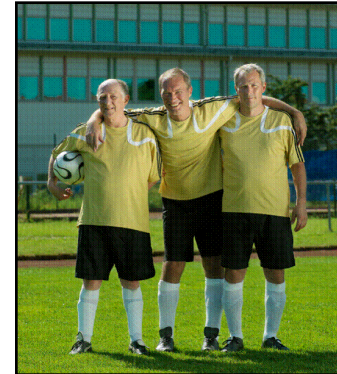


for example...

- attracting the greatest possible number of players to the game
- promoting a healthy lifestyle (and, with it, public health),
- motivating children for life-long sporting activity
- using football as a tool for social integration

3.2 five key activities of DFB Grassroots

1. senior football / classic teams
2. Futsal
3. Football variations
 - DFB & McDonald's Football Batch
 - Beach Soccer
 - Street Soccer
4. Health Sports
5. Education programs for Grassroots activities

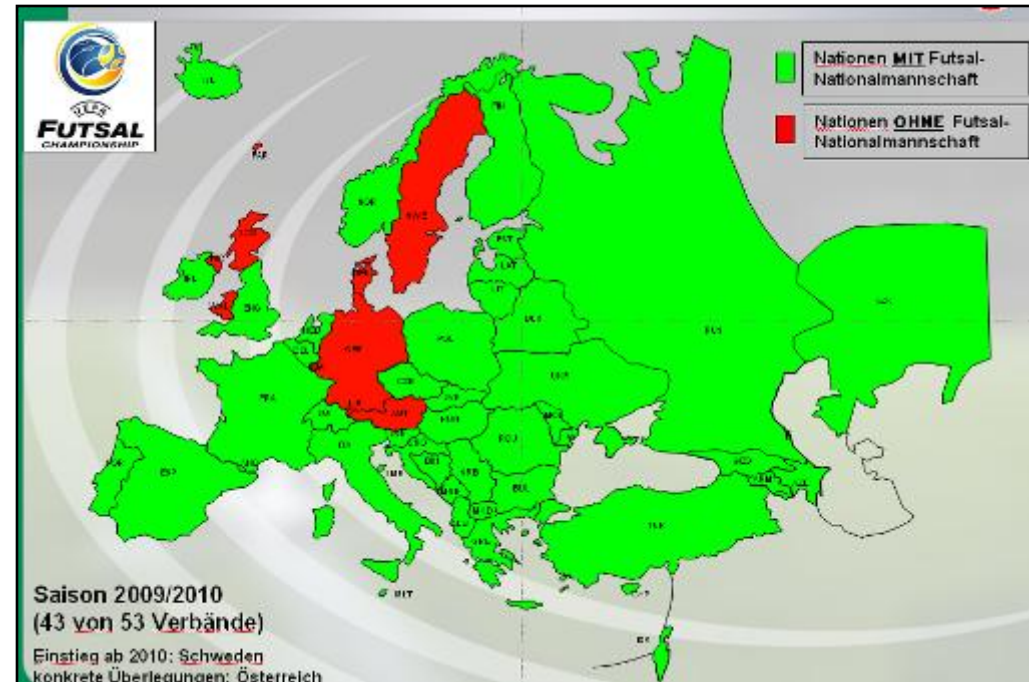


3.2.1 Senior football / classic teams



- **Characteristics**
 - keyword: **HEALTH**
 - Adjustment of FIFA-Football rules to players needs (playing time, pitch size, no sliding tacklings)
 - regular medical checks
- **Competition**
 - DFB-Ü 40-Cup (national finals) since 2007
 - 5th edition in September 2011
- **Next steps**
 - DFB-Ü 50-Cup
 - DFB-Ü 30-Ladies Cup
- **Objective**
 - Senior competitions in all 330 districts in Germany

3.2.2 Futsal



UEFA associations with Futsal National Team (source: UEFA)

- DFB-Futsal-Cup (national finals) since 2006
- Participation in UEFA-Futsal-Cup since 2006
- first steps to national selection: “DFB-Allstar-Team” since 2010



3.2.3 football variations



DFB & McDonald's Football Batch



Beach Soccer



Street Soccer



Das DFB & McDonald's Fußball-Abzeichen



DFB & McDonald's Football Badge

3.2.3.1 DFB & McDonald's Football Badge (Fußballabzeichen)

main brand



variations

football badge

tryout course

street badge

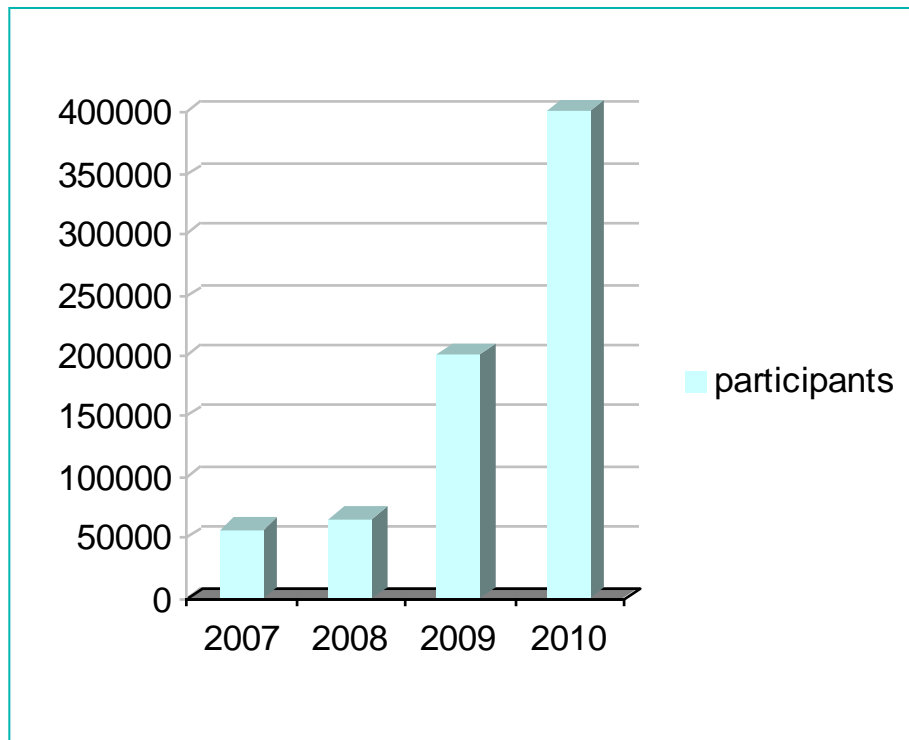


organised by clubs and districts

Organised by McDonald's Restaurants

cooperation with McDonald's Germany: win-win-situation for both partners!

3.2.3.1 DFB & McDonald's Football Batch (Fußballabzeichen)



- 2007: 56,000 participants
- 2008: 65,000 participants
- 2009: 200,000 participants
- 2010: 400,000 participants

2007 – 2010: +400 %

3.2.3.1 DFB & McDonald's Football Batch (Fußballabzeichen) Pin-Collection 2011 - 2015



3.2.3.2 Beach Soccer / 3.2.3.3 Street Soccer

■ Beach Soccer

- Participation in international Beach Soccer Competitions (FIFA, BSWW)
- Financial & Equipment support to “Beach Soccer Team Germany”



Beach Soccer

■ Street Soccer

- 67 Street Soccer Courts in ownership by the 21 DFB Sub-regional FAs
- 1,000 street soccer events nationwide in Germany



Street Soccer

3.2.4 health sports

- **target group:**
Football club members (+40, female/male)
- **objective**
keep members after their football career in the club
- **positive effects**
 - more memberships for football clubs
 - get members involved in club live
 - hold volunteers for honorary posts in club management (youth coaches, supervisors,...)

DEUTSCHER FUSSBALL-BUND

Startseite

↳ Training & Wissen

↳ Allg. Freizeit- & Breitensport

↳ Best-practice-Beispiele

DJK SG Hommersum-Hassum e.V.

FC Moers Meerfeld

FLV Westfalen

SG Sportfreunde 69 Marmagen/Nettersheim

SWFV und Skiverband Pfalz

Nordic-Walking-Staffel

SV Seitingen-Oberflacht

Allg. Freizeit- & Breitensport

Best-practice-Beispiele

Niederrhein I

Viele Vereine haben die Vorteile, die mit der Öffnung zum Breitensport verbunden sind, erkannt und entsprechende Angebote eingerichtet. Ein Verein, dem das in hervorragender Weise gelungen ist, ist die DJK SG Hommersum-Hassum e.V. [Mehr](#)

Niederrhein II

Der FC Moers Meerfeld ist mit knapp 30 Jahren ein relativ junger Verein. Was in der kurzen Zeit, vor allem im Freizeit- und Breitensportbereich, allerdings erreicht wurde, kann sich sehen lassen. [Mehr](#)

Fußball- und Leichtathletikverband Westfalen

Werner Sport Club, Schwarz-Weiß-Esch oder SuS Eisborn, in Westfalen tut sich was im Bereich Freizeit- und Breitensport. Soviel, dass hier eine eigene Kategorie für den FLVW hinterlegt ist. [Mehr](#)

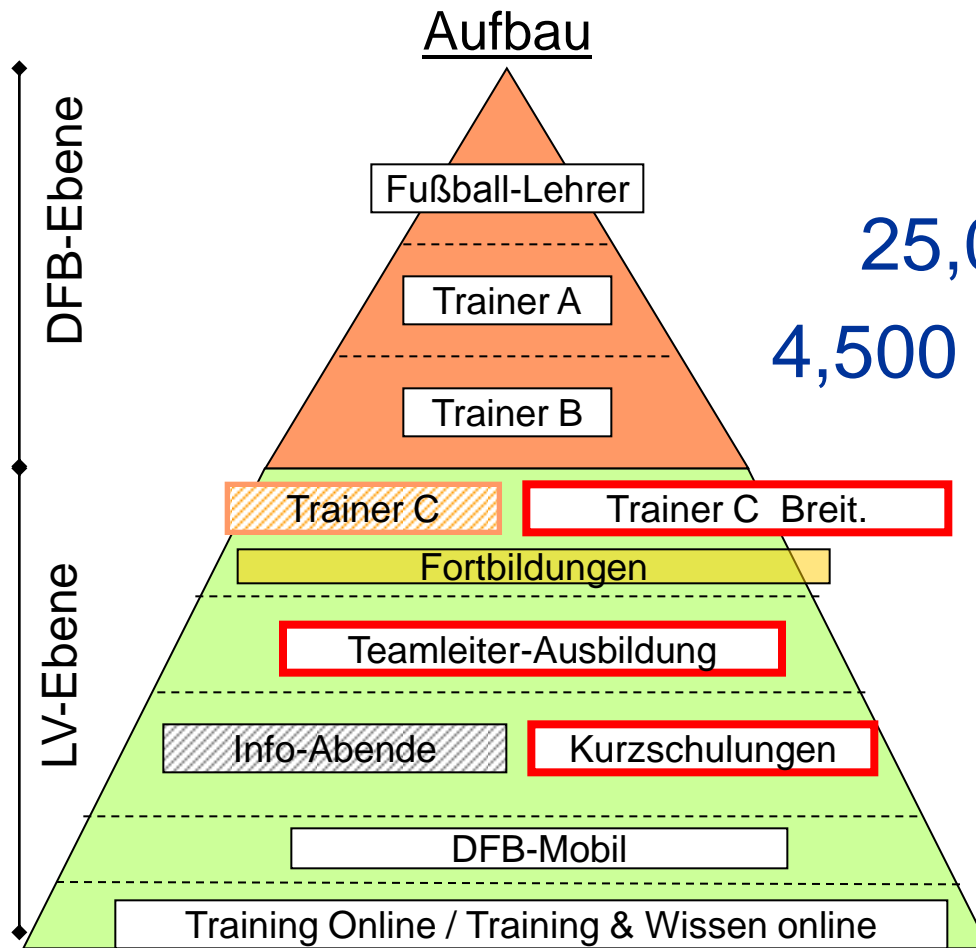
FÜR SPANNUNG,

Service



3.2.5 formation, education and further education in DFB





Figures of 2009

25,000 short-term course

4,500 Trainer-C-BFS-Lizenzen

100,000 participants



Training & Wissen Online

<http://www.training-wissen.dfb.de>



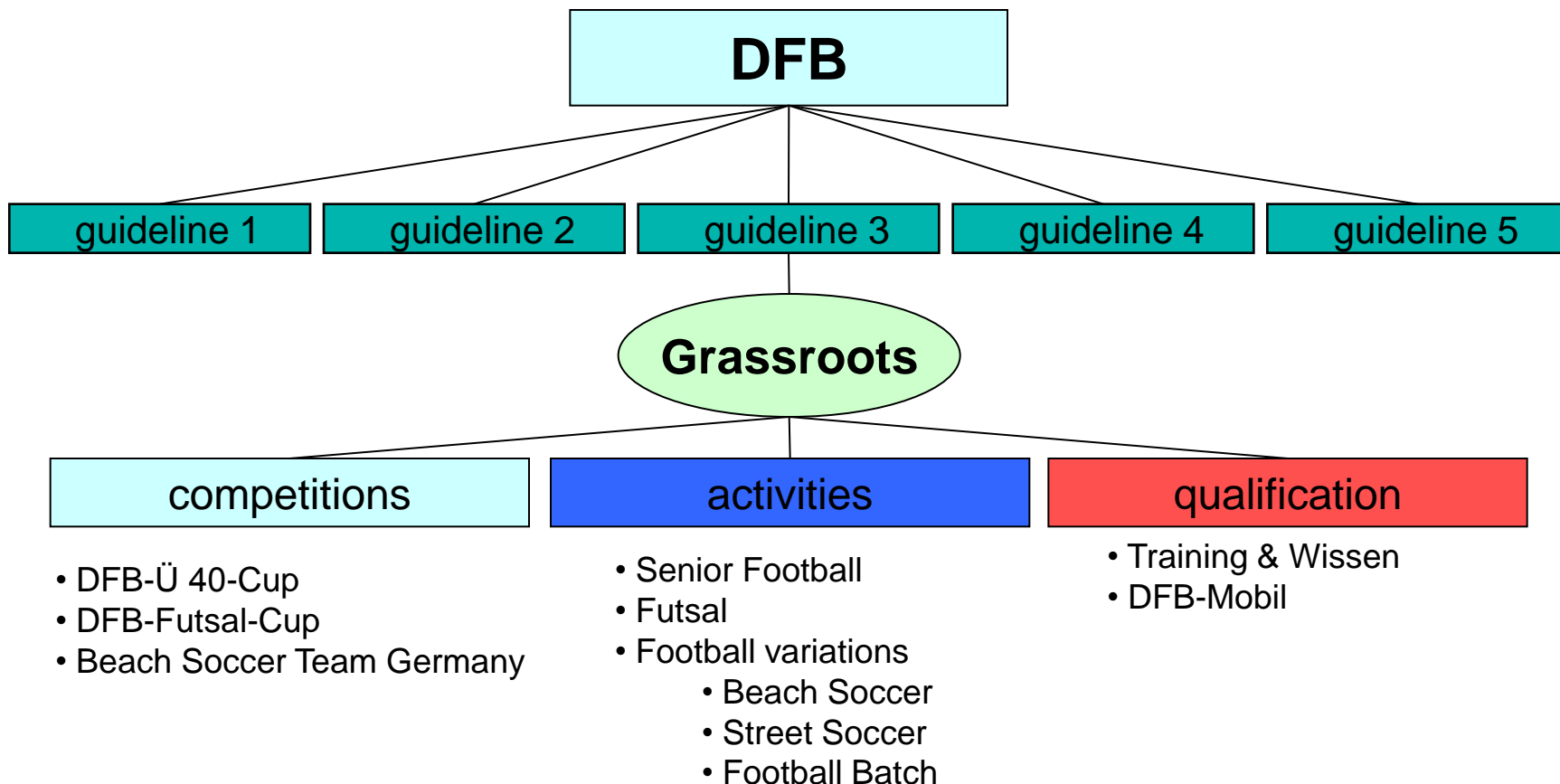
- online since February 2009
- 500,000 clicks/month
- 100,000 user/month
- tips and advice for
 - district & club employees,
 - coaches
 - school teachers

DFB Mobil: Qualification and Promotion



- 3 years
- 30 Cars
- 10,800 Clubs
- 100,000 coaches
- Qualification
- Information
- Promotion

SUMMARY



all activities are integrated in UEFA summer of Grassroots

