



UEFA Share

## Grassroots – Football in schools

Visitors: Albania, Azerbaijan, Belarus, Bosnia and Herzegovina, North Macedonia, Portugal, Sweden  
Visit 19

29 Sept. - 3 Oct. 2019 - Firenze, Italy

## UEFA Share – Visit 19

## Share Instructors

Per Ravn Omdal	UEFA Grassroots Ambassador
Stuart Grieve	UEFA Grassroots Consultant
Ulf Marquard	UEFA Grassroots Coordinator

## Guest Speakers

Vito Roberto Tisci	Italian FA President of Youth and education football Dept.
Paolo Piani	Italian FA Technical Dept. Director / UEFA JIRA Panel
Demetrio Albertini	Italian FA Technical Dept. President
Vito Di Gioia	Italian FA Head of Youth and Education Football Dept. / UEFA Grassroots Panel
Laura Pazienti	Ministry of Education University and Research – Sport policy
Elisabetta Maria Lauri	Italian FA Football in schools Project Manager
Massimo Tell	Italian FA Grassroots Manager
Andrea Becheroni	Regional Grassroots - School Football Manager
Mirella Ronco	Regional Grassroots - School Football Manager and member of Youth and Education Football Dept. School Committee
Raffaella Libanora	Founder Madvertising – Creative agency of Youth and Education Football Dept.

## UEFA Administration

<b>Frank Ludolph</b> Head of Football Education Services Mobile: +41 79 829 27 37 Email: <a href="mailto:frank.ludolph@uefa.ch">frank.ludolph@uefa.ch</a>	<b>Patrick Müller</b> Football Education Assistant Mobile: +41 79 829 22 40 Email: <a href="mailto:patrick.mueller@uefa.ch">patrick.mueller@uefa.ch</a>
--	--

## Event Partners

Annalisa Sandrelli	Interpreter
Domenico Molina	Interpreter

## Contact Details – Event Management

Irene Pesci  
Project Manager  
Tel: (+39) 055-5090258  
Email: [i.pesci@figc.it](mailto:i.pesci@figc.it)

## Venue

Italian FA Federal Technical Center “L. Ridolfi”  
Via Gabriele D’Annunzio 138  
50135 Firenze - Italy  
Tel: (+39) 055-5090258  
Mail: [segreteria.cov@figc.it](mailto:segreteria.cov@figc.it)  
Website: [www.figc.it](http://www.figc.it)

Sesto on Arno Rooftop Restaurant & Bar  
Piazza Ognissanti, 3  
50123 Firenze - Italy  
Website: [www.sestoonarno.com](http://www.sestoonarno.com)

Accommodation

**Coverciano Sport Living**  
Via Gabriele D'Annunzio, 138  
50135 Firenze - Italy  
Tel: (+39) 055-6120230  
Website : [www.covercianosportliving.it](http://www.covercianosportliving.it)

---

**Host Association - Italy**


---

Vito Di Gioia	Italian FA Head of Youth and Education Football Dept.
Massimo Tell	Italian FA Grassroots Manager
Elisabetta Maria Lauri	Italian FA Football in schools Project Manager
Eugenio Russo	Italian FA Youth and Education football Dept.
Irene Pesci	Italian FA Technical Dept. Assistant
<b>GUEST</b>	
Emidio Sabatini	Regional Grassroots - School Football Manager and member of Youth and Education Football Dept. School Committee
Claudio Ferri	Regional Grassroots - School Football Manager
Giuseppe Anzaldi	Regional Grassroots - School Football Manager

---

**Visiting Association - Albania**


---

Andi Zere	School Project Coordinator
Eno Xhaferraj	School Project Regional Coordinator
Marius Sulejmani	Specialist Competition Dept.

---

**Visiting Association - Azerbaijan**


---

Jahangir Hasanzade	Head of Grassroots
Kifayat Mustafayeva	Coordinator
Aslan Karimov	Instructor

---

**Visiting Association - Belarus**


---

Vitali Kripitsa	Head of Grassroots
Viachaslau Antonenka	School Project Manager
Andrei Chelmodeev	Regional Grassroots Manager

---

**Visiting Association – Bosnia and Herzegovina**


---

Dzenan Dipa	Grassroots Manager
Vladimir Bradonjic	Member of Youth Committee
Ivana Vlaic	Development Associate

---

**Visiting Association – North Macedonia**


---

Bojan Markovski	Grassroots Manager
Nasuf Latifi	Regional Coordinator
Nikola Boglev	School Sports Federation

---

**Visiting Association - Portugal**


---

Fernando Monteiro	Project Manager – Event & Competitions Dept.
Miguel Gouveia	Event Manager - Event & Competitions Dept.

---

**Visiting Association – Sweden**


---

Mika Sankala	National Football Educator
Pernilla Karlsson	National Football Educator
Fredrik Waara	National Football Educator

## UEFA Study Group Scheme – Football in Schools

### Outcomes for the Programme

- Reflect and discuss the role of the Grassroots Programme, what are the tasks and responsibilities
- Understand the UEFA Football in Schools programme and how it can support national associations
- Better understand the challenges and opportunities for Football in Schools in your own countries
- Understand and identify ways your national association can develop a partnership/cooperation with relevant education authorities, organisations and schools?
- Understand how we sell the value of football to schools and the benefits for schools and young people of playing regular football
- Develop and discuss football activities and formats can be developed to engage and meet the needs of all young people in schools?
- Develop a four-year plan for Football in schools funding, which links in with the overall National Associations Grassroots strategy

### Key Questions for Participant Federations

Participants should have thought about the following focusing questions which will be addressed over the three days of the programme.

- How can football in schools be further developed in your country?
- How do you promote the value of football to education, schools and young people?
- What partnerships / cooperation do you need to work in schools?
- What types of activities and formats can be developed to reach ALL (Age, gender, minority) young people?
- What challenges do you face and what are possible solutions?
- What does a great schools programme look like in your country?

The outputs we aim to achieve for the end of our shared learning experience

- A mission statement / commitment for football in schools in your country
- What are your main goals over the next four years to develop Football in Schools in your country?
- Actions and priorities to develop a Football in Schools plan 2020-2024 to submit for UEFA funding?

## UEFA Study Group Scheme

## Programme

## Arrivals - Sunday 29 September 2019

*Arrival of Participants*

## Day 1 - Monday 30 September 2019

**08:00 Breakfast****09:00 Welcome**  
Vito Tisci**09:15 Workshop opening**  
Paolo Piani**09.30 Introduction to Football in Schools (including desired outcomes)**  
Stuart Grieve/ Vito Di Gioia

- Overview of Football in Schools programme 2020
- Objectives of Football in Schools 2020-2024
- Outcomes for the Share Visit & participant expectations

**10.30 Coffee break****11.00 Workshop 1 – Connecting the Study Visit to your own context:**  
Stuart Grieve – UEFA Grassroots Consultant

UEFA Grassroots conference 2019 Summary

- GR Conference review and connection – Key messages from the Conference
- What is a successful Football in Schools programme? (Interactive Exercise)

Self-reflection? Your countries way forward / actions for Football in Schools? (Discussion exercise)

- What is your current football in school's situation?
- What do you want your football in schools to look like?
- What is going well / what can be improved / what are your challenges / what are the solutions)
- What are your priorities and goals for next 4 years?

**12.30 Lunch****14.30 Workshop 2 - How does a national association develop partnerships and cooperation with relevant education authorities, organisations and schools?**  
Stuart Grieve – UEFA Grassroots Consultant

Discuss, develop and list key thoughts and actions

- How do we engage and work with education at a national, regional & local level?
- Who are the partners you need to engage?
- What can football offer education? / What can education offer football?

**15.15 Case Study - Development of a valuable partnership: Cooperation Ministry of Education-Italian FA**  
Laura Pazienti

**15:45 Italian FA Youth and Education football dept.: philosophy, objectives and participation development**  
Vito Di Gioia

**16:15 Coffee Break**

**16:45 Workshop 3 - The value of football in the education of young people**

Stuart Grieve

Discuss, develop and list key thoughts and actions

- Football in Schools Research Summary – UEFA Literature review
- How can we use football as a social and educational tool?
- How can football deliver educational outcomes?
- How can football be part of the school day, curriculum and physical education?

**17:45 Day 1 – Summary of key learning points and participant feedback**

Summarise key learnings from Day 1

- Partnership with Education
- Value of football and education
- Your own country context & actions

**19:30 Dinner**

---

### Day 2 - Tuesday 1 October 2019

---

**08:00 Breakfast**

**09:00 Summary of day 1 – discussed topics and key learnings**

**09:30 Workshop 4 - What football activities and formats can be developed to engage and meet the needs of all young people in schools?**

Stuart Grieve

Discuss, develop and list key thoughts and actions

- What activities, formats, festivals & competitions - What? How? Who? When?
- What are the needs of all young people along the education journey (5years to 18 years)
- How do we engage all pupils across gender, age and ability?
- How can you target non-playing young people to have positive first football experience?

**10.30 Coffee break**

**11.00 Different projects for different needs: Italian FA School Program “Valori in Rete”**

Elisabetta Maria Lauri

**11.20 Innovative Formats and activities: Technical aspects and education tools**

Massimo Tell

**11.45 Bus transfer to primary school practical session**

**12:15 Coaching and training methodologies observation – Primary School**

Andrea Becheroni

**13:15 Bus transfer to Coverciano Technical Center**

**13:45 Lunch**

**15:30 Teacher training in primary and secondary school – Italian FA**

Mirella Ronco

**16:00 Official photo**

**16:15 Coffee Break**

**16.30 Workshop 5 – Coach Education of teachers, coaches and volunteers to provide quality educational football lessons**

Stuart Grieve

- What education do you offer to coaches / teachers working in schools?
- How can the associations support teachers to deliver football?
- What coaching resources can support football in schools?

**17.00 Day 2 – Summary, analysis and participant feedback**

Summarise key learnings from Day 1

- Activities and formats to meet needs of young people (5-18 years old)
- Targeted approach / Opportunity to engage non-playing young people
- Coach Education of teachers and coaches to work in schools

**18.30 Bus transfer to the city center****Official Dinner****(UCL Juventus – Bayer 04 Leverkusen)****Day 3 - Wednesday 2 October 2019****08:00 Breakfast****09.00 Summary of day 2 – discussed topics and key learnings****09.30 Workshop 6 – Player pathway to clubs/ club to school links**

Stuart Grieve

- Do you have links to clubs?
- Do you create clubs in the schools?
- What is the pathway for players starting football in school?
- Do clubs support the delivery of football in schools

**10.45 Coffee break****11.15 School and Participation's Development in Italy**

Massimo Tell

- Player pathway to clubs
- Promotion and Communication
- Girls' football development

**11.30 Best Practice from the Clubs: "Classe Neroverde", Football in Schools in Pordenone**

Developed by Pordenone Calcio

**12.00 School activity and digital engagement: tools, data and innovation**

Raffaella Libanora

**12:30 Lunch****14:00 Workshop 7 – Developing and presenting a Football in Schools plan**

Stuart Grieve

Develop and discuss a plan including actions and targets for Football in Schools at your National Association. Ensure it is linked to your overall grassroots strategy:

- Goals (long-term targets) – 4 years
- Objectives (SMART short-term targets)
- Actions for the next 12 months
- Develop a proposal to the board or senior management



**16:00 Coffee Break**

**16:15 Summarise plan and priorities and ensure it is linked to your National Association overall grassroots strategy**

Stuart Grieve

- Present your proposal to the board/Senior management – Each NA present their plan to the room for questions and feedback

**17.30 Share Visit - Summary, analysis and participant feedback**

Summarise key learnings from share visit

- Key topics and development areas
- Actions and priorities for your association to develop Football in schools plan 2020-2024

**18:30 Group Sport Activity – Futsal (tbc)**

**20:00 Dinner**

(UCL Barcellona – Inter)

---

Departures - Thursday 3 October 2019

*Departure of Participants*

## Practical Information

adidas

Each participant will receive the following Adidas equipment:

- Tracksuit (1)
- Polos (2)
- All Weather Jacket (1)
- Bag (1)

**NO TRAINING SHOES/FOOTBALL BOOTS WILL BE PROVIDED – PARTICIPANTS SHOULD BRING THEIR OWN**

Equipment will be provided according to the sizes received. A very limited number of changes will be possible so we suggest that you speak to fellow participants in order to swap items.

**AN ELEGANT CASUAL DRESS CODE IS REQUIRED FOR THE OFFICIAL DINNER**

**FOR THOSE WHO WANT TO PLAY FUTSAL, WE INSERTED IT ON WEDNESDAY**



UEFA  
ROUTE DE GENÈVE 46  
CH-1260 NYON 2  
SWITZERLAND  
TELEPHONE: +41 848 00 27 27  
TELEFAX: +41 848 01 27 27  
[UEFA.com](http://UEFA.com)

WE CARE ABOUT FOOTBALL

---