



Grassroots Programme of the Finnish Football Association

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EUROOPAN TOP 10 **FA of Finland: VISION 2020**





FA of Finland: 5 Choices for 2010-13

Good Governance

TOP/Elite football

Grassroots



Customers

Development
of Knowledge



FAF Grassroots: 5 Choices for 2010-13

1. Youth Development

5. Facilities



2. Recreational
football for
Adults

4. District development

3. Club development



FA of Finland, Grassroots Programme

1 FOOTBALL ASSOCIATION OF FINLAND - GENERAL EVALUATION

2 PLAYER PROGRAMMES

3 LEADER AND COACH PROGRAMMES

4 REGISTERED PLAYERS IN FINLAND

5 REGISTERED FEMALE PLAYERS IN FINLAND

6 SOCIAL/DISABILITY PROGRAMMES

7 PROMOTIONAL FESTIVALS/EVENTS



FA of Finland, Grassroots Programme

1 FOOTBALL ASSOCIATION OF FINLAND - GENERAL EVALUATION

1.1 Grassroots Charter in Finnish FA

1.2 Grassroots football philosophy in Finland

1.3 FAF's Grassroots Plan 2006-2009

1.4 FAF's Grassroots organisation

1.5 Grassroots Budget at the FAF and FA's districts

1.6 Grassroots Ambassadors



FA of Finland, Grassroots Programme

1.1 UEFA Grassroots Charter vs. Finnish FA

FA of Finland's Board has accepted and confirmed UEFA Grassroots Charter with its goals in its meeting on August 11th 2006.

FA of Finland's Board also decided in a same meeting to send application for the UEFA Grassroots Charter for the UEFA.

FA of Finland is strongly supporting the UEFA Grassroots Programme and shall work for the same goals through its own Grassroots Programme.



FA of Finland, Grassroots Programme

1.1 Finnish FA was accepted to the Charter in January 2007



UEFA Grassroots Charter was given to Finnish FA in January 2007.

FA of Finland was the 7th FA in the UEFA Grassroots Charter.

FA of Finland was given four additional Stars in December 2007 by the decision of UEFA ExCo.

FA of Finland was given 6th Star in 2009.



FA of Finland, Grassroots Programme

1.2 Finnish Grassroots football philosophy (1/4)

Grassroots philosophy in Finland is built on **All Stars – programme for Children and Young people**, which was launched in 1999.

The main goal of the All Stars – programme is to give everybody in every part of the country a fair chance to play football (at his/her own level).

The target group of All Stars – programme:

Everyone under the age of 20:

1. "Once a week (grassroot) players"
2. Those who aim to play as professionals in the future

All Stars – programme together with "Football for Everyone" – programme for adult Grassroots players form the Grassroots programme in Finland.

It is run by the FA of Finland.





FA of Finland, Grassroots Programme

1.2 Finnish Grassroots football philosophy (2/4)

Five levels of The All Stars – programme (-U20):

1. **Children and young people** (rules, small-sided games etc.)
2. **Clubs** (Quality Clubs, Discussions, Renew competition str.)
3. **Guides and coaches** (New Courses for Club personnel)
4. **Parents** (Information/Courses how to support children's hobby)
5. **Society** (Take responsibility for everyday life of children/youth)

Football for everyone – programme is aiming to strengthen Grassroots football in all the different forms for adults.

- (1. National top football: League-2nd division (run by FA))
2. **Competitional football:** 3rd-7th division (run by FA's districts)
3. **Grassroots football: Recreational Activities-** in different forms of small-sided games (run by FA's districts, Clubs and with FA's permission some other parties)





FA of Finland, Grassroots Programme

1.2 Finnish Grassroots football philosophy (3/4)

From the results of a research we know that:

1. Atmosphere of support
2. Secure presence of an adult together build up the feeling of control in youth's life.

It means that Everyone has a right to a supportive and safe practise of football.

Values

are based on the FA's GREENLINE (since 1991) and strengthened by Fair Play -codes of FIFA and UEFA.

Values were re-formed in 2008 and are:

- 1) Joy
- 2) Success
- 3) Reliability
- 4) Sense of community





FA of Finland, Grassroots Programme

1.2 Finnish Grassroots football philosophy (4/4)

The Green Card (® since 1998)

is our way to encourage everyone to respect the principles of Fair Play.

The Green Card is the only card for referees in Childrens football.



- **Instruct** to Fair Play

- **Guide** to right performances both technically and ethically

- **Support** each and everyone to try again

- **Educate** with your own example

We educate every year app. 1500 new Game Guides, 1200 of them are active Youth players (age 14 – 18 years).



FA of Finland, Grassroots Programme

1.3 Finnish Grassroots Plan for years 2010-2013

Grassroots programme is one out of the two main target areas of The Football Association of Finland.

Finnish Grassroots Programme consists of five Development Programmes:

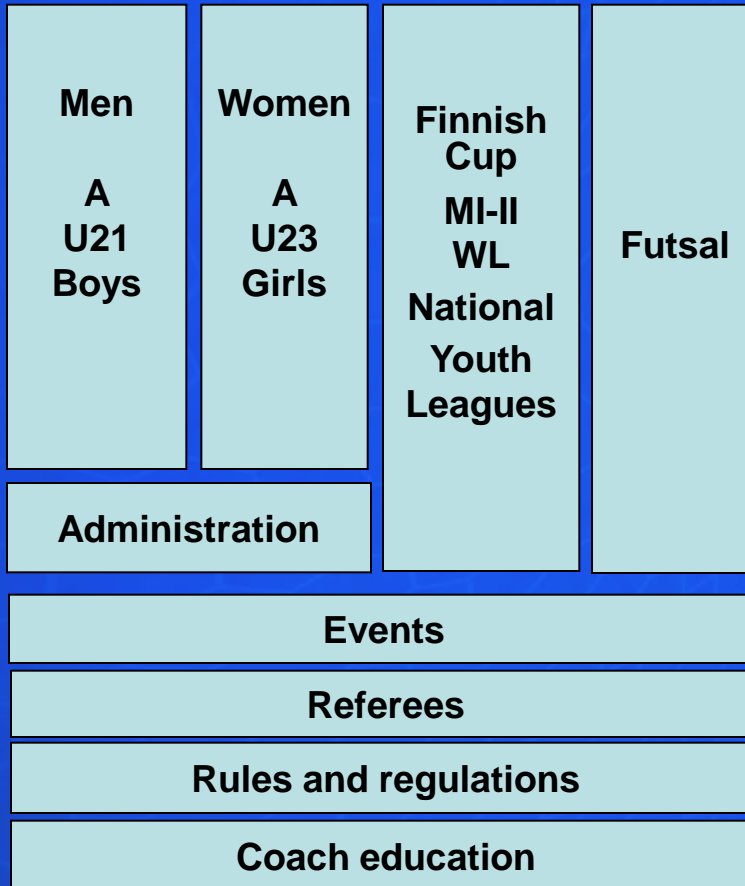
1. All Stars –programme for Children and Young people
2. Football for ALL (Grassroots programme for Adults)
3. Club Development
4. District Development
5. Development programme for Facilities/Infrastructure



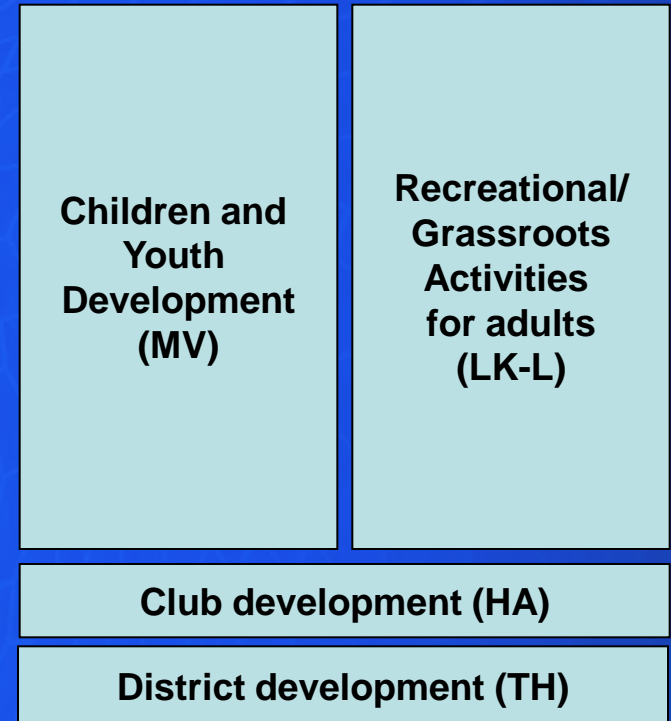


1.4 FAF Organisation 2010-

TOP Elite (PJ)



Grassroots (TH)

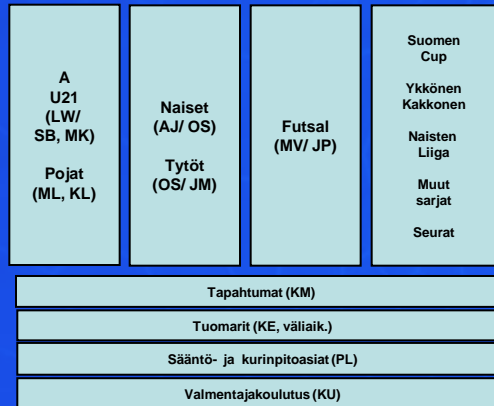


Administration (KJL)



1.4 FAF organisation 2010-

TOP/Elite



Grassroots



Marketing/Customers

- Spectator- and eventmarketing
- Sponsors

Facilities

Media

Administration (KJL)

Economy (MJ), rules and regulations (PL), development projects (KE),
Personnel/staff (OS), IT (JL)



FA of Finland, Grassroots Programme

FA – team : (9+3 persons)

Grassroots Director

Youth Manager

Expert , Volunteers

Expert, recreational football

Expert, School football

Grassroots Communications

Expert, Club Development
+3 FootPass –auditors (part-timers)

Intercultural Advisor

European Social Fund –project

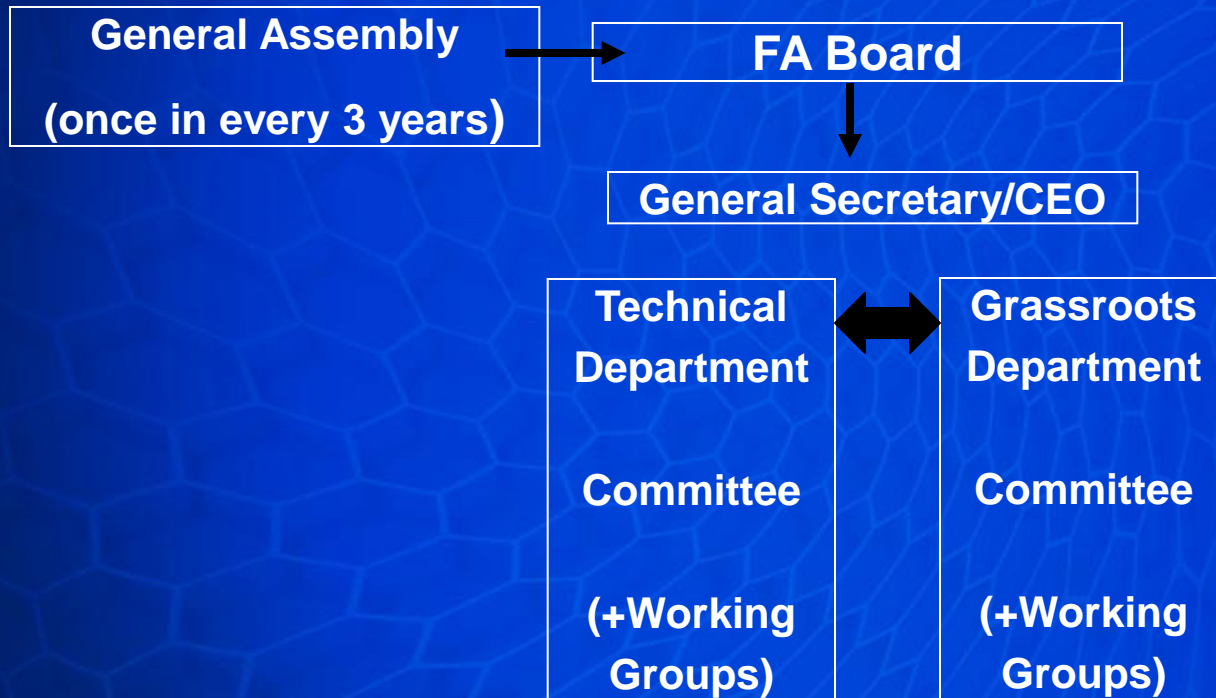
Districts:

>60 full-time persons (District directors, Youth Managers, Competitions etc.)



FA of Finland, Grassroots Programme

1.4 Organisation for Grassroots programme at the FA of Finland:





FA of Finland, Grassroots Programme

1.5 Grassroots Budget in the FA of Finland

→ Total Budget of the FA of Finland is app.
15,5 M€ / year

→ Grassroots Budget of the FA of Finland is app.
5,5 M€ / year

→ Total Budget of the FA of Finland's 12 districts is app. 6,0
M€ / year

It means that we are investing for the Grassroots app. 11,5
M€ / year

(possible projects with Government financing not included)



FA of Finland, Grassroots Programme

1.6 Grassroots Ambassadors in the FA of Finland

→Football Association of Finland has selected two National Grassroots Ambassadors:

Mr Teemu Tainio, Ajax Amsterdam (HOL)

Ms Anne Mäkinen, AIK Stockholm (SWE)

→In 7th UEFA Grassroots Course held in Helsinki April 2nd – 6th 2007 we nominated these two fantastic football persons to their tasks.

→Nomination of the Grassroots Ambassadors was one way to promote our 100 year Anniversary in the FA of Finland as well as to show our commitment to the Grassroots work.



FA of Finland, Grassroots Programme

2 FAF'S PLAYER PROGRAMMES

2.1 General programmes for Children and Youth

- 2.1.1 Quality Club – programme
 - 2.1.1.1 Youth Quality Club -programme
 - 2.1.1.2 FootPass-audition
- 2.1.2 Skill Competitions
 - 2.1.2.1 Skill Competitions
 - 2.1.2.2 BOING-skill contests
 - 2.1.2.3. Trick of the Month -webservice
- 2.1.3 The Green Card – concept
 - 2.1.3.1 Green Card in Childrens' matches
 - 2.1.3.2 "Zero tolerance -project"
 - 2.1.3.3 Green Card -rewards
- 2.1.4 Operation Team Rule Discussions
- 2.1.5 Football camps for children and youth
- 2.1.6 Blue and white way

2.2 Player programmes for children (6-12 year old boys/girls)

- 2.2.1 National Team –football schools for children
- 2.2.2 Technic schools for children (6-12 years old boys/girls)

2.3 Player programmes for youth (12-19 year old boys/&girls)

- 2.3.1 Skill schools for youth (12-15 years old boys/girls)
- 2.3.2 Talent Acadimies for youth (16-19 years old boys/girls)
- 2.3.3 District player education programmes for youth (12-15 years)
- 2.3.4 Youth activation project (12-19 years old boys/girls)



FA of Finland, Grassroots Programme

2.1.1 QUALITY CLUB –DEVELOPMENT PROGRAMME

1) Youth Club development Programme

"All Stars Seal Club" –status if FA –criteria has been fulfilled.

→Criteria has 5 different Target Areas in it:

Coaching, Education, Fair Play, Economy, Communications

→FA supports Quality Clubs financially

→In September 2010 there are 54 Quality Clubs with 40 % of all the registered players

2) FootPass -audition

→Audition is done min. once in every three years by FA-auditors in co-operation with districts

→FA supports Clubs in their development processes

→In September 2010 90 Clubs have been audited by the FA

Quality Club –programmes are used by the FA in testing/developing new ideas as well as in running new activities to the Clubs.



FA of Finland, Grassroots Programme

2.1.2 SKILL COMPETITIONS AND PROGRAMMES

Purpose is to enhance "skill culture" in Finnish football and to motivate players to improve their technical skills.

- 1) **INDIVIDUAL SKILL CONTEST FOR YOUNG PLAYERS (AGE U8-U18)**
 - a) Team level
 - b) Club level
 - c) District level
 - d) National level
- 2) **BOING –SKILL CONTEST FOR CHILDREN (in conjunction with tournaments)**
- 3) **TRICK OF THE MONTH –WEBSERVICE FOR YOUTH PLAYERS**
 - <http://www.kuukaudenkikat.fi/>
 - webservice for individual skill practising and training diary



FA of Finland, Grassroots Programme

2.1.3 The Green Card -concept

The Goal is to strenghten Fair Play among children and youth as well as coaches, parents and referees

1) In Childrens' matches

Green Card is the only card for referee in U12 –matches

→All Stars Game Guide Course is part of the Volunteer education for new-becomers (4 hours in theory, recomment. 2-3 hours in practise)

→Instruct – Guide - Support – Educate are the key words for everyone who is involved with Childrens' football

2) "Zero tolerance –project"

In co-operation with National Newspaper FA has launched project against bad language and in promoting good behaviour both on and off the pitch.

3) Green Card -awards

→is promoted by FA's Green Card Awards, where FA is giving out prizes for Club Volunteers: Annual Awards and Monthly Awards



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2.1.4 Operation Team Rule Discussions

- The Goal is to arrange annual discussion between leaders and parents as well as between leaders and players. Discussions are obligatory for U16 teams.
- In discussions people set
 - *Team budget for the coming season
 - *activity principles (Club Policy!)
 - *activity philosophy (roles for different people and how to get everyone involved in activities etc.)
 - *Code of Conduct
- Discussions are lead by the club personnel based on the Club's own Policy.
- Written contracts are sent to the local FA district in conjunction with registration for the competition.



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2.1.5 Football camps for children and youth

→FA's districtal offices organise several types of football camps for children in their area. The purpose is not only to educate football skills, but also social skills, nutrition, code of conduct, first aid skills...

→Types of camps organised by FA –districts

- *camps for boys and girls together
- *special camps for only boys or girls
- *camps for goalkeepers
- *special camps for swedish speaking children



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2.1.6 "Blue and White Way"

- is organised in close co – operation between Technical and Grassroots Departments.
- Blue and White Way – player schooling programme is divided into three phases with their own goals and activities
 - **Technic schools for Children (6-12, run by Grassroots dpt)**
 - **Skill schools for Youth (12-15, run by Grassroots dpt)**
 - **Talent academies for Youth (16-19, run by Technical dpt)**
- is focused in developing the quality of Club activities and both regional and national co-operation between Clubs
- is for girls and boys in all age categories (between age 9-19)



FA of Finland, Grassroots Programme

2.2.1 National Team -football schools for children

- the Goal is to develop the quality of the Club Activities by arranging the chain of football schools Nationwide
- club has to fulfill criteria in applying the Football school:
 - Coach –criteria, assistant coach education, programme
 - Coach : players –ratio max. 1: 10
- FA is giving a very high quality material package for the clubs, which is partly financed by A –national team's main sponsor, Finnish Post Office
- National Team -jersey and -shorts for participants / coaches
- marketing is done by Post, FA, districts and local Club
- youth National Team players are visiting local football schools
- Growth: 2006: 30 Clubs, 2007: 40, 2008: 45, 2009: 50, 2010: 50
- football Schools are Next Step from the School Football Festivals towards the Club involvement



FA of Finland, Grassroots Programme

2.2.2 Technic schools for Children from 6 to 12 years at clubs with FA status. Status is awarded by FA district, valid for two years-1st audition will be done during 2009
In September 2010 there are 78 Authorised Clubs with FA Technic School

1. Action Plan

- Age-appropriate syllabus, coach/player ratio max 1:10, , open for all, play-centred, monitoring personal development, co-operation with other clubs and different sports, facilities around a year

2. Coach criteria for responsible

B –license, player career

3. Childrens Right to take part in other sports

how club has organised activities so that children can also take part in other hobbies in early age?



FA of Finland, Grassroots Programme

2.3.1 Skill schools for Youth from 12 to 15 years at clubs with FA status. Status is awarded by FA Regional Coach, valid for two years. In September 2010 there are 69 Authorised Clubs with FA Skill School

A) Obligatory Criteria for FA Skill schools in Clubs:

1. Action Plan

Age-appropriate syllabus, coach/player ratio max. 1:10, monitoring personal development, feedback, player recruitment, player schooling, facilities around a year,

2. Coach criteria for responsible

A –license, player career

3. Childrens Right to take part in other sports

B) Optional Criteria (min. 2 out of 4 must be fulfilled)

4. Co-operation with other local Clubs

5. Co-operation with local Schools

6. Facilities

7. Player Card with systematic monitoring through career



FA of Finland, Grassroots Programme

2.3.2 Talent Academies for Youth (16 - 19 years of age):

A) Obligatory Criteria for FA Talent Academies in Clubs:

1. Action Plan,
2. Coach criteria for responsible: A –license/Pro License, player career,
3. Facilities,
4. Co-operation with school

B) Optional Criteria (min. 2 out of 4 must be fulfilled)

5. Economy,
6. Responsibility on football in local area
7. Player Card with systematic monitoring through career including health care – system,
8. Other schooling (coach/referee education, nutrition etc.)

***Status (right to participate into national competition) is awarded by the FA Technical Committee , valid for 1 year**

***Academies are taking part in National Championship – series on winter-time (November-March) , Finals for 6 best teams in July.**



FA of Finland, Grassroots Programme

2.3.3 District player education programmes for Youth from 12 to 15 years.

- Player development groups for girls and boys from 12 to 13 years
 - clubs are sending active players to these training days and minitournaments, 6-10 days/player / year,
- District teams for girls and boys C14 and C15
 - 8 -15 days / player / year
 - district coach select players to these trainings and games
- FA organizes a district tournament every summer
 - a part of player education
 - One way to get to a national youth team
- Coach criteria min. B –license, coach/player ratio 1:10,
- Age-appropriate syllabus, Health and fitness education, Fair Play -education



FA of Finland, Grassroots Programme

2.3.4 Youth Leadership –programme

- The Goal is to decrease the drop-out number and keep youth involved in clubs in different roles (players, coaches, event organisers...)
- Regional and national Youth Forums
- Youth Forums in clubs - Place for youth to participate in to club's decision making processes
- New models for youth recreational football
*”from youth to youth”
- Strong adult support - nominated ”Hobbymanagers” in clubs as tutors for youth

There are more than 30 active Youth Boards in Finnish Clubs.



FA of Finland, Grassroots Programme

3 LEADER AND COACH PROGRAMMES – structure and contents

Grassroots leaders programmes in Finland

3.1 All Stars – volunteer education: (organised for free: 13-16 hours)

3.2 Grassroots/C -diploma: (total: min. 71 hours)

3.3 Tutor Programme for Volunteer Leaders

3.4 Annual Educational Roadshow for Coaches (U12 and U16)



FA of Finland, Grassroots Programme

3 LEADER AND COACH PROGRAMMES – structure and contents

Grassroots leaders programmes in Finland

- is run by the FA and organised by FA –districts (12).
- is organised under UEFA coaching licence –system
- is directed by Head of Coach education, Mr. Kari Ukkonen (Grassroots/C-diploma) and Youth Manager, Mr. Marko Viitanen (E-level/Leaders All Stars Courses, Tutor programme and Roadshow)

All Stars – volunteer education: (organised for free: 13-16 hours)

- Start-up Course (3 hours) for all the new persons/parents
- Childrens Guidance Course (6 hours) for new coaches
- Game Guidance Course for (4 or 4+2/3 hours) for new referees

Grassroots/C -diploma: (total: min. 71 hours)

- D –level consists of four different parts (6 days / 46 hours)
- C-level is organised in one part (2 ½ days/25 hours)
- First Aid Level I –diploma (in co-operation with Finnish Red Cross)



FA of Finland, Grassroots Programme

3.1 Grassroots football leaders course for volunteers (organised for free, total 13-16 hours), NEW CONCEPT FROM 2009-

- Start up –Course (3 hours) for all the new persons/parents**
 - Code of Conduct, rules in childrens' football, Fair Play
how to support children in their hobby, equity, football in
local, regional, national and international level
- Childrens' Guidance Course (6 hours) for new coaches**
 - Code of Conduct, rules in childrens' football, Fair Play, how to
organise/structure/teach childrens' activities, the benefits of small-sided games,
coaches responsibilities, parent co-operation, Coach education system in
Finland, practical part (60 min)
- Game Guidance Course (4 or 4+2/3 hours) for young referees**
 - Code of Conduct, rules in childrens' football, Fair Play, Green Card –concept,
how to act as a Game Guide, coach/parent co-operation, Coach/Referee
education system in Finland
 - is organised in theory (4 hours), practical part (2-3 h) recommended



FA of Finland, Grassroots Programme

3.2 Grassroots football leaders course for coaches

Grassroots/C -diploma: (total: 6+71 hours + First Aid)

1) All Stars Children's Guidance Course (6 hours)

2) D-Level consists of 4 different parts (6 days/46 hours)

→is for them who have taken part in All Stars –volunteer Courses

→focuses on practical sessions, lots of materials for coaching

- Teaching Football Technic for Children (15 hours)
- Teaching motoric skills and co-ordination for Children (8 hours)
- Teaching football tactics for Children (15 hours)
- Teaching Goalkeeper skills for Children (8 hours)

3) C –level is organised in one part (2 1/2 days / 25 hours)

→is for them who has taken part in D –level totally + 1 year coaching

→focuses on deepening D –level, 11v11 –playing with youth teams,
individual tactics on different roles, Rules of the game and First Aid

→examination included

4) First Aid Level I -diploma (Finnish Red Cross)



FA of Finland, Grassroots Programme

3.3 Tutor Programme for Volunteer Leaders

Programme was launched in January 2009.

FA has hired 65 part-time Coaching Tutors (nationwide)

Each tutor and Club has sent an application to FA, which has chosen Clubs and Tutors into programme.

Each tutor has committed to work 200 hours during next season in tutoring Volunteer Coaches (U12).

FA is running the programme and organises education for tutors.

Each tutor is reporting from his/her work to FA through web.

The goal is to develop the quality of Childrens' coaching at Club level.



FA of Finland, Grassroots Programme

3.4 Educational (Annual) Roadshow for Coaches (U12 and U16)

Programme was launched in 2008

FA with chosen experts is organising 8-10 regional Coach Education Events in supporting coaches in FA Technic and Skill Schools.

In 2008 in 10 events there was 670 participants from 140 Clubs. The main themes were individual training, FAF's Youth Action Policy and FA Technic and Skill Schools Programmes. The chosen Visitors' theme was Coerver Coaching Method.

In 2009 in 8 events there was 570 participants from 150 Clubs. The main themes were "Teaching Game understanding" (Nick Levett and Roger Davies, The FA) for Children and Psychological Training (Jaime Sabate, Espanyol) for Children and Youth.

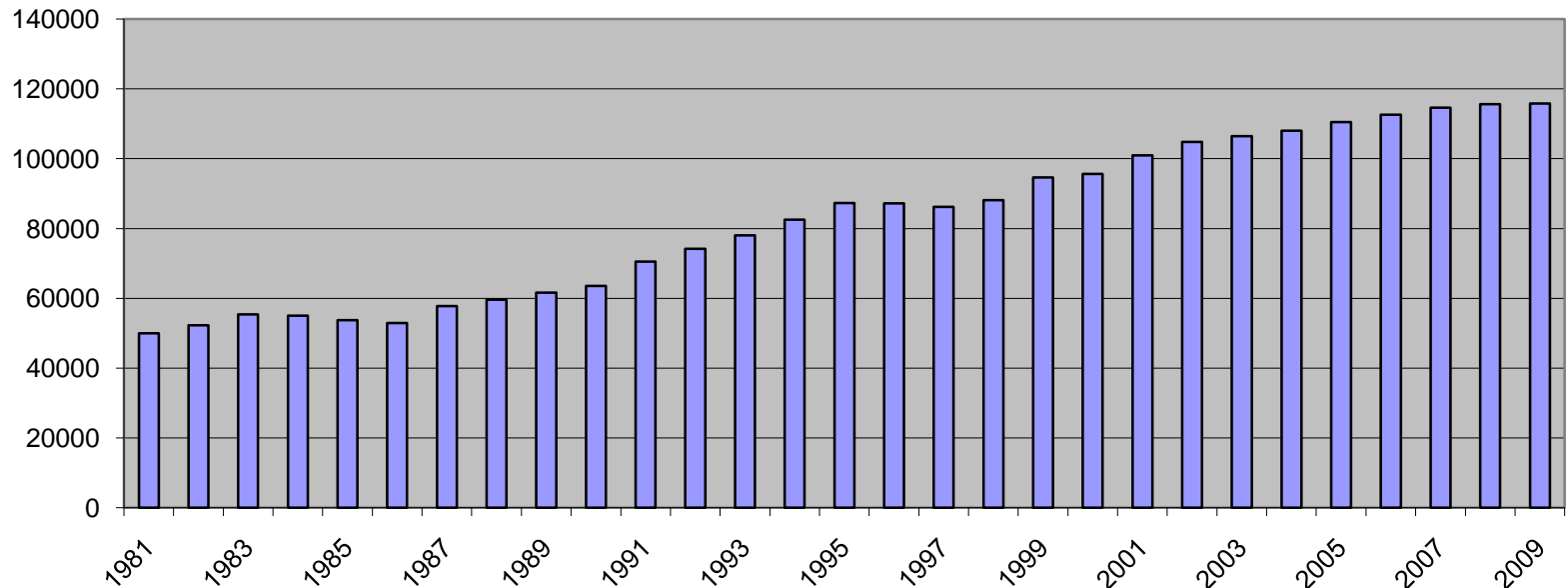


FA of Finland, Grassroots Programme

4 REGISTERED FOOTBALL PLAYERS IN FINLAND

After 2009: $114\,700 : 5\,300\,000 = 2,16\%$

Registered players in Finland 1981-2009



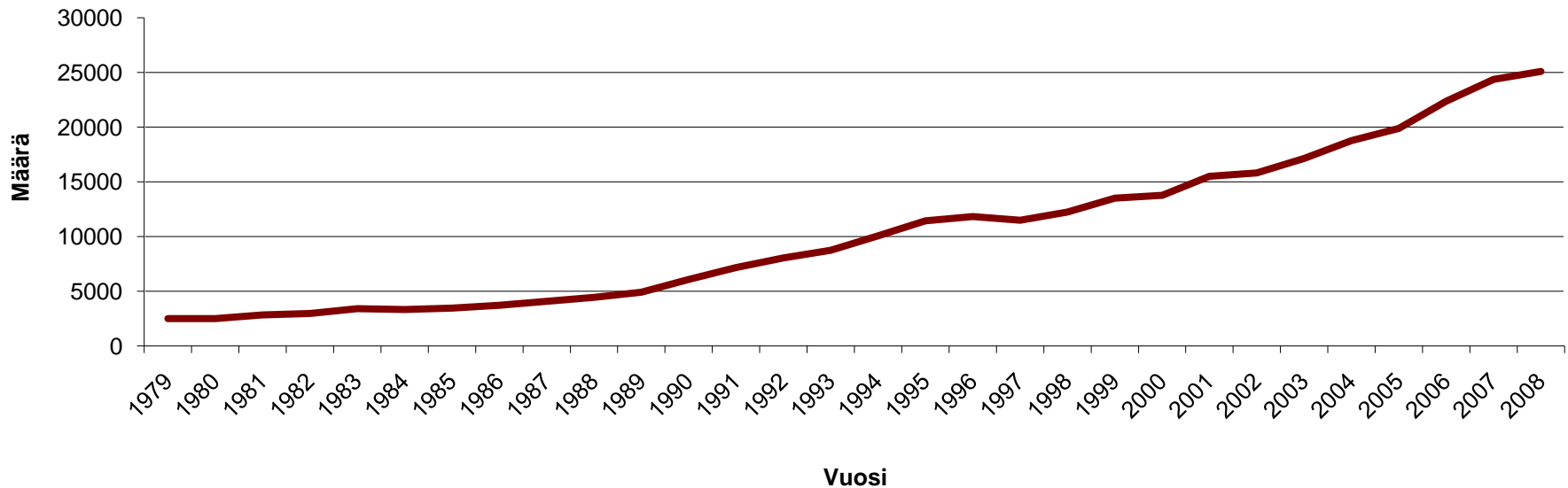


FA of Finland, Grassroots Programme

5 REGISTERED FEMALE PLAYERS IN FINLAND

Year 2009 $\rightarrow 25\,846 : 114\,700 = 22,5 \%$

Registered Female Players in Finland 1979-2009





FA of Finland, Grassroots Programme

6 SOCIAL AND DISABLED PROGRAMMES

6.1 From F.U.N. –project to continuous development of women's and girl's football

6.1.1 Female leadership in football

6.1.2 Club development projects in girls' recruiting

6.2 Football Against Racism -programme

6.3 FAF's Environmental Programme

6.4 Football Society helping unemployed people

6.5 "Knowledge and well-being through Sports" -project (ESR-funding)

6.6 Homeless football

6.7 National Football Championship for disabled

6.8 Football Schools for disabled

6.9 All Stars Carousel for disabled

6.10 Seminars about Disabled football



FA of Finland, Grassroots Programme

6.1 From F.U.N. –project to continuous development of women's and girl's football

The project was integrated into regular activities in 2007. One full-time expert is developing activities and integrating work into all regular activities at FA/district/club level. The Goal is to strengthen the position and enhance the development of girl's and women's football in Finland

6.1.1 Female leadership in football

- Targeted education events, seminars, girl football schools and girl's football festivals
- Support women to become more active in club decision making

6.1.2 Club development projects in girls' recruiting

- launched as part of the Promotional programme for EURO2009, but is now an annual project.
- Goal is to recruit more girls at earlier stage within the football
- in 2010 over 30 clubs are involved in the programme



FA of Finland, Grassroots Programme

6.2 Football Against Racism – programme in Finland

- was launched in spring 2006
- project 2007-09 was financed by the Ministry of Education
- goal is to
 - * make a survey about the phenomena in Finnish football
 - * create a development plan for different target groups specified in survey
 - * build the bridge between different immigrant groups inside Finnish football as well as to create a forum for different organisations working on this area
- project is led by two full-time workers in FA
- first phase of the project is planned for years 2006-2009
- "Racist is a Loser" – tv campaign in co-operation with Finnish Broadcasting Company, YLE, National Teams heavily involved.
- has been implemented to all FA activities from 2010-
- one (1) full-time expert in FAF staff: "Intercultural Advisor"



FA of Finland, Grassroots Programme

6.3 FA's Environmental Programme

- was published and launched in 2002
- work started already in 1991, when General Assembly accepted our Values (one out of 7 is responsibility of people and environment)
- working group 1998-2004
- studies about football activities' environmental effects
- FIFA U17 Worlds Championships environmental plan
- Women's EURO2009 Plan in co-operation with Finnish Sports Federation
- special materials for clubs by the FA about, how to organise activities which are friendly for environment
- goal is to strengthen club personnel's knowledge about environmental awareness and to spread good practise
- Sports Ecological Awards for Clubs and Teams



FA of Finland, Grassroots Programme

6.4 Sport (Football) Society helping unemployed people

- was launched in the end of 1990's at the FA
- project is financed by the Ministry of Labour
- goal is to offer clubs a chance to hire unemployed people to work in a football club
- club gets financial support from the Ministry of Labour:
 - 1st year 1000€/month
 - 2nd year 500€/month
- 3 full-time workers helping clubs with this project
- we have hired more than 2000 unemployed people for different kind of jobs during 2000-2009.

The project was integrated into Finnish Sports Federations' activities from the beginning of 2008, FA is one active member of the co-operation inside the Sports Society.



FA of Finland, Grassroots Programme

6.5 "Knowledge and well-being through Sports" -project 2008-10 (ESF-funding)

- Project funded by European Social Fund
- The goal is to organise sports for Adults in co-operation with Football Clubs and local companies.
- We have hired 15 full-time Club-workers into this project + one expert into FA.
- FA is administrator and organises also education for Club Experts
- New application will be sent in cvtober 2010 for years 2011-13



FA of Finland, Grassroots Programme

6.6 Homeless football

- was launched in 2007
- project is financed by the Ministry of Education and FA
- goal is to offer Homeless people a chance to play football and at the same time to support them in their goal to get out of the alcoholism
- FA organises National Championships on Annual basis
- FA supports local teams with equipment and football knowledge
- FA recruits Coach for Team, which is participating Homeless World Cup



FA of Finland, Grassroots Programme

6.7 National Football Championships for disabled in co-operation with disabled sports organisations

→since 2007

→8 teams, in 2008 it was organised already with 10 teams

*were played in three tournaments (2007/2008/2009/2010)

→Local Clubs organise Open football tournaments for disabled at the same time,
when National Championships are played

→we invited both disabled players from the local club and children/youth from local
disabled schools with their parents to take part in to these events

**In 2011 National Championship will be played in same format with 10
teams.**



FA of Finland, Grassroots Programme

6.8 Football schools for disabled

- is organised in co-operation with Finnish Players Association
- has been organised since 2005
- is organised as a one evening event Nationwide (10-15 events/year)
- Famous League Players are Coaching, giving signatures and playing with participants
- open for all disabled players, their coaches and parents



FA of Finland, Grassroots Programme

6.9 All Stars Carousel for disabled

- is organised in co-operation with district, local club and Disabled Sports Organisations
- has been organised since 2004
- is organised as a "model-event" suitable for disabled
- 5 v 5 – game, rules are adapted suitable for the players
- open for all disabled players
- all players are awarded same prizes
- as a side-event in a tournament we organise in co-operation with Special Olympics Finland skill-tracks and different kind of possibilities to try special equipment



FA of Finland, Grassroots Programme

6.10 Annual Seminar about Disabled football

- is organised since 2000
- is organised since 2005 at the same time as All Stars Carousels for disabled
- is organised in co-operation with district, local club and Disabled Sports Organisations
- goal is to
 - * arrange events where people working with disabled players can meet, to get familiar with each other
 - * share experience and good practise
 - * learn from experts
 - * get feedback from local clubs in developing FA's and districts' activities



FA of Finland, Grassroots Programme

7. Promotional Festivals/events

- 7.1 Kindergarden Festivals for U7 Children
- 7.2 Futsal events and competition
 - 7.2.1 District activities
 - 7.2.2 Futsal in schools
- 7.3 Rule development in Children's football / tournaments
- 7.4 All Stars football Carousels for Children
- 7.5 All Stars football week for schools
- 7.6 School football Festivals
- 7.7 Girl football Carnevals
- 7.8 Friend Leagues for Youth from 13 to 19 year
- 7.9 FUNBALL -events for Youth
- 7.10 Football Activities for Veterans
- 7.11 Women's recreational football activities
 - 7.11.1 Unelma Cuppi, National event
 - 7.11.2 Unelma Cuppi, Regional events
 - 7.11.3 "Open training session for Women Only"



FA of Finland, Grassroots Programme

7.1 Kindergarden Festivals for U7 Children

- Safety and Fun way to experience first time "organised" football.
- Districts/Clubs organises half a day events for kindergardens in their local area.
- Information to parents and kindergarden teachers about summerfootball schools in a local club.
- Information and materials by FA to kindergarden teachers how to organize football in a funny and interesting way.

New concept under construction-will be launched in 2010.



FA of Finland, Grassroots Programme

7.2 Futsal events and competition

Futsal is important part of our grassroots football. Students started futsal development in the early 90's. At the moment we have about 25 000 players and 1600 teams taking part in futsal competitions both on national and regional levels.

7.2.1 District activities

- leagues and tournaments**
- coach education**

7.2.2 Futsal in schools

- leagues and competitions**
- school roadshows run by local districts**

We have one full-time Futsal expert working in the FA.



FA of Finland, Grassroots Programme

7.3 Rule development in Children's football / tournaments

→The Goal is to adapt Rules of the Game for different phases in Childrens development

*size of the pitch, ball, goal, match-time etc.

→Half a Match Guarantee for Children U12

→No Tournament Winners U10, recommendation U14

→Green Card is the only card for referees in U12 -matches

→5-a-side U10, 7-a-side U11, 9-a-side U13, 11-a-side from U14

→Every youth tournament arranged by Clubs in Finland has to apply permission from local district (rules to be used are controlled by FA and local district)

→Operation Rules of Contract –discussion between Children and Coaches as well as between Parents and Coaches

*every year for every team U16

*discussions in the teams about club policy, goals, activities, economy etc.



FA of Finland, Grassroots Programme

7.4 All Stars football Carousels for Children

- Districts are arranging "model – tournaments" for Children
- Goal is to arrange activities, where children
 - * can take part in near-by areas
 - * costs are very low
 - * all the teams have same amount of matches
 - * teams all playing many matches in same day
 - * teams are playing against as equal opponents as possible
 - * all the players are awarded with same prizes
 - * districts are giving out special awards, f.e.g. Fair Play –trophies, Best behaviour –prizes etc.
- players can take part in skill tests
- Carousels are more like events around football
- there are also well organised services for families, which makes Carousels real PR –events for the Game.
- Carousels were The Most Valuable Grassroots Event in 2004



FA of Finland, Grassroots Programme

7.5 All Stars football week for schools

- The Goal is to strengthen football in schools by running annual "Football week for schools"
- over 2000 out of 3000 comprehensive schools are participating every year
- 70 % of participating teachers are working on 1-4 grades, 2/3 are women
- FA produces material and program for the whole school week but teachers can decide whether they want to have one lesson, one day or whole week of football activities.
- FA is launching new educational Green Card –concept for teachers and schools in 2010.



FA of Finland, Grassroots Programme

7.6 School football Festivals

- FA organises School Football Festivals for pupils in co-operation with districts and local clubs
- Growth:
 - in 2005: 15 000 participants in 26 events
 - in 2006: 30 000 pupils in 48 events
 - in 2007: 40 000 pupils in 86 events
 - in 2008: 50 000 pupils in 126 events
 - in 2009: >70 000 pupils in 130 events (EURO2009)
 - in 2010: 70 000 pupils in 123 events
- Motto: Everyone is good enough to participate
- boys play against each other and girls play against each other, result of class is both together
- No tables
- Teachers can have a cup of coffee, chat and get information about football at Teachers' Corner



FA of Finland, Grassroots Programme

7.7 Girl football Carnivals

- Participation number of girls grows when they have own events
- FA districts organise football carnivals targeted specially for girls
- Carnivals are targeted both for girls who already are playing football and for girls who are not yet playing football in a club.
- Atmosphere in the events is cheerful, not competitive (music is played etc.)
- There are also special skill-carnivals for girls

FA launched new Princess football –concept in 2009. It has been extremely popular among U10 girls.



FA of Finland, Grassroots Programme

7.8 Friend Leagues for Youth from 13 to 19 year

- Friend Leagues are our new way to tackle drop-out and organize football "from youth to youth"
- Friend Leagues are part of our districts developing programme for once a week/grassroots players.
- Easier (not too often, mainly in summer, flexible ways for "teams" to take part to competition) and cheaper (low fees, mainly local/district tournaments, etc.) way to take part.
- Important to have adult Hobby Manager in a club!

In September 2010 there are Hobby Manager in over 50 Clubs.



FA of Finland, Grassroots Programme

7.9 FUNBALL

- In 2007 FA invited youngsters to develop football activities for other youngsters.
 - Planning was made both on regional and on national level
 - as a result from this FUNBALL was created.
 - name was voted through web
 - in 2009 more than 70 events will be organised-organisers are youngsters themselves
 - music, creative rules , funny clothing etc. are essential part of the event
- 1.-2.8.2009 FA organised first ever The FUNBALL –event in Helsinki



FA of Finland, Grassroots Programme

7.10 Football Activities for Veterans

- FA and Districts are arranging tournaments/Activities for Veterans
- Activities are organised both regionally as well as nationally
 - *regional activities are arranged by local district
 - *national activities are arranged by FA in co-operation with local club
- age groups are
 - *for men: Old Boys +35, +40, +45, +50, +55 and +60
 - *for women: Ladies +30, +35, +40, +45 and +50
- activities are arranged mainly in 7v7 –game
- there are a special All Stars –final for veteran teams, who has taken part in the Finnish Cup –competition
- new "Respect" –concept under construction-will be launched in 2012



FA of Finland, Grassroots Programme

7.11 Women's recreational football activities


7.11.1 "Unelma Cuppi"-recreational football tournament for women

- FA is organising tournaments for women, who are not registered into football Clubs
- in 2007 1st ever tournament gathered more than 120 teams in to City Centre of Helsinki, app. 1000 women took part in to the tournament
- in 2008 130 teams and 1500 women participated
- In 2009 150 teams and 1700 women participated + 8 reg. Events (2000 p.)
- In 2010 117 teams and 1500 women participated + 10 reg. Events (2300 p.)

7.11.2 in 2010 FA organises 10 Regional Unelma Cuppi –events in co-operation with local Clubs.

7.11.3 FA has encouraged and supported Clubs in organising Open Training Sessions for Women

- more than 30 Clubs are organising Training sessions for recreational players and number of clubs is increasing fast
- FA gives equipment and promotional support for clubs

A photograph of three Finnish women's football players in white jerseys with blue accents, hugging each other on a football field. The player in the center is smiling broadly. The player on the left has the number 19 on her back, and the player on the right has the number 9. The background is a blurred crowd of spectators.

NAISET JA NUORET OVAT
NÄYTTÄNEET ESIMERKKIÄ SIITÄ,
MITEN MENESTYSTÄ LUODAAN.

NYT TAVOITTEEMME ON VIEDÄ
SAMA HENKI SUOMALAISEN
JALKAPALLON KAIKILLE TASOILLE.

