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FUSSBALL-BUND

**Seminar "Football worldwide:
experiences in economic,
education and social actions"**

Sports Commission of the
Chamber of Deputies

Brazília, December 8th 2015



- 1. Structure of the German FA**
- 2. Sustainability at the German FA**
- 3. Milestones on the way to sustainability**
- 4. „Vision sustainability“**
- 5. Implementation of the sustainability vision at the example of ...**
 - 5.1 Integration & equality**
 - 5.2 Fair play & violence prevention**
 - 5.3 Environmental and climate protection**
 - 5.4 Social engagement**
- 6. Conclusion**



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1. Structure of the German FA

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5 regional associations

21 country associations

25,456 clubs

76,019 referees

80.000 games each weekend

6.8 Mio. members (1.1 Mio. female)

16.3 Mio. TV-Attendance at national team matches

50 Mio. people interested in football in Germany

President: Dr. Reinhard Rauball & Dr. Rainer Koch

General Secretary: Helmut Sandrock

DFB-Zentralverwaltung: approx. 260 employees



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.... 50.000.000 coaches of the national team!

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2. Sustainability at the German FA

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Original meaning

Sustainability as a principle of forestry:

You must not log more trees than can be regrown.

Hans Carl von Carlowitz, 1713



1. Sustainability at the German FA



Internal DFB usage

For the football community, sustainability means using the potential of football responsibly in striving for a **fair, equitable and peaceful society**, as well as for a **healthy environment**. By managing the game sustainably, we secure football's singular status from the grassroots to the top, contributing to the **preservation and strengthening of the social, cultural, and ecological foundations of a free society.**



DFB Sustainability Commission,



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3. Milestones on the way to sustainability

3. Milestones on the way to sustainability



On the road towards sustainability

Starting point - Statutory Mission:

- Organisation of football competitions
- Talent promotion
- Social commitment



3. Milestones on the way to sustainability



On the road towards sustainability

October 2007:

DFB General Assembly („Bundestag“) confirms Football Development Plan

October 2009:

Proposal for DFB sustainability concept / reporting

March 2010:

Resolution for the implementation of the DFB sustainability concept

October 2010:

Legal foundation: Revision of Article 4 of DFB statutes (mission)

3. Milestones on the way to sustainability



On the road towards sustainability

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March 2010:

DFB sustainability concept

October 2010:

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3. Milestones on the way to sustainability



Art. 4 of the DFB Statutes: Dimensions

1. Organisation and control of top-level and grassroots football
--> core business: competitions and talent promotion
2. Use football to convey values
3. Use potential of football to support social issues and processes
(b) ... Protect the environment, not least out of responsibility for future generations
4. Charitable and humanitarian projects



3. Milestones on the way to sustainability



4 dimensions of the DFB's social responsibility

1
Competitions

National Team	Women's National Team	Professional football
Support of talents	Amateur football	Volunteering
Qualification	Child protection	Security

2
Values

Fair Play	Integrity	Match fixing
Violence prevention	Anti-discrimination	Integration
Health	Right-wing extremism	Variety

3
Responsibility

School-Football	Environment	History
Culture	Developmental Teamwork	Resocialization
Inclusion	Child and youth services	Schools & Clubs

4
Solidarity

Humanitarian Engagement	Charity	Help for Mexico
Emergency Aid	Eastern Europe	Africa
Grant application	Holiday Camp	Other forms of sport

3. Milestones on the way to sustainability



September 2011:

Establishment of a „Sustainability Commission“

September 2012:

Establishment of a „Sustainability Department“



October 2013:

Publishing the first DFB Sustainability Report





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4. „Vision sustainability“

4. „Vision sustainability“



The German Football Association lives up to its social responsibility in all spheres of activity.



4. „Vision sustainability“



- The DFB lives up to its social responsibility in all spheres of activity.
- The many social activities undertaken by the DFB and its foundations are coordinated and jointly communicated.
- The DFB member associations support the sustainability strategy and implement follow-up strategies.
- Other social actors and stakeholders recognise the social weight of organised football and factor this in when taking decisions.



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5. Implementation of the
sustainability vision at the example
of ...



5. Implementation of the sustainability vision ...

... at the example of ...

1
Competitions

National Team	Women's National Team	Professional football
Support of talents	Amateur football	Volunteering
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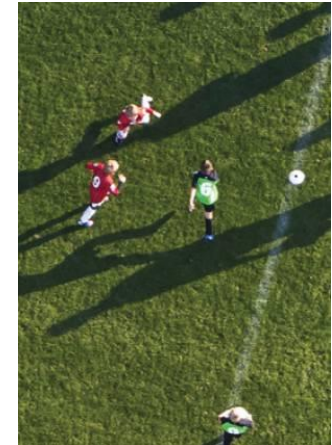
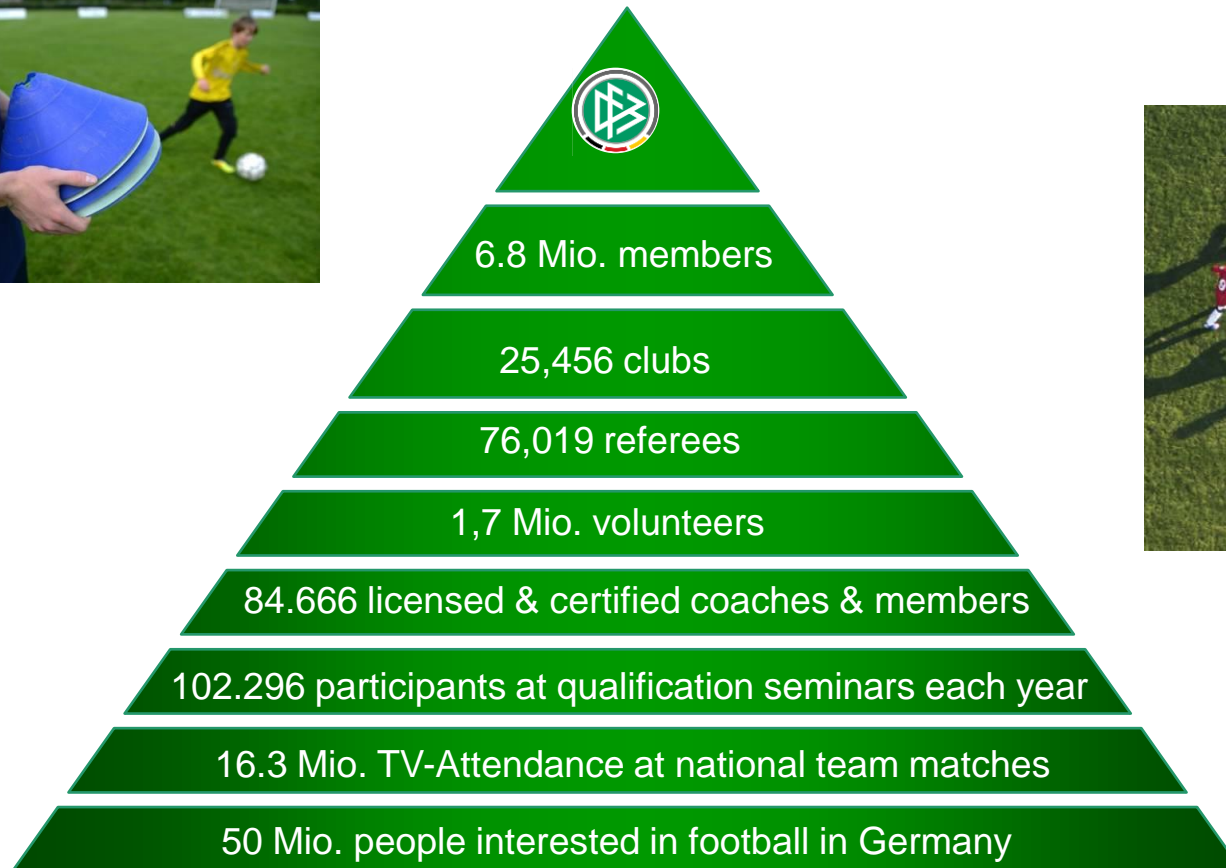
Humanitarian Engagement	Charity	Help for Mexico
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4
Solidarity

5. Implementation of the sustainability vision



The potential and possible impact of football based on its target groups





5.1 Implementation of the sustainability vision ...

... at the example of integration & equality

1
Competitions

National Team	Women's National Team	Professional football
Support of talents	Amateur football	Volunteering
Qualification	Child protection	Security

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Values

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Responsibility

School-Football	Environment	History
Culture	Developmental Teamwork	Resocialization
Inclusion	Child and youth services	Schools & Clubs

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4
Solidarity

5.1 Implementation of the sustainability vision ...



... at the example of integration & equality

Our Goals:

1. Improvement of solidarity, tolerance and intercultural exchange
2. Integration of children and youths having a migration background, especially girls
3. Reclamation of people having a migration background as volunteers for clubs and associations
4. Cooperation of schools and clubs in the sense of „integration through football“
5. Qualification of staff in clubs and associations to be able to deal with integration

5.1 Implementation of the sustainability vision ...



... at the example of integration & equality

Establishment of an integration concept



A common concept of the 21 country associations



was passed on July 4th 2008.



5.1 Implementation of the sustainability vision ...



... at the example of integration & equality: Integration concept

1. Intercultural sensitisation

a) Definition of DFB's „Five central messages“ for integration:

- 1) integration starts with myself
- 2) no rules no game
- 3) diversity in football
- 4) understanding and accepting differences
- 5) commitment and fun in football

b) Reaching all relevant target groups – with and without a migration background, e.g. club- and association responsables, trainers, caers, referees

c) Implementation in the qualification system, e.g. short training (5 units), module (3 units) in C-licence education, online offers, etc.



5.1 Implementation of the sustainability vision ...



... at the example of integration & equality: Integration concept

2. Structures and networks supporting organisational accompany integration

a) Responsible people (vice-president, commissary, director) & commissions

b) Integration ambassadors: Cacau, Lira Alushi, Célia Sasic, Jimmy Hartwig, etc.

c) Sports courts:

- increasing the number of judges having a migration background
- implementing a sports courts companionship program



5.1 Implementation of the sustainability vision ...



... at the example of integration & equality: Integration concept

3. Public relations: DFB – Mercedes-Benz - Integration Prize

- Patron: Oliver Bierhoff (manager)
- Since 2007
- 3 Categories: „Club“, „School“ and „Free and communal responsables“
- Cash- and non-cash prizes worth 150.000 € every year
- Stimulating the integrational advancement within and through football





5.2 Implementation of the sustainability vision ...

... at the example of fair play & violence prevention

1
Competitions

National Team	Women's National Team	Professional football
Support of talents	Amateur football	Volunteering
Qualification	Child protection	Security

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2
Values

3
Responsibility

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Humanitarian Engagement	Charity	Help for Mexico
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4
Solidarity

5.2 Implementation of the sustainability vision ...



... at the example of fair play & violence prevention

Establishment of the common concept „Fair is more“ with the 21 country associations in March 2015:

BASE: Structural foundation (comissary, commission, contact person)

Element 1: Aktiv support of fair play and violence prevention

Element 2: Early recognition of violence in football & taking counter actions

Element 3: Intervention in the case of violence incidents

→ *Step by step implementation of the concept*

5.2 Implementation of the sustainability vision ...



... at the example of fair play & violence prevention

Implementation of the common concept „Fair is more“ with the season 2015/16:

Element 1: Aktiv support of fair play and violence prevention:

1. Awarding fair play gestures
2. Common implementation of the FIFA Fair Play-Days
3. Establishment of a welcome culture – the Handshake
4. Establishment of the FairPlayLeague





5.3 Implementation of the sustainability vision ...

... at the example of environmental and climate protection

1
Competitions

National Team	Women's National Team	Professional football
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Qualification	Child protection	Security

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Solidarity

Humanitarian Engagement	Charity	Help for Mexico
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5.3 Implementation of the sustainability vision ...



... at the example of environmental and climate protection

Objectives of the DFB Environment Campaign:

- Use football's communications potential for environmental and climate protection
- Establish DFB as a responsible and sustainable acting sport association
- Share and use know-how created by and in sport
- Create awareness for environmental and climate protection issues with clubs, members and communities
- Explain added value for clubs – cost savings, image gains
- Encourage clubs to implement own environment projects

5.3 Implementation of the sustainability vision ...



... at the example of environmental and climate protection

DFB environment-related activities to date:

- Environment checklist / „eco check“ on dfb.de
- „Green Goal“ at 2006 FIFA World Cup
- „Green Goal“ at FIFA Women's World Cup 2011
- Environmental / Climate Protection working group since 2011
- DFB Environment Campaign 2012
- ECOPROFIT certification at DFB HQ (ecological project for integrated environmental technology)
- help fund for those clubs which were effected by the summer flood in 2013

5.3 Implementation of the sustainability vision ...



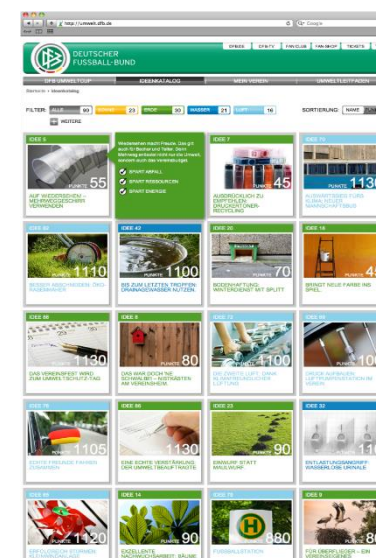
... at the example of environmental and climate protection

Two key modules of the DFB Environmental Campaign 2012:

- 1. Communications campaign
- 2. Competition for clubs „DFB UMWELTCUP 2012“



DFB
UMWELTCUP
2012



5.4 Implementation of the sustainability vision ...



... at the example of social engagement

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Competitions

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Solidarity

Humanitarian Engagement	Charity	Help for Mexico
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5.4 Implementation of the sustainability vision ...



... at the example of social engagement: Working with charities

- **DFB-foundation Egidius Braun**
 - International activities (e.g. Help for Mexico, Africa or Eastern Europe)
 - Football holiday-camps
 - Social campaign „Kinderträume“ (children’s dreams)
- **DFB-foundation Sepp Herberger**
 - Football for handicapped persons, e.g. blindfootball
 - Resocialization
 - Cooperations between schools and clubs
- **DFB-foundation for culture**
 - Support and implementation of art and cultural projects related to football
 - Support of projects and activities dealing with the history of football
 - Support of initiatives for integration and international understanding and against racism, xenophobia and anti-Semitism



5.4 Implementation of the sustainability vision ...



... at the example of social engagement: Working with charities

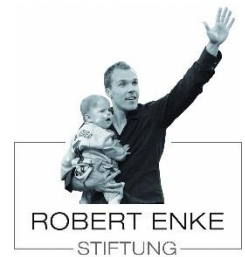
- **Bundesliga-foundation**

- Support of children, handicapped persons, sportsmen from other sports than football
- Support of integration and prevention of violence



- **Robert-Enke-foundation**

- Support of studies in the field of psychic diseases like depression
- Support of structural improvements in the field of children's heart diseases



- **Fritz Walter Foundation**

- Implementation of events, e.g. the Fritz-Walter-Gala



- **Special occasions, events, activities, e.g. FIFA World Cup, UEFA EURO**

5.4 Implementation of the sustainability vision ...



... at the example of social engagement:

Funding structure:

a) Beneficial international match:

- official game of the men's national team every two years
- revenues are distributed to the foundations via a distribution system

b) Donations:

- private persons
- organisations
- companies





5. Implementation of the sustainability vision ...

Engagement of the national team players

a) Working as an ambassador for certain topics

- e.g. integration ambassadors: Cacau, Lira Alushi and Célia Sasic

b) Monetary funding

- social campaign „Kinderträume“ - children's dreams
(operational work via DFB-foundation Egidius Braun)



c) Visiting award presentations

- Julius-Hirsch-Prize (anti-discrimination)
- DFB – Mercedes-Benz – Integration Prize
- Fair Play-Medal

d) Visiting projects, schools, etc.

- as part of PR work, e.g. ticket promotion





Mexico-Hilfe since 1986

Until today the current and former national players support the Mexico-Hilfe, which was initiated during the 1986 FIFA World Cup Mexico.

2006 World Cup Germany

With the help of the proceeds from the film „Germany. A summer fairytale“ the SOS Children’s Village in Igarassu was build. Now we will be back for a visit.



FIFA Women's World Cup Germany 2011

More than 250 social projects were financially and morally supported through the campaign „Childrens Dreams 2011“.



KINDERTRÄUME 2011

SONHOS DE CRIANÇAS 2014



DIE NATIONALMANNSCHAFT



2014 FIFA World Cup Brazil

Four strong partners, one proud figure: with more than € 500.000, shared across more than 15 projects, children's dreams will come true in Brazil!



„Casa Mateus“ – Help Alliance e.V.

On June 9th 2014 the DFB-Delegation and the former national player Cacau visited the project in São Paulo.



Santo André

The national players visited the local school near their team base ...

... making "Sonhos de Crianças" come true!!!





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6. Conclusion



The educational and social impact of football can be ENDLESS!

**One simply has to discover the potential of football
and use it.**

**For that it needs TEAMWORK, TIME, MONEY AND
most of all PATIENCE.**



What about the economical impacts?



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Thank you for you attention!

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Back up



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STARTING POINT



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Initial situation in 2000



Sebastian Deisler was the only player of the German team on the occasion of the 2000 European Championship who was under the age of 23.



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IMPLEMENTATION PHASE





Strategy

COMMITMENT OF ALL STAKEHOLDERS INVOLVED IN FOOTBALL

Setup of a modular & holistic talent & elite development system

Systematic
support of basic
structures

Youth
Academies

Network
elementary/
High schools

Age-appropriate
practice-oriented
competitions

National
Teams

Investments

Commitment
Licensing
Certification
Evaluation

Staff Organisation
DFB/DFL
State associations

Infrastructure

Education
Coaches
Players
Experts

2006 World Cup: New stadiums - Sustainable campaigns for both grassroots and elite football



House of school football



Elite Promotion – Elite Schools of Football
Talent Promotion – School Football Centres

Grass roots promotion

SCHOOL AND CLUB COOPERATION

(School) Football Badge

School and Club: Jointly on the ball!

Ø 250,000 badges issued each year; 3,000 schools and clubs supported

EDUCATION

20,000 plus (teacher module 1)

20,000 plus (teacher module 2)

DFB Junior Coach

Ø 35,000 teachers trained; 4,000 youngsters educated by DFB

COMPETITIONS

Youth trains for the Olympics

DFB School Cup

Ø each year 300,000 pupils compete in school football



Step I – Setup of a systematic basic structure in 1999

366 regional bases

1,300 coaches

14,000 players between
11 – 15 years

29 coordinators

600,000 scouted players





systematic training





Step II – Setup of youth academies in 2001

54 youth academies
focusing on the promotion
of the most talented

-  youth academies Bundesliga 1
-  youth academies Bundesliga 2
-  youth academies 3. Liga
-  youth academies regional

youth academies in the professional upper amateur areas

(as of 8/2014)



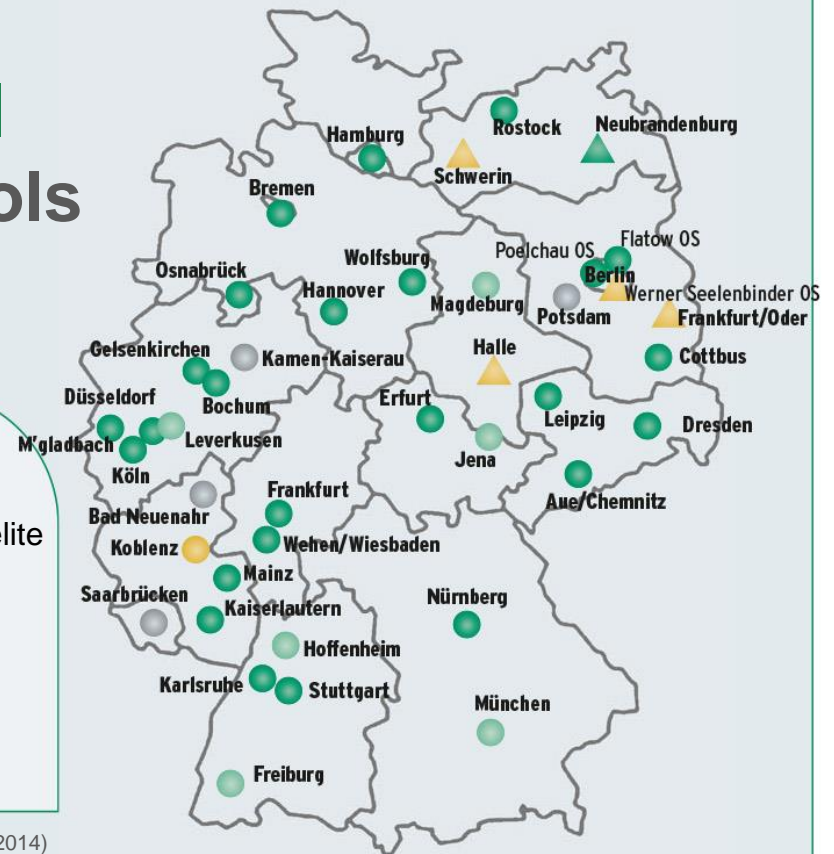


Step III – Setup of elite schools in 2006

Elite schools of football network system for schools and competitive football

- elite schools of football (juniors)
- elite schools of football (juniors + women and girls)
- youth academy having applied for recognition as an elite school of football
- elite schools of football for women and girls
- ▲ sports-oriented school having applied for recognition as an elite school of football
- ▲ sports-oriented school of the NOFV

(as of 8/2014)



Staff – Recruiting of DFB Technical Director in 2006

2000

- 60 association coaches
- 50 full-time positions in youth academies



2014

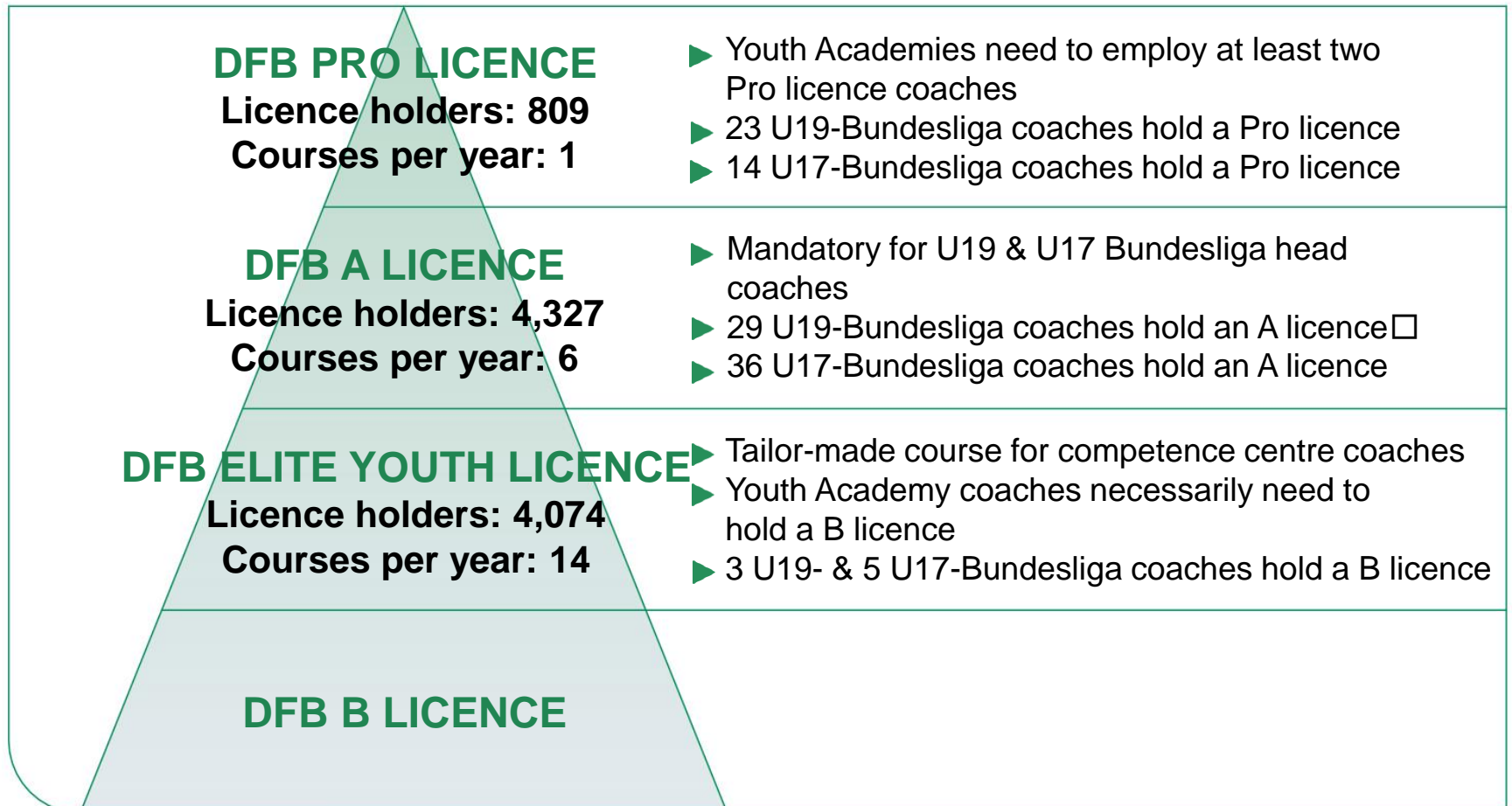
- 100 association coaches
- 308 full-time positions in youth academies
- 29 DFB competence centre coordinators





The importance of coach education

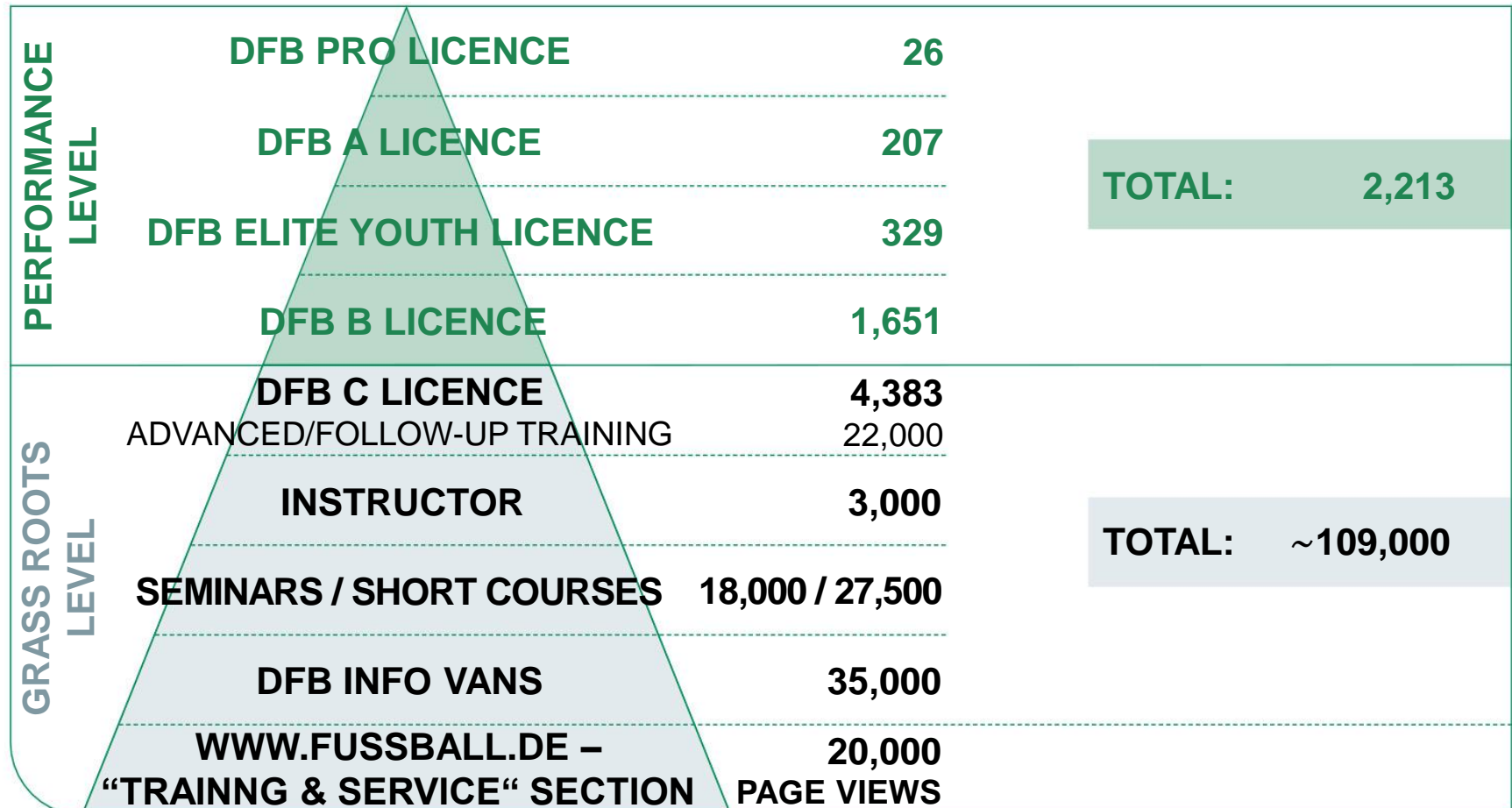
Reformed – modified – optimised – individualised





The importance of coach education

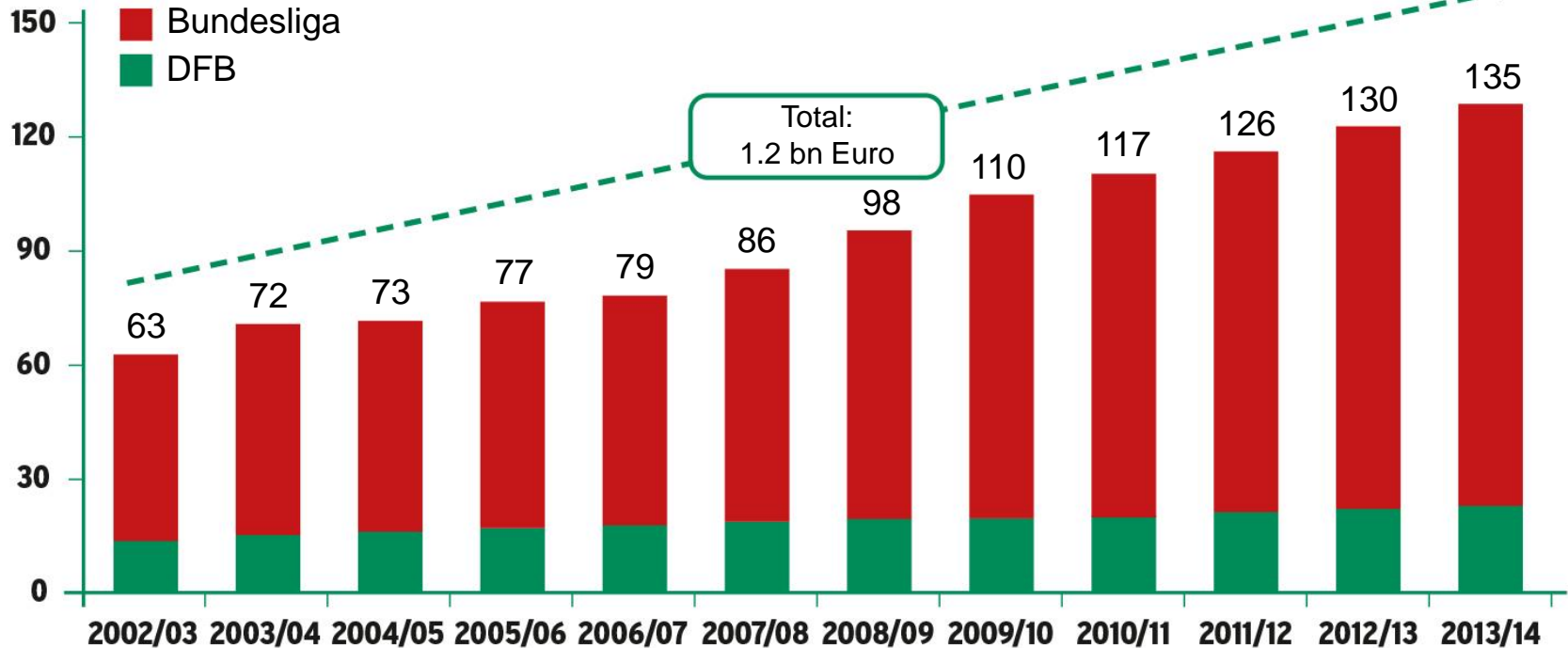
Numbers of participants and licences per year





Investments in the talent development system

in millions of EURO



Constant increase in investments in talents



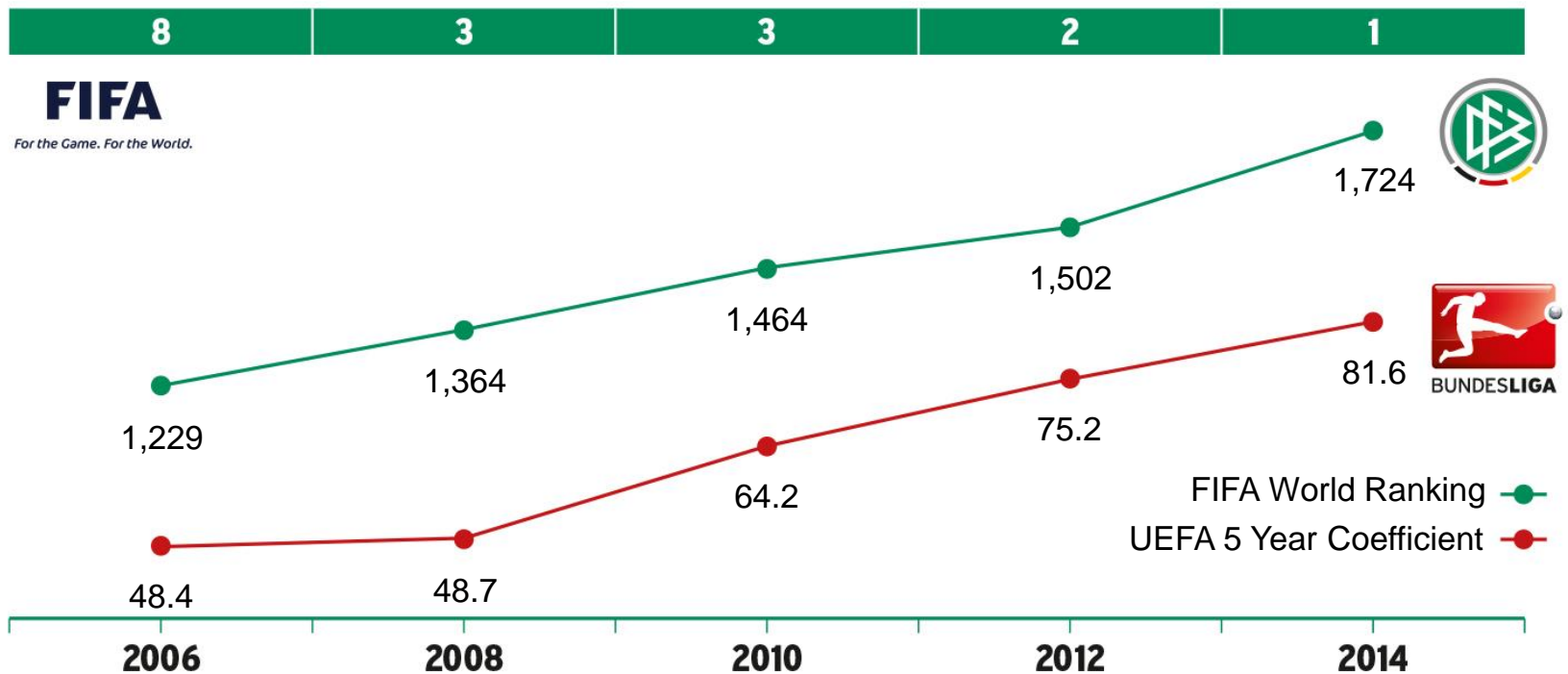
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RESULTS





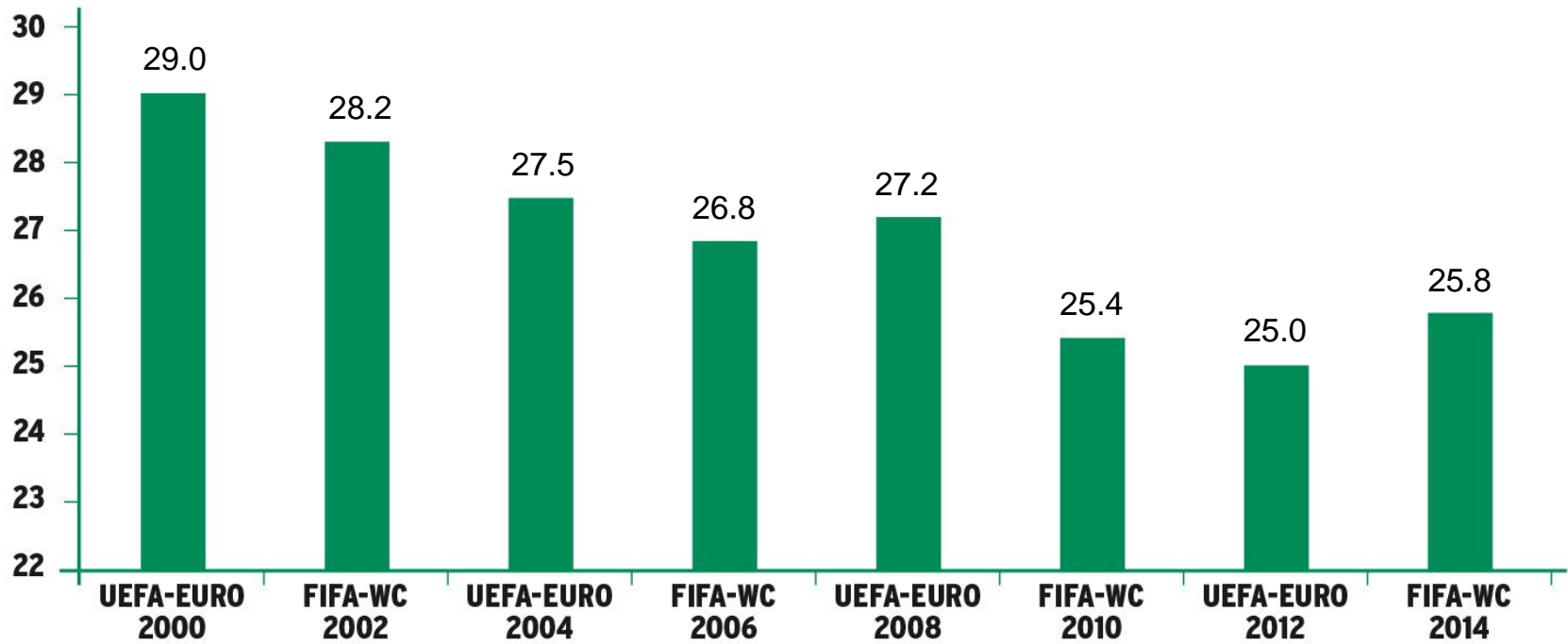
Development of FIFA & UEFA rankings



Constant improved placements of national team & Bundesliga clubs



Average age of players at World Cups or European Championships



27.3

27.1

26.6

26.4

26.1

25.6

25.2

25.0



Tapering of National Team since 2000



2014 FIFA World Cup Brazil



Six players from the current 2014 World Cup squad already won the European U21 Football Championship in 2009. Another two players (Mario Götze, Shkodran Mustafi) even were members of the U17 team, that also won the European Championship in 2009.



**NO STANDSTILL
NO DECLINE**

**ENSURING SUSTAINABLE
SUCCESS**



DFB Academy

Area required: 15 ha

