

**GRASSROOTS:
ESTABLISHING LINKS WITH
GOVERNMENT AND OTHER
BODIES**

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FIFA GRASSROOTS FOOTBALL

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*FIFA grassroots football is football **for everyone, by everyone, everywhere**. The essential elements of grassroots football are **relationships, team spirit and fun**.*

The objectives of grassroots football are similar to the values promoted by many national governments as it is a vehicle for the promotion of education, health, team spirit and fair play.

For this reason, it is essential that the FIFA Grassroots Programme be drawn up in close cooperation with member associations and involving all the stakeholders in education: government and non-governmental bodies, local communities and schools.

No government can afford to neglect the benefits that grassroots football can have for the population and particularly for young boys and girls.

WHY IS THE RELATIONSHIP WITH GOVERNMENT AND OTHER BODIES IMPORTANT?



Sport, in particular football, forms part of governmental programmes:

- *The **Ministry of Education** may promote football programmes in school curricula*
- *The **Ministry of Sports** facilitates access to national and regional infrastructures and promotes sports for both young boys and girls*
- *The **Ministry of Health** associates football practice with promoting a balanced life, education on nutrition and strong messages against using drugs, etc.*
- *Many **NGO's** fight against discrimination, juvenile delinquency, prostitution and drug abuse, and act on behalf of the government with educational development programmes*
- ***Women's organisations** may fight against sexual discrimination through mixed teams, encouraging girls to play football*

3 MAIN PARTNERS



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MEMBER ASSOCIATION

MINISTRY OF EDUCATION

- Primary schools
- Young boys and girls
- Sports organisers
- Health & P.E. teachers
- Parent & teacher associations
- Playing grounds
- Indoor facilities

MINISTRY OF SPORTS

- Sports policies
- Director of sports
- Sports officers & coaches
- Sports infrastructure
- Sports medical units
- Financial & logistic support
- Close working relationship with sports associations, national Olympic committee and other government bodies

MINISTRY OF HEALTH

- Childcare
- First aid
- Medical assistance
- Medical fitness certificate
- Promoting a healthy lifestyle through sports activities

OTHER PARTNERS



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MEMBER ASSOCIATION

COMMUNITIES

- Local associations
- Municipalities
- Districts / provinces / regions
- Villages
- Parents
- Local facilities
- Etc.

NGOs

- Youth programmes
- Assistance programmes
- Vulnerable groups in society
- Social integration
- Educational programmes
- Anti-drugs campaigns
- Anti-poverty campaigns
- Etc.

SPONSORS

- Hotels, banks, businesses
- Event organisers
- Sports infrastructure
- Financial & logistical support
- Grassroots football projects
- Etc.

1. Before preparing the programme

- CONSULTATION:
 - (i) Initial consultation involving all the stakeholders in order to ensure that all points of view are taken into account and, if possible, are represented in the programme plan
 - (ii) Preparation of a draft version of the programme which has the support of the executive committee of the member association

2. Preparation of the programme

Stages to be observed:

- The programme must form part of the association's long-term vision, for a minimum of 4 years, and must be incorporated into the long-term development plan drawn up with FIFA's development officers
- The programme must, in particular, provide: details of the objectives, sports content, calendar of activities, budget and finance plan
- The final dossier must be approved by the member association's executive committee

3. Presentation of the approved programme

- Draw up a concise, effective presentation, or prepare a video presentation if appropriate
- Present the programme as a “win-win” situation, explaining that the ministries and the other partners involved and football in the broadest sense will all benefit from the implementation of the programme
- Show that there is interest in collaborating in a successful programme, demonstrating the commitment of all the parties
- Introduce the other partners in the programme, both private and public, without forgetting FIFA and the relevant confederation, if involved

4. Start-up phase of the programme

- Draw up a schedule of meetings and events
- If a steering committee is set up to manage the programme, propose that the ministry involved receives a place as a member
- Propose that an agreement be drawn up and the content approved
- Determine the dates and venue for the launch

The sustainability of the long-term development plan depends on:

- Stability of the MA
- Proper monitoring, evaluation and adaptation of the programme
- Legitimate grassroots structure within the technical department
- Continuous support from FIFA, the government, the MA and other partners
- Agreement (Memorandum of Understanding) between the association and the ministries involved

CONTENT OF THE AGREEMENT

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- The member association and the ministry must be directly involved
- Proposed content:
 - Names of the parties concerned
 - Presentation of each of the parties and their interest in setting up the programme
 - List of the commitments of each party
 - Duration of the agreement
 - Option for renewing the agreement
 - Methods to resolve disputes
 - Signatures of parties involved

THE AGREEMENT

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The collaboration and support of member associations as well as public- and private-sector organisations is essential to ensure the sustainability of grassroots development in the country.

