



## UEFA Grow Awards 2021

### Shortlisted projects

#### Brand development (22 applications)

National association	Project
Football Association of Finland	Modern Top Sport - Re-naming and branding of the Finnish top football league for women
German Football Association	DFB Brand Portal
Football Association of Iceland	New brand identity for the Icelandic national teams

#### Commercial partnership (18 applications)

National association	Project
Football Association of Finland	First in the world - Innovative new sales channel with our partner Wolt
Football Association of Norway	Commercial partnership
Romanian Football Federation	New perspective on sponsorship: upgrade to the main sponsor through licencing or "How to build the first Romanian retail football brand in 6 months?"

#### Communications campaign (20 applications)

National association	Project
Royal Netherlands Football Association	Grassroots Campaign "Play football like Oranje"
Polish Football Association	United by Football for 100 years / communications campaign related to the 100th anniversary of PZPN's founding
Football Association of Serbia	Football is for Girls

#### COVID-19 community initiative (19 applications)

National association	Project
Croatian Football Federation	#TrainAtHome / Original: #VježbajDoma
Danish Football Association	Home Stadium – Denmark's largest live football event
Italian Football Federation	GROWing football synergies to put Covid-19 offside



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#### Data and insights project (17 applications)

National association	Project
Royal Belgian Football Association	Data Strategy & Privacy Development
The Football Association	Minority Report - Discrimination in Grassroots Football
Swedish Football Association	Fotbollstempen – Insight into Swedish Football

#### Fan engagement project (19 applications)

National association	Project
Royal Netherlands Football Association	WeTheWave campaign
Polish Football Association	Polish FA eFootball
Portuguese Football Federation	The case study of Portugal fans abroad

#### Organisational development project (21 applications)

National association	Project
Royal Belgian Football Association	Good Governance & New Board of Directors
Football Association of Ireland	FAI Governance and Organisational Reform
Football Union of Russia	FUR management by objectives (MBO) system

#### Stakeholder support initiative (14 applications)

National association	Project
Portuguese Football Federation	Cardiopulmonary resuscitation in football - a successful national program
Swedish Football Association	Min Fotboll
Ukrainian Association of Football	Grow Participation Pilots – Strategic Regional Development