



60
YEARS · ANS · JAHRE

UEFA·direct

No. 142 | October 2014



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**Official publication of the
Union of European Football
Associations**

Chief editor:
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Produced by:
PAO graphique,
CH-1110 Morges

Printing:
Artgraphic Cavin SA,
CH-1422 Grandson

Editorial deadline:
3 October 2014

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Cover:

*England's Danny Welbeck in
action against Switzerland
on 8 September, in one of
the first qualifiers for UEFA
EURO 2016. Thanks to
the new 'week of football'
concept, fans can follow
even more of the action.*

Photo: Getty Images

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The UEFA Executive Committee met on 18 and 19 September to select the venues for the club competition finals in 2016 and the 13 associations that will host UEFA EURO 2020 matches.



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MORE THAN JUST A COMPETITION

On 19 September Geneva provided the setting for the biggest tournament announcement in UEFA's 60-year history, as the final round of the UEFA European Football Championship prepares to become a pan-European experience for the first time, with 13 cities across the continent hosting a festival of football in June/July 2020. The tournament will be the culmination of a range of innovations and improvements aimed at strengthening the position of national team football in the hearts and minds of football fans.

The first of those innovations has been the introduction of the European Qualifiers for the newly expanded UEFA EURO and the FIFA World Cup, including the centralisation of the media rights for those matches, which has resulted in the launch of the 'week of football' concept for international matchweeks. The early results of this initiative have been highly encouraging. Not only have UEFA's member associations backed the new concept, but sponsors, broadcasters and – crucially – the fans have also embraced the idea.

The spirit of innovation does not end there. Following the 2018 FIFA World Cup, the inaugural UEFA Nations League will get under way. This new national team competition will involve both promotion and relegation and be an opportunity for teams to test themselves against opponents of similar stature. It will replace meaningless friendlies with meaningful matches, without any need to add extra dates to the international calendar.

At the end of the road, UEFA EURO 2020 awaits. Thirteen host cities – from St Petersburg in the north to Rome in the south, and from Dublin in the west to Baku in the east – will ensure that this final tournament is a fantastic experience for all concerned. UEFA has awarded this EURO to Europe as a whole, and our member associations have responded in kind.

More than just a competition, UEFA EURO 2020 also supports a philosophy. The bidding and voting process was transparent and the public were kept informed every step of the way, with the bid evaluation reports and information about the voting procedure published for all to see. The decision-making process had to be as transparent as the tournament concept was rock-solid.

It was also important that the tournament was taken to all four corners of the continent, and this was reflected in the votes of the UEFA Executive Committee. Of the 13 venues selected, eight have never hosted a match in the final round of a UEFA European Football Championship. For those eight national teams, there is no greater incentive than this. And with 12 venues each hosting four final round matches, fans in those 12 countries will have the opportunity to see their national team play at least two matches on home soil – provided they qualify, of course. This pan-European carnival of football will end with football coming home to London once again, with Wembley Stadium playing host to both the semi-finals and the final.

This is unquestionably a EURO for Europe – a EURO for football lovers across the continent – and a fitting way for UEFA's premium national team competition to celebrate its 60th anniversary.

Gianni Infantino
UEFA General Secretary

CLUB FINALS AND YOUTH LEAGUE PLANS

The choice of venue for UEFA's club competition finals in 2016, a new format for the UEFA Youth League and changes to the procedure in the event of a player suffering concussion were key items on the agenda for the UEFA Executive Committee's latest meeting in Nyon on 18 September.

A busy meeting at the House of European Football produced the appointment of the three venues for the major club competition climaxes in two years' time. The Stadio Giuseppe Meazza in Milan, Italy, will host the UEFA Champions League final on 28 May 2016; the St. Jakob-Park in Basel, Switzerland, will stage the UEFA Europa League final on 18 May 2016; and the Lerkendal Stadion in Trondheim, Norway, is the venue for the UEFA Super Cup match on 9 August 2016.

Following an excellent inaugural season, the UEFA Executive Committee also confirmed that the UEFA Youth League – the competition which features the stars of the future – will stay as a permanent competition, but will have a different format from the 2015/16 season, and the number of teams competing will be increased from 32 to 64. Under the new format, the UEFA Champions League path remains with the same format and system as now, and a parallel path for the domestic youth champions is added. The domestic youth champions of the 32 best-ranked associations in the UEFA club coefficient rankings are given access to this path. These teams will play two home-and-away qualifying rounds. Eight teams will then contest a single-leg play-off against the eight runners-up of the UEFA Champions League path, with the winners of

these matches qualifying for the round of 16 together with the eight group winners of the UEFA Champions League path. A single-leg knockout competition will then follow, with the last four teams playing a final tournament.

New procedure for dealing with concussion

Concussion has become a global topic for discussion in recent times. Consequently, the Executive Committee gave the green light to a new procedure for dealing with concussion that will come into force immediately in UEFA's competitions. If a player has suspected concussion, the referee will stop the game for up to three minutes, to allow the team doctor to assess the player's condition. A player will only be allowed to continue playing if the team doctor specifically confirms to the referee that the player is fit enough to carry on.

The efficiency of UEFA's anti-doping programme is being boosted by the introduction of steroid profiling. The Athlete Biological Passport (ABP), an anti-doping tool and deterrent, was ratified by the committee for implementation in the 2015/16 UEFA Champions League season. Consequently, as an example, doping that does not show up in typical doping controls could be detected as changes in a player's biological profile.

The Executive Committee ratified a code of conduct on integrity, signed by UEFA, the European Club Association (ECA), the Association of European Professional Football Leagues (EPFL) and the players' union FIFPro Division Europe. The code gives guiding principles for players, referees, clubs and officials on issues surrounding the integrity of football.

The Executive Committee also welcomed the opening for signature of the Council of Europe's new convention on the manipulation of sports competitions, which took place on 18 September in Macolin, Switzerland. European sports ministers discussed measures designed to prevent, detect and punish sports competition manipulation under criminal law and disciplinary provisions, and to strengthen cooperation between public authorities, sports bodies and sports betting operators. ●

St. Jakob-Park in Basel, the venue for the UEFA Europa League final in 2016



EURO 2020: HOST CITIES UNVEILED

On 19 September, in Geneva, the UEFA Executive Committee selected the 13 national associations that will stage UEFA EURO 2020 – a celebration of football across Europe to mark the 60th anniversary of the first European Football Championship.

England will host the semi-finals and the final at London's Wembley Stadium, while the other 12 host associations (selected from 19 bids) are as follows:

- Azerbaijan (Baku)** – three group matches and one quarter-final
- Belgium (Brussels)** – three group matches and one round of 16 game
- Denmark (Copenhagen)** – three group matches and one round of 16 game
- Germany (Munich)** – three group matches and one quarter-final
- Hungary (Budapest)** – three group matches and one round of 16 game
- Italy (Rome)** – three group matches and one quarter-final
- Netherlands (Amsterdam)** – three group matches and one round of 16 game
- Republic of Ireland (Dublin)** – three group matches and one round of 16 game
- Romania (Bucharest)** – three group matches and one round of 16 game
- Russia (St Petersburg)** – three group matches and one quarter-final
- Scotland (Glasgow)** – three group matches and one round of 16 game
- Spain (Bilbao)** – three group matches and one round of 16 game



The 13 cities that will host UEFA EURO 2020 were announced on 19 September at a ceremony in Geneva

In December 2012, the Executive Committee decided at a meeting in Lausanne that it would organise a 'EURO for Europe' in 2020, instead of a tournament based in just one or two host countries. The initial idea was put forward by the UEFA President, Michel Platini, after EURO 2012, and Europe's national associations voiced their support during a comprehensive consultation process. The Executive Committee then decided in January 2013 that the final tournament would be staged in 13 cities across Europe. ●

The presidents of the 13 successful bidders with the UEFA President, Michel Platini, holding the highly coveted Henri Delaunay Cup



UEFA RESPECT DIVERSITY CONFERENCE IN ROME

'Progress' and 'action' were the words on everyone's lips at the 2014 UEFA Respect Diversity Conference, which took place in Rome on 10 and 11 September – 'progress' on account of the steps taken in football and society as a whole in recent years, and 'action' because of the need to ensure that educational initiatives designed to combat discrimination gain further momentum.

Over 200 delegates from national associations, the wider football family, political and non-political organisations and ethnic minority groups attended the conference at the Parco dei Principi Grand Hotel, which was organised jointly by UEFA, the FARE network and the players' union FIFPro and was hosted by the Italian Football Federation.



Michel Platini

"Football is an extraordinary example of social mixing and diversity of all kinds," said the UEFA President, Michel Platini, who opened the conference with a keynote speech. *"From the most insignificant kick-about in the suburbs to the bright lights of a UEFA Champions League final, the diversity of football – as a reflection of globalisation – is overtly displayed together with all the challenges it poses and the opportunities it offers. The very fact that football has such a huge public following means that it has a duty to convey values that can help to make society more tolerant of diversity. It has to set an example."*

Passionate speakers

Details of positive campaigns taking place within the football family were shared with attendees on the opening afternoon of the conference, providing food for thought ahead of the workshops on the second morning. Johan van Geijn of the Royal Netherlands Football Association gave a presentation on the Football for Everyone campaign, which promotes the acceptance of homosexuality in Dutch football. That was followed by a passionate speech by Raluca Negulescu, executive director of the Policy Centre for Roma and Minorities, who talked about her desire to empower the Roma community through football.

Sandwiched between those two presentations was Andrea Agnelli, the president of Juventus – a club boasting a wide range of diversity schemes.

"It is less about the fight against discrimination and more about the fight for integration," Agnelli said. *"At our club, we have a couple of projects that help to integrate people with socially difficult but strong academic backgrounds. This ensures that they, too, can participate in football, rather than having only people who can afford modern soccer schools."*

"I think these various discussions are important, but it is more important that we turn them into action, so that they are not just left on paper;

these discussions must be followed up with concrete actions. We must make sure that integration happens, because a football club is a natural workshop for integration. People play for different teams, regardless of their nationality, their religion or the colour of their skin. Hopefully, by relaying this message in stadiums, which hold large numbers of people, a good example can be set for proper behaviour in society."

Why equality matters

A key issue – the question of why equality matters – was addressed in the opening plenary session. The all-women panel debating that issue was made up of Cécile Kyenge and Emine Bozkurt, both members of the European Parliament, Heather Rabbatts, a Jamaican-born British lawyer and businesswoman, and Karen Espelund, a member of the UEFA Executive Committee.

"Diversity is the driving force behind the development of all organisations," Espelund said. *"Whether it is as a club, a league or an association, we really need different cultures to make progress and to make sure that everyone has the chance to participate. So, among the challenges now is to get to the actions that develop these points: to make sure that we keep getting girls involved in football and that the talented boys don't leave football when they find out that they have a different sexual orientation, because of the threat of discrimination."*

As well as looking forward, the conference was also able to reflect on important landmarks in terms of social change in the world of football. At the official dinner, a statuette of Arthur Wharton – the world's first black professional footballer – was presented to Michel Platini by Shaun Campbell, the founder of the Arthur Wharton Foundation.

Player support

Professional players past and present also supported the conference, they too wanting to help shape the future. *"UEFA has always fought for integration,"* said Rudi Garcia, the coach of AS Roma. *"I think that the values and the power of football mean that it is accessible to everyone, regardless of a player's skin colour, religion or customs. What is important is whether the player is good or not, and that is a great lesson in terms of integration into society. Players and coaches have to be role models in terms of behaviour."*



UEFA via Getty Images

A mixed audience at the Respect Diversity conference

AS Roma's Urby Emanuelson was part of a players' panel that brought the conference to a close. They shared their experiences of discrimination and their views on how steps can be taken to eradicate it. Emanuelson was joined by former Ghana international Anthony Baffoe, UEFA's chief refereeing officer, Pierluigi Collina, and four-time UEFA Champions League winner Clarence Seedorf.

I think it's fantastic that UEFA is organising these great conferences, because it's about creating awareness. This is a great platform. And that's what we need to do: we need to speak about it and, through these conferences, find a better path than we have today. Globalisation has changed the world, and I think that football is the perfect instrument to set an example and help people to adapt to this new world."

Laura Georges also contributed to the debate, taking time out from preparations for France's qualifying matches for the FIFA Women's World Cup to record a video message.



Clarence Seedorf

UEFA via Getty Images

Planning the next steps

Conference participants spent the second morning in workshops, developing a range of ideas to tackle various issues relating to integration. They looked at the balance between education and sanctions in football, the progression from discrimination to diversity, ethnic minorities, homophobia, problems in southern Europe and action plans drawn up by national associations.

"Football is a global phenomenon, and we are key players in this fantastic game," Seedorf said in an address to delegates. "We need to have a positive campaign with positive messages and, as an objective, to look for direct, short-term intervention as well as a long-term plan. I've been playing football for 23 years and with players of more than 30 different nationalities; for me that has been a pleasure. That is one message that we need to get across, because the more we tell kids about the positive things, the better our future will be.

"I think it's very interesting for this conference to have gone into some very difficult issues in the depth that it has," said Piara Powar of the FARE network, who was one of the conference's moderators. "We've discussed the topics of women in football and ethnic minorities in leadership positions, and we're talking about them in a way that I've never really come across in a football environment, in terms of the level of debate and the level of commitment. I think that the [UEFA] President started that off with his speech, sparking an interesting discussion that, for the rest of us, will change the landscape of football over the next two years." ●

"Education is the key to change, peace and the fight against racism and discrimination in general.

ANNUAL STADIUM AND SECURITY CONFERENCE

The safety and security of everyone present at football matches is of paramount importance, and UEFA remains at the vanguard of the movement to ensure that matches take place in a secure and comfortable environment. The 13th annual UEFA-EU Stadium and Security Conference, which took place in Warsaw from 10 to 12 September, produced interesting discussions and a wealth of ideas and proposals.

This conference, which is held at the start of each season, was attended by representatives of European police authorities and government agencies, UEFA security officers, the national associations and clubs taking part in the group stages of this season's UEFA Champions League and UEFA Europa League, experts from national football information points and stadium owners. 'Football takes centre stage' was the theme of this year's event, which kicked off security planning for the UEFA EURO 2016 qualifying matches and the group stages of the Champions League and the Europa League.

a chance to meet and discuss issues of common interest. An integrated approach to the key concerns of safety, security and service was encouraged in Warsaw, through the sharing of best practices and the establishment of multi-agency partnerships across public and football authorities at all levels.

"Despite the strength of the collaboration of UEFA's 54 national associations, we cannot exist or operate in isolation," said Michael van Praag. *"To succeed, we require the support of governments, public authorities and police, as well as our national associations and clubs.*

"UEFA believes that governments should have a leading role in ensuring that football is played in an appropriate environment. This requires political commitment at the highest level – a commitment to the creation of an effective national framework, within which there must be an integrated approach to the key issues of safety, security and service."

The chairman of the Council of Europe's standing committee on spectator violence, Jo Vanhecke, welcomed the progress that is being made. *"The EU think tank, UEFA and the Council of Europe's standing committee have developed, over the past few years, a joint integrated, multi-agency approach to service, safety and security at football matches,"* he said. *"We are convinced that only by working together can we move forward."*

In addition to various workshops and discussions, panel sessions at the conference saw experts examine a range of issues. These included the use of social media to facilitate communication between fans, police authorities and clubs, the use of sophisticated CCTV technology to monitor events and gather evidence, the development of efficient exclusion strategies for individuals who cause trouble or disruption at matches, and effective contingency planning in stadiums.

"How many conferences bring together more than 300 people working day in, day out on safety and security at football events?" said Jo Vanhecke, stressing the event's uniqueness. *"We are here to raise the bar and learn from good and bad experiences alike. If we work together, I am convinced that football really can take centre stage."* ●



Small group sessions are always very popular

Football deals with a wide variety of security issues, ranging from crowd unrest to matches being used as a platform for political protests or extreme racist views. *"Against this backdrop, we must meet these challenges head-on and ensure that football takes centre stage,"* UEFA Executive Committee member Michael van Praag told the conference. *"However difficult the circumstances, the game must go on."*

Need to work together

The UEFA-EU Stadium and Security Conference is an important event, because it gives those involved in security matters in European football

FROM BRAZIL TO RUSSIA

National team coaches met in St Petersburg on 16 and 17 September to analyse the FIFA World Cup.

"Discussion and analysis of the technical aspects of the World Cup is always of interest to you as a coach. It's always interesting to hear what sort of ideas people have come up with for a major tournament, especially when you have been part of it. It's interesting to hear what people have made of it from a more external and less pressurised viewpoint." These words by the England manager, Roy Hodgson, encapsulated the attraction of the FIFA/UEFA conference for national coaches and technical directors in St Petersburg.

As FIFA had staged a similar event for CONCACAF and CONMEBOL coaches in Panama a week earlier, the get-together in Russia had a strong UEFA accent. It also had a strong German accent, with Joachim Löw, coach of the world champions, receiving his colleagues' acclaim and conducting a fascinating interview with UEFA's chief technical officer, Ioan Lupescu (who was a member of FIFA's technical analysis team in Brazil).

Löw, however, was reluctant to take too much credit for Germany's success. *"It was not about the coach; it was about the squad,"* he maintained. *"It was not about players; it was about a team. And it was about the team behind the team. My job was essentially to put together the pieces of a puzzle and create a harmonious picture."* He stressed that, at an event which requires a large group to live together for as much as eight weeks, leadership and man management are of paramount importance. *"Over the years, I've learned the importance of psychological questions and the qualities that count in addition to technical expertise. I remained true to myself and to my values – and I did my best to convey them to the players."*

Encouraging the sharing of knowledge

Another riveting session took place on the opening day, when the coach of France's national team, Didier Deschamps, chaired a round-table discussion with Fabio Capello, Roy Hodgson, Vicente Del Bosque and Niko Kovač – a quartet that reflected on the disappointment of Russia, England, Spain and Croatia all failing to progress beyond the group stage. Dealing with pressure derived from expectations was one of the issues addressed, while on the physical front, the coaches stressed the importance in elite football of being able to sustain high-intensity running over the full 90 minutes, irrespective of climatic factors.

This was a topic picked up by Gérard Houllier, another member of FIFA's technical team in Brazil, who commented on *"the intensity, the*



Joachim Löw

From left to right:
Ioan Lupescu (UEFA),
Didier Deschamps, Fabio
Capello, Vicente Del
Bosque, Roy Hodgson,
Niko Kovač and Jean-
Paul Brigger (FIFA)

acceleration and the sustained high tempo of the attacking moves". After Houllier had reviewed areas such as formations, possession play and counterattacking methods, his colleague Mixu Paatelainen took a look at defensive strategies, ball-winning techniques and the use of pressing. A third European technical observer, Ginés Meléndez of Spain, then examined the implications in terms of coaching at youth development level and the physical and psychological qualities required by potential world champions of the future.

The aim of the event was to help the knowledge gained from the World Cup to cascade right down through the game. Rene Pauritsch, the coach of Liechtenstein's national team, said: *"It's crucial for small associations to participate in these events and learn how the big associations work. You can't implement all the new trends, but you can exchange ideas and talk about issues. I definitely took a lot home from St Petersburg."* ●

IN TUNE WITH A NEW FOOTBALL WORLD

To celebrate UEFA's 60th birthday, we continue our review of six decades of UEFA history with the 1990s – a momentous decade which saw the game expand in spectacular fashion as a result of commercial and sporting developments, political changes in Europe and the restructuring of UEFA's competitions.

The 1990s saw explosive growth in European football. Developments in areas such as television, business and finance, marketing, sponsorship and global communication changed the entire shape of the game. The decade began with two events that were of considerable significance for UEFA's future. First, in April 1990, Sweden's Lennart Johansson was elected the fifth UEFA President at the Malta Congress. Johansson was to steer UEFA's course through this new football world over the next 17 years.

Then, in September 1991, an Extraordinary UEFA Congress in Montreux, Switzerland, decided to revamp the European Champion Clubs' Cup. It was felt that the existing draw system produced too many one-sided matches, as well as uncertainty for clubs when it came to planning or maximising commercial opportunities.

Consequently, the competition's format changed for the 1991/92 season, with two knockout rounds followed by two groups of four quarter-finalists and a final between the two group winners. UEFA selected a partner – Swiss-based firm TEAM Marketing – to handle the centralised marketing of the competition. It took several years (for contractual and statutory reasons) before the Champion Clubs' Cup could be completely renamed the UEFA Champions League. However, the competition was played from 1992-93 with its own distinctive logo and musical theme. The format was fine-tuned in the

following seasons, with the number of participants increasing to 16 in the 1994/95 season and 24 in 1997/98. With exclusive TV rights on offer, combined with top-notch sponsorship and suppliers, the Champions League enjoyed glittering success, with the exploits of the world's football stars thrilling fans both in the stadiums and on television.

Array of winners

In the 1990s, Europe's premier club competition produced an array of winners – AC Milan (1990), FK Crvena zvezda (1991), FC Barcelona (1992), Olympique de Marseille (1993), AC Milan (1994), AFC Ajax (1995), Juventus (1996), Borussia Dortmund (1997), Real Madrid CF (1998) and Manchester United FC (1999). The last of those victories was certainly the most memorable. In a gripping finale in Barcelona, FC Bayern München were one goal ahead and ready to celebrate victory when Manchester United struck back with two goals in the dying seconds to clinch a remarkable win. *"If you're going to do something special, doing so as late as that is fantastic,"* said Manchester United's manager, Sir Alex Ferguson. *"It wasn't an accident because that team did it so many times that season. They had a fantastic desire to win. They had a great team spirit, a great character about the team, and they deserved to win simply because they kept doing it."*

Ole Gunnar Solskjær (centre) scores to complete Manchester United FC's astonishing last-gasp comeback in the 1999 UEFA Champions League final against FC Bayern München



As the UEFA Champions League grew in commercial and sporting stature, the end of the 1990s brought changes to Europe's other club competitions as well. UEFA decided to stop organising the Cup Winners' Cup after the 1998/99 season, merging the competition with the UEFA Cup (whose list of participants grew stronger as a result). Moreover, as of 1998, the UEFA Super Cup, which featured the winners of the Champions League and the holders of the Cup Winners' Cup (replaced by the winners of the UEFA Cup as of 2000), was contested on a single-leg basis in Monaco. The UEFA Intertoto Cup – a summer route to the UEFA Cup – began in 1995, while the UEFA Regions' Cup for amateur teams was launched in 1999.

Meanwhile, increasing attention was being paid to futsal, and the indoor game acquired its own European championship in 1999. Women's football was also flourishing, with the UEFA Women's EURO held every two years and tactical and technical prowess improving with each competition. There were also constant developments in youth football, with age groups and the timing of tournaments being adjusted in response to the wishes of the national associations and changes to international calendars.

Unexpected winner

On the national team scene, eight teams took part in EURO 92 in Sweden – which produced an unexpected result. UEFA decided that Yugoslavia would not be allowed to take part in the wake of United Nations sanctions, so Denmark – the runners-up in Yugoslavia's qualifying group – were invited to replace them. To general surprise, the buoyant Danes won the title, beating favourites Germany 2-0 in the final in Gothenburg. *"I should have been putting in a new kitchen, but we were called away to play in Sweden,"* recalled Denmark's coach, Richard Møller Nielsen, after their triumph. *"It really sank in when we were in Copenhagen in the town hall for the celebrations with the rest of Denmark,"* added goalkeeper Peter Schmeichel – a brilliant mainstay of the team. *"That was unbelievable – truly unbelievable. At this point, you're thinking: 'We actually did this; it's not a dream.'"*

UEFA, recognising the prestige and attractiveness of its European Championship, decided to increase the number of final-round participants to 16 for the 1996 edition. "Football's Coming Home" was an appropriate slogan as England, the cradle of the game, staged an exciting tournament, which culminated in the reunited Germany beating the Czech Republic 2-1 in the final courtesy of a 'golden goal' – a new sudden-death rule whereby the first team to score in extra time won the match, which then ended immediately. *"That was new – a goal is scored and then immediately it's all over,"* said German forward Jürgen Klinsmann, who shone in England. *"It was a strange feeling, and we didn't know how to react. You first had to*

try to digest it, and then, of course, we started to party."

New associations

Elsewhere, new countries began to emerge in eastern Europe in the early 1990s, and new associations, national teams and clubs were born, particularly in the former USSR. UEFA met this challenge by helping the new associations to find their feet in sporting and infrastructure terms. As football became more commercially



Germany's Stefan Kuntz celebrates as Oliver Bierhoff's shot finds the net to give the Germans their 'golden-goal' victory in the EURO '96 final against the Czech Republic at Wembley

driven, UEFA continued to reinvest the funds generated by its activities, ploughing them back into the game for the benefit of all of its associations – who numbered 36 in 1990 and 51 by the end of the decade. UEFA also took steps to improve safety and security at football matches, with strict security rules being introduced requiring all spectators to be seated at UEFA matches.

The process of political integration in western Europe during the 1990s led to closer links between UEFA and the European Union on various issues, including cross-border TV broadcasts. In 1995, the Bosman ruling by the European Court of Justice meant that UEFA – and European football as a whole – had to make far-reaching changes to regulations and policies on international transfers, as well as the fielding of foreign players by clubs.

Given UEFA's growth over the years, the organisation eventually needed to move to bigger premises. In April 1993, the UEFA Executive Committee decided to relocate from Berne to Nyon in western Switzerland. UEFA was given the opportunity to buy land on the banks of Lake Geneva and build modern headquarters. In spring 1995, UEFA – whose staff numbered 65 at that point – moved to temporary premises in Nyon while the new building was constructed. The impressive House of European Football officially opened for business in October 1999 – just in time for the new millennium. ●

FOOTBALL ASSOCIATIONS' SOCIAL COMMITMENTS AND THEIR IMPACT ON THE GENERAL PUBLIC

UEFA has been supporting football-related academic research projects through the UEFA Research Grant Programme since 2010. To give you a taste of the interesting work that is being undertaken, UEFA•direct is showcasing a selection of research projects funded by the programme. This month, Stefan Walzel presents his research looking at football associations' social commitments.



Bongarts/Getty Images

Although they do not always generate much press, national associations participate in many social projects, such as this waste reduction campaign supported by the German Football Association

Most of Europe's football associations acknowledge their responsibility to society, and they endeavour to meet those obligations through a variety of corporate social responsibility (CSR) measures. For the most part, however, the impact that such CSR activities have as regards the implementing football association remains unclear. UEFA's support for research in this area has allowed changes in the public's attitudes and behaviour towards national football associations to be assessed. In a recent representative survey conducted online in Germany, England and Italy, people in those three countries were asked about the CSR commitments of their respective national football associations and their attitudes towards those associations.

The data collected clearly shows that the general public know relatively little about the social commitments of their national football associations. And if people know nothing about their CSR activities, the associations cannot themselves derive any benefits – e.g. stronger identification with the organisation. What is more, respondents in the survey put the national associations' CSR commitments primarily down to extrinsic motives, meaning that they lacked credibility. This goes hand in hand with the view that football associations get involved in social initiatives in order to improve their public profile. If we are to foster the perception that social activities are also being undertaken for their own sake, communication regarding such initiatives needs to focus more on the duration of CSR commitments, the successes of individual projects, and what CSR projects and football associations have in common.

Reputational benefits are one of the most important objectives targeted by football organisations implementing CSR activities. However, none of the national associations examined in the survey appeared to have a positive reputation in CSR terms. The fact that the scores for those associations' CSR reputations were around the indifference mark may be attributable, in part, to a lack of awareness about the associations' social commitments. Indeed, the survey also showed that knowledge about national associations' CSR activities has a significant positive impact on the success of these activities.

Future research could also look at national associations' communication on the subject of CSR, with a view to better explaining the way that communication influences the effect that CSR activities have on the public. In terms of the practicalities of CSR management, this has implications primarily as regards social initiatives. It is important to look at both the intensity of such communication and its content, as if people are unaware of national associations' social commitments, the associations themselves will not derive any benefits from such initiatives.

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UEFA

DEAF FOOTBALL FLOURISHING

UEFA has established partnerships with several organisations as part of its Football for All Abilities portfolio, which promotes the inclusion of players of all abilities, as well as marginalised or excluded groups. The European Deaf Sport Organisation (EDSO) is one such partner, and it does excellent work in this area.

The EDSO is a sports organisation catering for Europe's deaf community. It was established in 1983 and spans 27 different sports, with football and futsal being the main team sports. *"Our eighth men's and women's European football championships will take place in Hanover, Germany, in June 2015, and the fourth European futsal championship will be held in Bulgaria in November this year,"* says the EDSO's football director, Andrew Scolding, who oversees both championships and acts in an advisory role to promote the two across the organisation's 42 member countries.

There are also world championships for deaf football and futsal, as well as a football competition in the Deaflympics – the deaf Olympics. Some countries have their own domestic championships, while the EDSO also supports an elite club competition for the best European teams – the Deaf Champions League.

The EDSO's technical regulations for football and futsal stipulate a minimum level of deafness. Players are eligible to play if they have hearing loss of at least 55 decibels in their better ear. Most communication is through International Sign, while coaches also explain things using practical demonstrations and provide advice through sign language interpreters. Referees wave a small flag to indicate that they are stopping the game, with the same kind of flag being used by assistant referees.

The EDSO has its own dedicated football committee. *"We have video conferences and talk in International Sign, with the help of software,"*

Scolding says. *"Technology is becoming better and more beneficial for deaf people. Email is another option for communication, and people translate into their own language using online translation tools."*

The organisation is deeply committed to promoting friendship and inclusion. *"Football is a universal language, regardless of disability, ethnicity, gender or religious differences. And with the deaf community, friendships are great because they transcend borders and politics,"* Scolding says.

How is the EDSO using the resources provided by UEFA? *"Mostly to improve the standard of competitions, as well as for recruitment and specialist training for referees and coaches,"* he explains. *"The EDSO is also working with national football bodies to find ways to assist deaf players in their own countries. UEFA's help is very important, especially in terms of technical advice and getting information across to the public."*

The future is bright for the EDSO and its admirable officials and participants. *"Our objective is to enhance players' health and for them to enjoy the experience and opportunities presented by playing football,"* Scolding explains. And what would his advice be to a deaf person who wanted to take up the game? *"Play football, no matter how deaf you are – and enjoy it. You are physically able to play football like anyone else, as deafness is certainly seen as an 'invisible' disability. So, when you play football or futsal, you will be looking out for your team-mates and using your skill to the best of your ability."* ●



POK Athens, winners of the 2014 Deaf Champions League

FIRST SEVEN TEAMS QUALIFY FOR WOMEN'S WORLD CUP



Scotland have qualified for the Women's World Cup play-offs for the first time

Seven teams have already booked their tickets to the FIFA Women's World Cup, which will take place in Canada from 6 June to 5 July 2015. England, France, Germany, Norway, Spain, Sweden and Switzerland all topped their groups, thereby qualifying automatically. The four best second-placed teams will now battle it out for Europe's last berth at the final tournament. The draw for those play-off matches was conducted in Nyon on 23 September. Scotland will play the Netherlands, while Italy will play Ukraine, with the first legs taking place on 25/26 October and the return legs being played on 29/30 October. The winners of those two ties will then play each other on 22/23 and 26/27 November to see who will be the eighth European team travelling to Canada next year. The draw for the final tournament will take place on 6 December in Ottawa. ●

2015–16 EUROPEAN FUTSAL CHAMPIONSHIP DRAWS

A record number of teams – 46 – have entered the forthcoming European Futsal Championship, the final round of which will take place in Belgrade, Serbia, from 2 to 13 February 2016. Serbia qualify automatically as hosts.

On 26 September the draw for the preliminary round was made at the House of European Football. The 24 teams that will contest that round were divided into six groups of four, with matches set to be played between 13 and 18 January 2015. The six group winners and the best second-placed team will progress to the main round, joining the 21 teams that qualify automatically for that stage of the competition. Matches in the main round will be played between 17 and 22 March 2015. That round will comprise seven groups of four, with the winners of those groups progressing to the final round. The seven runners-up and the best third-placed team will contest play-offs between 15 and 22 September 2015 to fill the last four places in the final round.

The groups for the preliminary round are as follows:

- Group A: Greece, **Bulgaria**, Denmark, Gibraltar
- Group B: Finland, **Montenegro**, Cyprus, Wales
- Group C: Georgia, **Lithuania**, Switzerland, Estonia
- Group D: France, **Moldova**, Albania, San Marino
- Group E: Latvia, England, Andorra, **Malta**
- Group F: Israel, Armenia, **Sweden**, Scotland
(Mini-tournament hosts in bold)

The groups for the main round were drawn at the same time, and they are as follows:

- Group 1: Russia, Netherlands, **Bosnia and Herzegovina**, winner of Group E
- Group 2: Spain, Hungary, **FYR Macedonia**, best second-placed team in preliminary round
- Group 3: Italy, Belarus, **Poland**, winner of Group B
- Group 4: Ukraine, **Azerbaijan**, Belgium, winner of Group A
- Group 5: Czech Republic, **Slovenia**, Norway, winner of Group D
- Group 6: **Croatia**, Slovakia, Turkey, winner of Group F
- Group 7: Portugal, **Romania**, Kazakhstan, winner of Group C
(Mini-tournament hosts in bold) ●

UNDER-21S PLAY OFF FOR A PLACE IN THE FINAL TOURNAMENT

The qualifying round of the 2013–15 European Under-21 Championship has recently come to an end, so we now know which teams have made it through to the play-offs – the last round before the final tournament. The ten group winners (Croatia, Denmark, England, France, Germany, Italy, Portugal, Slovakia, Spain and Sweden) and the four best second-placed teams (Iceland, the Netherlands, Serbia and Ukraine) will now play off against each other in mid-October. The draw for those matches was conducted at the House of European Football on 12 September, resulting in the following ties:

- Slovakia v Italy
- France v Sweden
- Denmark v Iceland
- England v Croatia
- Netherlands v Portugal
- Ukraine v Germany
- Serbia v Spain

The winners of those seven ties will qualify for the final tournament, which will take place in the Czech Republic from 17 to 30 June 2015. The Czech Republic qualify automatically as hosts. The draw for the final tournament will take place on 6 November in Prague. ●

Title winner from 1933 turns 100

Tato Bimbli – part of the famous KS Skënderbeu team of the 1930s and a star both in his home town and across the country – recently celebrated his 100th birthday with friends and fans. The last remaining Skënderbeu player of his generation, Bimbli was sent birthday greetings by friends, colleagues and authorities.

He is the face of football in his home town of Korce, whose team – Skënderbeu – were runners-up in Albania's first national championship in 1930. He won the title with them in 1933 and was the star player on the team. Bimbli played football until the end of World War II, before becoming a coach. He coached Skënderbeu's youth team, with whom he won the title in 1949, 1951 and 1959.

Birthday greetings were conveyed on behalf of the Football Association of Albania (FShF) by Renato Rrapo, representing the city's regional FShF office. He presented Bimbli with an Albanian national team shirt with the number 100 on the back. The president of the FShF, Armand Duka, sent a congratulatory message that read: *"We pay tribute to that famous generation of footballers from the 1930s. Despite all the difficulties, they played lovely football and earned a place in the hearts of many fans. Congratulations to Tato Bimbli on his 100th birthday."*

In honour of his birthday, the FShF also organised a cup competition contested by six teams of 10 and 11-year-olds. The event was followed closely by local media and was attended by the mayor of Korce, as well as the prefect and representatives of both the FShF and the city's regional office.

● Tritan Kokona



A special shirt for Tato Bimbli on his 100th birthday

New football academy in Gyumri

The Football Federation of Armenia (FFA) recently opened a new academy in Gyumri, with another in Vanadzor due to be completed soon. The FFA's president, Ruben Hayrapetyan, and the mayor of Gyumri, Samvel Balasanyan, formally opened the academy at a ceremony attended by Serj Sargsyan, the president of Armenia. The construction of the football

academy in Gyumri, which follows the opening of the FFA's technical centre in Yerevan, is a joint project involving cooperation between the Armenian government, the FFA, UEFA and FIFA. The academy spans 1,200m² and boasts a main building with three floors, modern infrastructure, various rooms, toilets and showers, classrooms, a medical room, offices, six natural grass pitches and two artificial pitches. Almost 1,000 boys and girls will be able to train at the Gyumri football academy.

● Tigran Israelyan



The ribbon-cutting ceremony in Gyumri

A permanent soccer school in Baku

The Association of Football Federations of Azerbaijan (AFFA), Bakcell (the country's longest-standing mobile operator and leading provider of mobile internet) and English club Manchester United FC have announced the establishment of a permanent Manchester United soccer school in the city of Baku.

The announcement was made at a press conference on 23 September, which was given by the AFFA's general secretary, Elkhan Mammadov, Bakcell's chief executive, Richard Shearer, Manchester United's marketing director, Jonathan Rigby, and former Manchester United player Mikaël Silvestre. They provided detailed information about the school and answered journalists' questions.

At the end of the press conference, participants and media representatives heard about the soccer school's selection processes. At the preliminary stage, 32 children will take part in the academy's two age groups, with each group consisting of 16 children. Those training sessions will be free of charge. Coaches from Manchester United will visit to identify the best players in each age category.

The first age group will be made up of Under-8s and Under-9s (i.e. children born in 2006 and 2007), and the second will be for Under-10s and Under-11s (i.e. children born in 2004 and 2005).



Announcing the project to the press

Training sessions will be conducted by coaches from Manchester United and two local assistant coaches. At least twice a week, children will also have English lessons before training.

Rovnag Abdullayev, the president of the AFFA, praised the initiative: *"This project, the establishment of a Manchester United soccer school in the city of Baku – which is being implemented jointly by the Association of Football Federations of Azerbaijan and world-renowned English football club Manchester United, with its millions of fans, with the support of Bakcell – is a key event in this country's footballing life. The Manchester United soccer school in Baku will help to take our football to another level. Before a minimum of two training sessions a week, children will also be taught English, which is also commendable. I hope that this Manchester United soccer school in Azerbaijan has a positive effect in a short period of time and that the children who attend training sessions there are able to contribute to the country's football. On behalf of the AFFA, I would like to sincerely thank Bakcell and Manchester United."*

● Firuz Abdulla

General secretary re-elected

In early September the executive committee of the Bosnia and Herzegovina Football Federation (NFSBiH) held an electoral meeting, which was attended by UEFA's national associations director, Theodore Theodoridis. The general secretary of the NFSBiH, Jasmin Baković, was unanimously re-elected for another four-year term in recognition of his past achievements and his objectives for the future.

Bosnia and Herzegovina's national team – the Dragons – began their qualifying campaign for UEFA EURO 2016 with a shock defeat, with Safet Sušić's players losing 2-1 to Cyprus at Stadion Bilino polje in Zenica. A special meeting of the NFSBiH's executive committee was held immediately after the defeat. They expressed support for the head coach but reiterated that the team's objective after the World Cup remained qualification for UEFA EURO 2016. The senior team are now able to prepare for matches at the training camp in Zenica, and everyone is very impressed with the facilities. That training camp is also being used by other national teams – even the Under-15s (the youngest of the national sides).

Before their match against Cyprus, the Dragons played their first ever game at Stadion Tušanj in Tuzla. It was a great game, with the Dragons beating Liechtenstein 3-0.

The national Under-21 team ended the qualifying stage of the European Under-21 Championship with another two defeats. They



Jasmin Baković

lost 2-0 to Austria in St Polten and 4-1 to Hungary in Sarajevo. Vladimir Jagodić's team finished second from bottom in Group 4 with just six points. They won just two games – both against Albania (whom they beat 4-1 and 1-0).

Similarly, the women's national team lost the last two matches of their qualifying campaign for the 2015 Women's World Cup in Canada, losing away to both Sweden (3-0) and Poland (3-1). They finished fourth in Group 4, with nine points from two wins and three draws.

Meanwhile, the women's Under-19s hosted Group 7 of the qualifying round of the European Women's Under-19 Championship, with matches being played at Olimpijski Stadion Asim Ferhatović Hase and Stadion Otoka. The group winners were the Czech Republic with nine points. The hosts lost 2-0 to the Czech Republic, drew 1-1 with Romania and beat Malta 4-1, finishing in third place.

The Under-19 men's team played two games against Croatia in Slavonski Brod and Orasje,

with both matches finishing 1-1. The men's Under-17s drew 0-0 with Montenegro in Bar, before beating FYR Macedonia 2-1. The Under-15s played two friendlies against FYR Macedonia in Zenica, winning both 1-0.

Meanwhile, amateur side NS Tuzla competed in Group 7 of the intermediate round of the ninth UEFA Regions' Cup, winning all three games. They beat ALF-2007 (from Belarus) 2-1, Lazio (from Italy) 2-1 and Leiria (from Portugal) 3-1.

The members of the NFSBiH's counselling and mediation committee have agreed to donate their monthly fees to a fund to help clubs in areas affected by the recent floods. The administration and members of the alliance will also contribute. The committee has also decided to donate €1,000 from the NFSBiH's reserves to the families of the recently deceased miners, making a total donation of €5,000.

● Fuad Kravac

Italy triumph in the Faroe Islands

Group 9 of the qualifying round of the European Women's Under-17 Championship was contested in the Faroe Islands in late September. This was a strong group – featuring Italy, Norway, Greece and the hosts – and it saw several very tight matches, but Italy eventually came out on top. The Faroe Islands did their best, but they lost all three matches, as expected. However, 4-0 defeats against Italy and Norway and a 3-0 defeat to Greece were seen as respectable results for the local girls.



The Faroe Islands' U17s up against Italy

Both Italy and Norway beat the Faroe Islands 4-0 and Greece 1-0, so it all came down to the final match between the group leaders. The game was very close and both teams had chances. However, Italy were the better side in the second half, and they took the lead when captain Nicole Peressotti scored from a corner. Soon afterwards, forward Marta Mascarello came off the bench to seal victory for the Italians.

All but one of the matches were played at the national stadium, Tórsvøllur, in the capital Torshavn, and the whole mini-tournament was contested in a spirit of respect and fair play.

The final round of matches was followed by an official dinner for the teams, referees and other officials. Although the weather had not been ideal, the tournament was seen as a success.

● Terji Nielsen

Second national edition of the UEFA Certificate in Football Management

After being chosen last year, along with the English FA, to trial a national edition of the UEFA Certificate in Football Management (CFM), the Croatian Football Federation began its second CFM programme in September. Following those successful pilot projects in Croatia and England, national CFM programmes are now being offered across Europe.

Representatives of the national associations of Bosnia and Herzegovina, Bulgaria, Greece, FYR Macedonia and Slovenia have joined their Croatian counterparts on this latest CFM programme. Representatives of Croatia's clubs

and regional associations are also taking part.

The CFM is a unique programme that helps UEFA's member associations to strengthen their knowledge and management of sport, with a particular focus on football.

The president of the Croatian FA, Davor Šuker, attended the opening session and welcomed the next cohort of CFM participants, while Ivancica Sudac, also from the Croatian FA, and Boris Kubla of the national football academy introduced the CFM concept. The course comprises three face-to-face modules and six interactive online modules on topics such as: the organisation of football; strategic and performance management; operational management; football marketing and sponsorship; communication, the media and public relations; and event and volunteer management. The UEFA Certificate in Football Management is issued by the Swiss Graduate School of Public Administration (IDHEAP) at the University of Lausanne and is worth ten ECTS credits.

● Tomislav Pacak



The participants on the second Croatian CFM course

My EURO 2016

As a new school year begins, the French Football Federation (FFF) and France's ministry of education, higher education and research have launched the 'My EURO 2016' initiative in schools across France, in partnership with two school sports federations – the primary school sports union (USEP) and the national school sports union (UNSS). This initiative, which is intended to cement and reinforce links between school and football, is also being supported by the ministry of sport, the ministry of agriculture and the national Olympic committee (CNOSF).

The objective is threefold: to enable children to play football at school; to use football to foster academic success; and to get children looking forward to the tournament.

The project involves various elements:

- training and support for teachers;
- the provision of educational resources;
- a competition for primary and secondary schools aimed at encouraging creativity and getting children to think about the values supported by football.

Equipment will be provided to all participating schools and classes. A total of 1,200 ready-to-use kits will be supplied to France's school districts and distributed to their primary schools for use during six-week 'football cycles' for eight to ten-year-olds. These kits have been put together with the school environment in mind,



The My EURO 2016 logo

in line with the accompanying teaching materials. Each kit contains five sets of coloured bibs, 20 balls and a bag, two pairs of goals, cones, and a refereeing set comprising a flag, a stopwatch and handheld whistles. A number of disabled sports kits will also be made available to school districts to help educate children.

Those kits will comprise balls that make a noise and eye masks for blind football.

A total of 3,000 'legacy kits' have also been produced for schools participating in My EURO 2016. Those kits comprise a set of bibs in two colours, a dense foam ball (of the kind used in futsal), a pair of collapsible goals and some coloured pencils.

● Press department

Anti-Semitism prize awarded to Munich ultras

Munich ultras Schickeria München were presented with the Julius Hirsch Prize for 2014 at Germany's UEFA EURO 2016 qualifying match against the Republic of Ireland in Gelsenkirchen on 14 October in recognition of their commitment to tackling anti-Semitism and other discrimination. *"Schickeria have proven themselves to be creative and determined opponents of all forms of discrimination, setting an excellent example to others. Their fan choreography and campaigns in memory of former FC Bayern München president Kurt Landauer and other Jewish club members have drawn other fans' attention to this issue,"* said Wolfgang Niersbach, president of the German Football Association (DFB). He chairs the jury for the Julius Hirsch Prize, which also includes Charlotte Knobloch, who was president of Germany's Central Jewish Council from 2006 to 2010, Reinhard Rauball, president of the

German Football League, and representatives of the Hirsch family.

Second prize went to a community project in Dortmund involving, among others, Borussia Dortmund, the club's supporters association and fan groups, and the Steinwache memorial centre. A group of 32 Dortmund fans travelled to Poland in June and visited memorials in Zamosc, Lublin, Belzec, Majdanek and Sobibor in search of information about 800 Jews who had been deported from Dortmund in 1942.

The adult education centre in Roth was awarded third prize for its extensive programme of events entitled 'Roth is colourful', the centrepiece of which was an exhibition about the history of Jewish football in Germany.

A special award – previous recipients of which include Giovanni di Lorenzo, editor-in-chief of Die Zeit, and Thomas Hitzlsperger – went to Mario Bendel. The 46-year-old Berliner writes and edits the private Facebook page 'Fußballfans gegen Rechts' (Football fans against right-wing extremism).



Julius Hirsch

The DFB created these annual prizes in 2005 in memory of former German international Julius Hirsch.

● Thomas Hackbarth

First ever anti-doping seminar

On the evenings of 24 and 25 September the Gibraltar Football Association (GFA) held its first ever anti-doping seminar. The seminar was formally opened by Gibraltar's minister for sport, Steven Linares, who said that it gave him immense pleasure to be present at such an important occasion for sport in Gibraltar, as this was the first seminar of its kind on the Rock. He concluded by emphasising that drugs had no place whatsoever in sport and that Gibraltar's government was fully committed to upholding all anti-doping procedures, regulations and legislation across all sports. The seminar was led by a prominent speaker from UEFA, Dr Mogens Kreutzfeldt, vice-chairman of the UEFA Medical Committee.

The seminar was split into two sessions: the first session, on the first day, provided an overview, before looking in detail at UEFA's medical programme and regulations, after

which the second day's session focused on the UEFA Anti-Doping Regulations and players' responsibilities. The seminar also looked in great detail at the role of doping control officers at UEFA matches, the selection procedure used to identify the players who will be tested and the

obligations on players who are selected for testing.

The seminar was closed by the GFA's president, Desmond Reoch, who underlined the importance of the event and stressed that there was no place for drugs in Gibraltarian football.

The GFA's integrity officer, Louis Wink, who organised the event, said: *"Football can be exciting, challenging and rewarding. However, the good name of the game can be seriously damaged and the integrity of the sport undermined by the use of illegal or performance-enhancing substances. Therefore, anti-doping measures play an important role in ensuring that those taking part in football – or indeed any other sport – are confident that the competition is fair and the integrity of the players is being protected."*

● Steven Gonzalez



Steven Linares, Gibraltar's sports minister, opens the seminar



We are all equals

The Israel Football Association (IFA), in partnership with the New Israel Fund, has launched a new campaign entitled 'We are all equals – We are all one team', which seeks to combat racism and other forms of discrimination.

The campaign seeks to ensure that Israeli football, itself a mirror for the rest of Israeli society, harbours no discrimination on the basis of gender, age, colour or standing, either on the pitch or off it.

There are many different people participating in this campaign, including senior internationals (Eran Zehavi, Gili Vermut, Maor Buzaglo and goalkeeper Ariel Harus), members of the national

Under-21 team (Eli Dasa, Gadi Kinda, Taleb Tawatcha and Dor Micha), members of the women's national team (captain Shay Perel, Shir Levo and Levia Van-Ouwerkerk) and former stars of the game (Moshe Sinai, Zahi Armeli, Salim Tuama and goalkeeper Bony Ginzburg). The video clip accompanying the campaign also features two young children, Nadav Nidam and Karim Balom, who were chosen on account of their outstanding conduct throughout the season.

This important campaign is part of the IFA's broad educational programme for Israeli clubs and fans, which supplements the well-known Kick It Out initiative.

● Michal Grundland



Contributors to the 'We are all equals' campaign



Major events in 2016 and 2020 boost development of infrastructure

When it met in Nyon and Geneva in mid-September, the UEFA Executive Committee gave Italian football significant recognition by selecting Milan to host the final of the UEFA Champions League in 2016 and including Rome among the 13 host cities for UEFA EURO 2020. This was a real achievement for Italy's football family, which regards it as a sign of confidence in the country. It will also give further momentum to the Italian Football Federation (FIGC) in its plans to improve football infrastructure across the country. Representatives of the FIGC said that by asking Rome to host a quarter-final and



Milan's Stadio Giuseppe Meazza, selected to host the UEFA Champions League final in 2016

three group matches, alongside Munich, St Petersburg and Baku, UEFA has recognised the value of our bid, which was devised entirely by an internal FIGC team. Italy will be a point of reference in the coming years among the European football community. The formula for

2020 will foster the further development of a common identity in Europe, and the event will contribute to the renewal of our stadiums, supporting the further growth of football, particularly as regards the grassroots.

Representatives of the FIGC recently met the cabinet undersecretary responsible for sport, Graziano Delrio, to explain its strategic programme for relaunching Italian football nationwide. The development of sports facilities, the tax system, players' eligibility for national teams and the protection of clubs' player development activities were among the main issues discussed at this preliminary meeting, which will be followed by the presentation of a more detailed programme.

● Diego Antenzio



Football Day 2014

From 22 to 28 September football enthusiasts across Latvia were invited to celebrate and take part in Football Day 2014. This year, a special interactive map was created (www.futboladiena.lv), allowing fans to post details of their specific football event or activity, as well as seeing where other activities, games and tournaments were taking place.

This year, that interactive platform, new branding and a new slogan – "Let the football in your yard!" – conveying the main message of Football Day 2014 have shown the public that football is freely accessible to everyone.

The new branding vividly symbolises our shared love of football. It comprises three main elements: a football boot, a goal line and a ball flying into the net. The football boot is in the colours of the Latvian flag, providing a clear link with Latvian football.

The web platform was designed to be as colourful and attractive as possible, in order to appeal to everyone. About 150 events were registered on the platform – three times the expected number. A total of about 200 events took place across Latvia as part of the Football

Day celebrations, all united under the new branding.

The Latvian Football Federation (LFF) invited and encouraged people to participate in Football Day events and promote football. Setting an example to others, the LFF organised a charity event for seven youth centres in the Riga region which help orphans and children from disadvantaged families.

The event, for 120 children and 20 teachers, took place at the Riga Olympic Sports Centre, on the full-size football pitch. There was a football-themed party, a concert and a variety of performances and shows. This was a highly emotional day – one that showed once again that football is not just a sport, but a way of making dreams come true and making new friends.

Meanwhile, more than 150 girls between the ages of 6 and 12 were invited to participate in the Live Your Goals project.

The final of the first ever Latvian Women's Cup was also timed to coincide with the Football Day celebrations. Current Latvian champions Rigas Futbola skola defeated FK Liepāja 5-1.

All in all, a total of more than 10,000 people participated in this year's Football Day celebrations.

● Viktors Sopirins



FUTBOLA DIENA '14

Latvian Football Day 2014

New slogan for the national team

Spurred on by a new slogan – ‘Bring your heart’ – and an accompanying advertising campaign, the Lithuanian national team is eagerly awaiting the first home match of its qualifying campaign for UEFA EURO 2016.

Ahead of that match, the team’s ‘heart’ – head coach Igoris Pankratjevas – and defender Georgas Freidgeimas conveyed that message to Lithuania’s football family: *“Let us come together as a team. Players, fans, sponsors – all of us. We need to be strong for our country. If we come together as a strong team, we can achieve the desired result. No matter who you are, what religion you are, what age you are, come to the stadium and support the Lithuanian national team.”*

“We know that our fans want to see more victories, as does our young team. I have no



From left to right: Edvinas Eimontas, LFF general secretary; Rimvydas Paleckis, deputy director of the state broadcaster; and Igoris Pankratjevas, head coach of the national team

doubt that the squad will give everything they have. United, we can achieve good results,” Igoris Pankratjevas said. *“We promise that we will fight for victory with everything we have, so we invite you to come to the stadium and give us your wholehearted support,”* said Georgas

Freidgeimas. He is one of the faces of this advertising campaign, which includes a series of photos showing just how vital the support of Lithuania’s fans will be.

This is the first time that such a promotional campaign has been used in Lithuanian football and the Lithuanian Football Federation (LFF) is working with major partners on this initiative.

The advertising campaign boasts various graphics designed specifically for children and football fans will be able to purchase special shirts supporting the campaign. Details of the campaign have also been presented to the media – including the state broadcaster, which is the LFF’s communication partner for the qualifying campaign for UEFA EURO 2016.

● Vaiva Zizaitė

Referee exchange

The refereeing department at the Malta Football Association (MFA) is very proactive in seeking out opportunities for its referees to hone their skills and gain more experience. This is mainly done through exchanges with other countries. With the help of UEFA, the MFA has concluded a series of exchange agreements

It was certainly a fruitful experience for the Maltese match officials and was in line with the MFA’s objective of continuously creating more opportunities for its referees and assistant referees to continue improving their refereeing standards. These exchange agreements are

providing referees and assistant referees with excellent opportunities to develop their skills, as well as helping to strengthen links between match officials in different national associations.

As usual, UEFA is at the heart of this valuable cooperation.

● Alex Vella



The refereeing trio that travelled to Norway (left to right): Jurgen Spiteri, Trustin Farrugia Cann and David Castillo

with other national associations, the most recent being an agreement between the MFA’s director of refereeing, Adrian Casha, and his counterpart at the Football Association of Norway, Rune Pedersen. This was the first time that the two countries had ever exchanged referees.

So it was that, a few weeks ago, three Maltese match officials (referee Trustin Farrugia Cann and assistant referees Jurgen Spiteri and David Castillo) took charge of the Norwegian first division match between Bærum and Ranheim at Sandvika Stadion in Oslo.

The Maltese officials were assessed by experienced referee observers Rune Pedersen and Geir Åge Holen, who are currently working as refereeing coach and assistant refereeing coach respectively at the UEFA Centre of Refereeing Excellence (CORE).

Educating coaches

The Football Association of Moldova (FMF) recently organised its 15th UEFA B licence course in Vadul lui Voda, continuing its quest to improve coaching standards in the country.

That course, which was held at the technical centre used by Moldova’s national teams, was attended by 27 football coaches from across the country. They included four former internationals: Denis Romanenco, Evgheni Hmaruc, Eduard Grosu and Veaceslav Sofroni. Those participants had to complete various theoretical and practical sessions, as well as

taking part in group discussions, before sitting exams at the end.

The general secretary of the FMF, Nicolae Cebotari, welcomed the participants at the beginning of the course. The national association also supplied a number of other speakers, with talks given by the FMF’s technical director, Ghenadie Scurtul, the executive secretary of the federal coaching school, Vladimir Japalău, one of its fitness coaches, Gheorghe Codiță, a national team doctor, Oleksandr Boyko, and a UEFA referee observer, Vladimir Antonov.

● Press Office



The participants on Moldova’s 15th UEFA B licence course

Masters Football for women

The football development department of the Irish Football Association (IFA) has recently launched a programme promoting Masters Football for women.

The programme is aimed both at former players and at women wishing to take up the sport for the first time. As part of its Girls' and Women's Football Plan 2013–17, the IFA hopes to encourage greater participation at this level

and ultimately create a national women's veterans' team, thereby replicating recent developments with the equivalent men's team.

The lord mayor of Belfast, Nichola Mallon, helped to launch the new programme at City Hall, and the IFA hopes that she will attend a session or two. Talking after the first session, Sara Booth, the IFA's women's domestic football manager, said: "We are really excited about this new programme and have been overwhelmed by the number of enquiries from women

wanting to play. As part of the IFA's Girls' and Women's Football Plan and the Irish FA's overarching corporate strategy, we want to encourage lifelong participation in football, and we see this new programme as an important milestone in helping to make this possible. The women

really enjoyed the first session and are so enthusiastic about playing the game. We are grateful to the UEFA HatTrick programme for allowing us to deliver this programme, and we hope that we will be able to expand it further in the coming months."

● Sara Booth



The Masters Football team

Two social projects

Football is more than just a sport. When thinking about football, we have to look beyond the competitions, even if these are the core purpose. This is one of the main philosophies of the Romanian Football Federation (FRF). And it is not only a philosophy; it is also a target – a concrete objective.

Romania became a member of the EU in January 2007. As of that moment, like other countries in central and eastern Europe, Romania was included in the EU's social and economic cohesion policy, which aims, through dedicated financial mechanisms, to support national and regional development. In the context of that European policy, the FRF has applied for funding for two projects aimed at developing its social economy. Those two projects are based on the FRF's strong belief that football is not an isolated social phenomenon which takes place only in stadiums, but a sport which has the capacity and the power to make a major contribution to social inclusion and the development of useful skills in the labour market.

The first project, entitled 'SUCCESS – Football in the competitive context of the social economy', has already been approved by the European Union. It aims to create a social enterprise which will hire 15 people, 10 of whom will be members of vulnerable social groups (Roma, young orphans who are no longer covered by the country's institutions and people with disabilities). They will be trained and will take part in programmes fostering personal development, before going on to facilitate the social integration of other people from such social groups. The project will also use conferences, seminars and media campaigns to make local authorities, employers and people responsible for social inclusion aware of the need to combat marginalisation through support for the social economy.

The second project, which is currently being evaluated, is entitled 'Football as a social inclusion space' and has been submitted in partnership with the association Smart Youth, an organisation which has established and developed a counselling and social inclusion centre for people from disadvantaged backgrounds. The aim of the project is to facilitate such people's access to the labour market through a social enterprise developing promotional and advertising products dedicated to the Romanian national team.

Indeed, football is also a business, and one that can be developed – through such projects and smart initiatives – by contributing to the health of society and exploiting the virtues of social responsibility.

● Paul Zaharia

New president

Tony Fitzgerald has been elected president of the Football Association of Ireland (FAI). He succeeds Paddy McCaul, who has completed his four-year term.

Fitzgerald is the first person from Cork to hold Irish football's highest office since the late Pat O'Brien was president from 1986 until 1988. As well as being a former long-standing chairman and fixtures secretary of the Cork Athletic Union League, Fitzgerald has represented the Munster Football Association on various FAI committees over the decades, including spells as chairman of the FAI youth committee and the FAI development committee. He is also a former chairman of the Munster Football Association. Prior to becoming an administrator and legislator, he enjoyed a long and successful amateur playing career.

Donal Conway, who was previously secretary of the Football Association of Irish Schools and chairman of the FAI underage committee, has been elected vice-president.

Both were elected at the FAI's annual general meeting in Athlone, which was attended by Fernando Gomes, a special advisor to the UEFA Executive Committee and the president of the Portuguese Football Federation.

Mr Gomes paid tribute to the outgoing president, Paddy McCaul, and congratulated Mr Fitzgerald on his

election. He also paid tribute to the FAI for its innovative Festival of Football, which was held in the week leading up to the AGM.

The Festival of Football, which was introduced by FAI chief executive John Delaney in 2007, sees the FAI descend on the county that is hosting the AGM. In the course of that week there are club visits, football fun days, FAI programmes and coach education courses, as well as a club support scheme which sees clubs in the area awarded up to €100,000 in grants.

This year's festival in County Westmeath saw the FAI delegation visit 21 clubs throughout the county. Among those in attendance were the FAI's president and chief executive, various board members and executive staff, as well as former international players and current members of the men's and women's national teams.

● Gerry McDermott



From left to right: Donal Conway, the new vice-president; John Delaney, chief executive; Tony Fitzgerald, the new president; Fernando Gomes, special advisor to the UEFA Executive Committee; and Paddy McCaul, former president

Grassroots awards

Coaches and volunteers from the grassroots game were recently honoured at the Scottish Football Association's 11th annual grassroots awards at Hampden Park, which were supported by McDonald's and the Sunday Mail. The evening celebrated 11 years of the awards and shone a spotlight on the remarkable dedication and contribution of volunteers, who are the lifeblood of grassroots football in Scotland.

Scotland legend Kenny Dalglish and national team coach Gordon Strachan presented the awards in front of a packed audience of hundreds of people involved in grassroots football across the country. Alex Tulloch won this year's people's award for his years of hard work and dedication at TASS Thistle, while

Lorna McAuley of East Fife's Youth Academy and Stuart Marlow of Halliburton AFC were runners-up.

Scotland face a tough test in the FIFA Women's World Cup play-offs in October, as they were drawn against the Netherlands. A 9-0 victory at home to the Faroe Islands saw Scotland qualify for the play-offs for the first time ever, as Anna Signeul's side finished second in their group to Sweden.

Elsewhere, Glasgow has been chosen as a host city for UEFA EURO 2020. Hampden Park, the scene of many a historic moment, will host three group matches and one match from the



The award winners

round of 16. Greats such as Sir Alex Ferguson backed the bid, proclaiming that Glasgow was the "perfect" choice following the city's successful Commonwealth Games.

● David Childs

Survey on players' eating habits

Henning Svendsen advises the Swedish national team on nutrition and diet. He recently conducted a survey on the eating habits of players in Sweden's top division, Allsvenskan, the results of which were published in the Swedish Football Association's official magazine.

The survey, which looked at 338 players, produced some interesting results:

- 9% never eat breakfast;
- 27% eat fast food between one and three times a week;
- 16% never receive any advice on diet or nutrition from their club;
- 32% say that their club cares about nutrition but takes no action to support a healthy diet.



Henning Svendsen checks a player's weight

"We know that eating well means that you are less likely to get injured and is crucial for your performance in the last 20-25 minutes of a game. The survey shows that footballers in Allsvenskan are a long way behind individual athletes in sports such as skiing or track and field. Individual athletes obviously take greater responsibility for their health, while footballers can hide in the crowd," Svendsen said.

Svendsen recommended that the clubs involved in the survey take a greater interest in what their players eat.

Serving breakfast and lunch at the club should be a priority. Educating the players is also important, but those sessions should be short and frequent, rather than providing too much information at once.

● Andreas Nilsson

Former internationals take to the mountains

Switzerland's former internationals met in September for their annual get-together at the invitation of Peter Gilliéron, president of the Swiss Football Association (SFV), and Alex Miescher, general secretary of the SFV.

The group travelled in FC Luzern's luxury coach – much to the delight of 38-time international Kurt 'Kudi' Müller, who hails from Lucerne – from Berne up to Grindelwald in the Bernese Oberland, before taking the cable car to the Pflingstegg, which sits at 1,400m above sea level. The atmosphere was as good as it always is, with the former internationals all outdoing each other with their anecdotes and stories from the past. Anyone hearing, for example, how often Swiss players had nutmegged Berti Vogts or sold Franz Beckenbauer a dummy would have been surprised that Switzerland had never been world or European champions.

The organisers also devised a quiz on the history of the Swiss national team from 1905 (the year of the first official international) to

the present day, giving the former players an opportunity to show off their knowledge of Swiss football. The winner was André Egli with nine out of ten, followed closely by Heinz Schneiter, Thomas Bickel, René Hasler, Claude Ryf, Martin Brunner and Alex Miescher with eight. Egli's prize was the opportunity for him and his family to watch Switzerland's next qualifying match for UEFA EURO 2016 from a VIP box. As the younger members of the group were setting off on the cable car ride back to Grindelwald, it began to drizzle and they got their playing cards out. It soon became clear that being good at football does not necessarily make you good at cards!

The conversations that had begun at lunchtime were continued over a delicious



Switzerland's former internationals enjoy their annual get-together

dinner and a nice glass of red wine, and the later it got, the more games the national team seemed to have won. The players laughed and chatted all the way back to Berne, enjoying each other's company and already looking forward to next year's excursion.

● Pierre Benoit



Football school in Soma and sports high school project

The Turkish Football Federation (TFF) is set to build a football school in Soma, where 301 miners died after an explosion in a mine a few months ago. This will be Turkey's first ever football school. The land assignment agreement for the TFF football school was signed by the TFF's president, Yıldırım Demirören, the governor of Manisa, Erdoğan Aktaş, the governor of Soma, Mehmet Bahattin Atçı, and the mayor of Soma, Hasan Ergene.

In September the TFF signed an agreement with the Turkish ministry of national education – one of the most important agreements in the history of Turkish sport. That agreement regarding the TFF Meral-Celal Aras Sports High School was signed by the minister for national education, Nabi Avcı, the TFF's president, Yıldırım Demirören, a member of the TFF's executive board, Cengiz Zülfikaroğlu, and Turkey's director of football, Fatih Terim.

After signing the agreement, Yıldırım Demirören said: "This project is a brave, pioneering and important step for the future of Turkish football."

"With the support of the ministry of national education and the Aras family and their companies, children who want to become professional players will be able to combine their secondary education with football training in the same location, which has been a problem for young footballers until today. We also plan to build 'football campuses', which will cater for children's education from primary school all the way up to university, with the support of the ministry of national education. This project is our most ambitious yet."

● Aydın Güvenir



Anti-discrimination conference in Kyiv

On 22 September a conference was held at the House of Football in Kyiv as part of a promotional campaign organised by the Football Against Racism in Europe (FARE) network. The event, which sought to combat discrimination and promote peace and unity, was held on the initiative of the Football Federation of Ukraine (FFU) and the East European Development Institute (EEDI), in partnership with FIFA, UEFA, the Ukrainian Premier League (UPL), the Professional Football League and FARE.

During the conference, Oleksandr Chuvayev and Petro Ivanov, representing the FFU and the UPL respectively, talked about the monitoring of discrimination and racism in 2014, following the adoption of a resolution entitled Football without Hate and Discrimination in October last year.

Pavlo Klymenko, FARE's representative in Ukraine, reported that there was an urgent need to strengthen the social unity of people who had been forced to leave their homes owing to the conflict in eastern and southern Ukraine. The head of the EEDI, Mridula Ghosh, talked about the critical situation faced by the Crimean Tatars and other indigenous people. Many of them had been forced to leave



The conference held at the headquarters of the Football Federation of Ukraine

Crimea, while those who stayed suffered persecution. She also touched on issues which were discussed at the UEFA conference in Rome, such as the national plan of action for football associations. The FFU could use that as a starting point when developing its own initiatives in the future.

Conference participants also provided an overview of other social and humanitarian projects aimed at preventing discrimination and racism, as well as making a number of changes to the final version of the resolution Football without Hate and Discrimination.

● Yuriy Maznychenko



Annual awards

The Football Association of Wales (FAW) recently held its annual awards evening in Cardiff. Welsh superstar Gareth Bale took the two major honours once again, being voted player of the year by the nation's football writers, as well as winning a separate award voted for by fans through sponsors Vauxhall. It was very much 'as you were' in the other categories, too, with Ben Davies again winning the young player of the year award and national team captain Ashley Williams again being crowned club player of the year. For the women, Jess Fishlock again took the main award, with Angharad James being voted young player of the year and veteran midfielder

Michelle Green taking the club player of the year award. There were also special long service awards for former Wales and Everton captain Kevin Ratcliffe and club official Julie Lowe of Swansea City Ladies FC. The Welsh premier clubman of the year award went to Scott Ruscoe of The New Saints FC. The awards evening was held at the St David's Hotel in Cardiff Bay.

● Ceri Stennett

Gareth Bale, voted player of the year by football writers and fans



BIRTHDAYS

Marc Batta (France, 1 November)
 György Szilagyai (Hungary, 2 November)
 Francesco Bianchi (Switzerland, 2 November)
 Gero Bisanz (Germany, 3 November)
 Georgios Vourvachis (Greece, 3 November)
 Micky Zager (Israel, 4 November)
 Andrea Ferretti (Italy, 4 November)
 Luis Figo (Portugal, 4 November)
 Lennart Johansson (Sweden, 5 November)
Fernand Meese (Belgium, 5 November) 60th
Georgi Popov (Bulgaria, 5 November) 50th
Mircea-Mihaiu Pascu (Romania, 6 November) 80th
 Nadezhda Ulyanovskaya (Russia, 6 November)
 Peter Gardiner (Scotland, 7 November)
 Vladimir Badura (Slovakia, 7 November)
 Sergio Di Cesare (Italy, 8 November)
 Haris Loizides (Cyprus, 8 November)
Gjergji Bitri (Malta, 8 November) 50th
Michele Uva (Italy, 8 November) 50th
 Rudolf Zavrl (Slovenia, 9 November)
 Jorge Perez Arias (Spain, 9 November)
 Willi Hink (Germany, 9 November)
 Theodore Giannikos (Greece, 9 November)
Thomas Hollerer (Austria, 9 November) 40th
 Isabel Hochstätger (Austria, 9 November)
 Marc Van Geersom (Belgium, 10 November)
 Muharrem Zihni Aksoy (Turkey, 11 November)
 Mehmet Murat Ilgaz (Turkey, 11 November)
 Uno Tutk (Estonia, 11 November)
 Milan Spirkoski (FYR Macedonia, 12 November)
 Howard Wilkinson (England, 13 November)
 Stefan Hans (Germany, 14 November)
 Maciej Stańczuk (Poland, 14 November)
 Peter Fröjdfeldt (Sweden, 14 November)
 Samira Huren (Bosnia-Herzegovina, 14 November)

Jean Lemmer (Luxembourg, 15 November)
 Otto Demuth (Austria, 16 November)
 Wolf-Günter Wiesel (Germany, 16 November)
 Susan Ann Hough (England, 16 November)
 Radenko Mijatović (Slovenia, 16 November)
 Jan Fasung (Slovakia, 17 November)
 Brian Quinn (Scotland, 18 November)
 Dumitru Mihalache (Romania, 18 November)
 Per Svärd (Sweden, 18 November)
 Claudio Circhetta (Switzerland, 18 November)
 Stanislaw Pilkowski (Poland, 18 November)
 Knarik Abelyan (Armenia, 18 November)
 Jacques Liénard (France, 19 November)
 Horst R. Schmidt (Germany, 19 November)
 Petr Fousek (Czech Republic, 19 November)
 Jean-Louis Piette (France, 20 November)
 Paul-Heinz Lenhart (Germany, 22 November)
 Jyrki Filppu (Finland, 22 November)
 Mamuka Kvaratskhelia (Georgia, 22 November)
 Izabella Lukomska-Pyrzalska (Poland, 22 November)
 Nikolai Pisarev (Russia, 23 November)
 George Koumas (Cyprus, 24 November)
 Jonas Braga (Lithuania, 25 November)
 Zbigniew Przesmycki (Poland, 26 November)
 Borislav Popov (Bulgaria, 26 November)
 Styrbjörn Oskarsson (Finland, 26 November)
 Marcos Del Cuadro (Switzerland, 26 November)
Miroslav Pelta (Czech Republic, 27 November) 50th
 Marios N. Lefkaritis (Cyprus, 28 November)
Ante Vučemilović-Šimunović (Croatia, 28 November) 60th
 Andrey Medintsev (Bulgaria, 28 November)
 Tomaz Ranc (Slovenia, 28 November)
 Marko Iličič (Slovenia, 29 November)
 James Finnegan (Republic of Ireland, 29 November)
Charles Flint (England, 30 November) 40th

Adam Giersz (Poland, 30 November)
 Christiaan Timmermans (Belgium, 30 November)
 Wolfgang Niersbach (Germany, 30 November)

NOTICES

- On 16 September, Michele Uva replaced Antonello Valentini as general director of the Italian Football Federation.

FORTHCOMING EVENTS

Meetings

12 November, Nyon

Club Licensing Committee
 Players' Status, Transfer and Agents and Match Agents Committee

13 November, Nyon

Legal Committee

17 November, Nyon

Football Committee

17/18 November, Nyon

Integrity officers workshop

19 November, Nyon

UEFA Women's Champions League: draw for the quarter- and semi-finals
 European Women's Under-19 and Under-17 Championships: draws for the 2014/15 qualifying rounds and 2014/15 elite rounds

20 November, Nyon

Finance Committee

Competitions

4/5 November

UEFA Champions League: group matches (matchday 4)

6 November

UEFA Europa League: group matches (matchday 4)

8/9 November

UEFA Women's Champions League: round of 16 (first legs)

12/13 November

UEFA Women's Champions League: round of 16 (return legs)

18-23 November

UEFA Futsal Cup: elite round

25/26 November

UEFA Champions League: group matches (matchday 5)

27 November

UEFA Europa League: group matches (matchday 5)



UEFA celebrated its 60th birthday by opening its doors to the public on 4 October – and the open day was a resounding success, with some 4,200 people visiting the UEFA campus in Nyon. Visitors watched videos and presentations about UEFA's history, competitions and activities and admired six decades of football memorabilia. Games and skills contests were also organised at the Colovray sports centre opposite the House of European Football. ●



Photos UEFA





NO TO RACISM



RESPECT