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TO UEFA MEMBER ASSOCIATIONS

For the attention of
the President and the General Secretary

Your reference	Your correspondence of	Our reference	Date
		MR1/ZGAG	4 October 2021

UEFA Grow Awards 2021

Dear Sir or Madam,

We received a record 150 nominations for this year's UEFA Grow Awards, from 43 different national associations. This is 44 more nominations than for the last awards in 2018 and a sign of the progress that you, our member associations, are making in growing our beautiful game.

An independent jury met on 23 and 29 September to review and discuss each nomination, and we are pleased to announce the three shortlisted projects in each category, as presented in the enclosure.

Each association on the list is invited to produce a ten-minute presentation of its shortlisted project(s). The presentations will be unveiled to all national associations in lunchtime sessions during the week of 29 November. The jury will then select the best project in each category, based on the quality of the nomination documents and presentations, with the winners announced at the awards ceremony on Friday 3 December.

The UEFA Grow team will be in touch with the relevant project leaders in the next few days to discuss the presentations.

There are additional awards for creativity and innovation up for grabs in each category, so nominees that did not make it onto the shortlist still have a chance of winning.

More important than winning an award, however, is growing the game, and we now have a very rich bank of best practices that we will share with you over the next few months.

Thank you all for the great initiatives you have implemented to grow and promote our beautiful game. We look forward to seeing you online during the week of 29 November for the presentations of the shortlisted projects and the awards ceremony.

Yours faithfully,

U E F A



Theodore Theodoridis
General Secretary

Enclosure

- UEFA Grow Awards 2021 – Shortlisted projects

cc (with enclosure)

- UEFA Executive Committee
- UEFA HatTrick Committee
- UEFA National Associations Committee
- UEFA Marketing Advisory Committee
- European members of the FIFA Council
- FIFA, Zurich