



GUIDELINES – HATTRICK VI INCENTIVE PAYMENTS 2024–28

# UEFA Women's League Development Fund

### 1) Introduction

UEFA is striving to develop women's football at all levels, encouraging its growth on the pitch and the creation of dedicated structures. UEFA's Women's Football Development Programme 2024–28 is the tool with which we will ensure that women's football is strategically managed by all associations.

The HatTrick women's football incentive payment has so far been a huge success, providing seed funding for associations to hire women's football leads, develop strategies, fund projects directly and encourage further investment from other stakeholders. To continue in this supporting role, it is important for UEFA to adapt and develop the incentive programme as the needs of associations evolve.

After detailed analysis and consultation with women's football leads around Europe, it is clear that leagues and competitions are a top strategic priority for associations, which is reflected in a significant increase in investment in these projects over the last HatTrick cycle. The Women's League Development Fund was set up to help associations develop women's football leagues and the clubs, players and staff operating within them.

These guidelines explain how the HatTrick VI Regulations apply to the **UEFA Women's League Development Fund (WLDF)**, which is one of the initiatives in the UEFA Women's Football Development Programme (WFDP). We intend them to be easy to use, with details of each aspect of the regulations accompanied by a checklist and information about how UEFA can help you meet the requirements.

### 2) UEFA Women's League Development Fund overview

All UEFA member associations are eligible to receive a maximum of €150,000 for projects related to the WLDF.

Intended specifically for national leagues, the fund aims to foster specific expertise and long-term strategies to develop senior and youth women's football leagues operating under the national structure, as well as the clubs, players, coaches, and officials within them. All projects should have the following aims:

- a. Raise standards and grow the game
- b. Develop the standards of leagues, players and clubs
- c. Provide regular, competitive and sustainable football
- d. Optimise player performance by means of development tools and structures.
- e. Drive interest in the game.

Each association can apply for funding for a **maximum of two concurrent projects, each of which must run for either two or four years.**

For projects that involve recruiting staff, no more than 50% of the WLDF may be used to pay salaries. In addition, the funding can only be used for new positions created to support the league or clubs. Funding cannot be used to fund the salary of either the women's football lead or existing women's football staff in an association, league or club.

Projects that aim to cover leagues' or clubs' existing running costs will not be accepted. When applying for funding for existing projects, applications must demonstrate clear advancement and development of that project for funding to be approved.

These guidelines set out the types of projects that are supported by the fund.

### 3) Applications

Before an application for WLDF funding can be submitted, an association must have:

- A 100% dedicated women's football lead
- A women's football strategy, or women's football as a key pillar in an overarching association strategy

If these criteria are fulfilled, each member association can decide, in consultation with UEFA, which league(s) will benefit from each WLDF project.

### 4) Project requirements and recommendations

Projects can be in any of the following areas; however, all projects must demonstrate a clear impact on the development of the league or its clubs.

1. League strategy and administration
  - a) Creation or renewal of a strategy for the association's senior league or league pyramid
  - b) Recruitment of one or more specialised staff that contribute to the development of the league or its clubs and players
2. Sporting
  - a) Investment in projects related to:
    - a. Coaching programmes
    - b. Refereeing programmes
    - c. Data collection
    - d. Technology
    - e. Player development, e.g. nutrition or individual training programmes
    - f. Match schedule optimisation and format changes
3. Environment and services
  - a) Investment in projects that improve player welfare
    - a. Education programmes for players
    - b. Transport
    - c. Equipment
4. Promotion, marketing and revenue generation
  - a) Investment in projects that improve visibility and promote the league and contribute to its long-term sustainability
5. Pathways and access
  - a) Projects to develop the long-term viability of the league
    - a. Grassroots programmes

- b. Pathway development
- c. Talent identification
- d. Team creation

All projects must show a strong, clear link to your women's football strategy, or your overarching strategy in which women's football is identified as a priority. That strategy should be attached to the application.

All projects must be monitored with detailed financial reporting and clear performance indicators, and be deemed sustainable, measurable and accountable. Projects should aim to encourage stakeholder collaboration, seek matched funding and also be of a value, quality and level of activity that are appropriate to the association's stage of development in women's football.

Should associations wish, projects may be organised by an independent professional league organization (men's or women's) if this is agreed as the best way to proceed.

While each association is eligible to receive €150,000, the actual amounts will depend on the quality of projects, levels of activity and further development.

### 5) Application procedure

Following discussions on the scope of applications with the UEFA administration, applications must be signed by the association's general secretary/CEO.

In addition:

- National associations are only required to submit one application form at the start of each project.
  - Other documents are required throughout the course of the project, as illustrated in the diagrams on page 5.
- All applications must be submitted using HatPro accompanied by the relevant supporting documents.
- All applications must be signed by the general secretary/CEO using the HatPro signature approval form.
- Applications must be submitted to UEFA by **31 July** each year.

### 6) Approval process

The UEFA administration will contact the association's women's football lead or main contact to discuss the scope of the application.

Applications will then be analysed by the UEFA administration, whose approval will depend on:

- a) whether all requirements have been met;
- b) the quality/value of the project in terms of furthering the league's development
- c) its value and relevance to women's football in relation to the context and stage of development in the country concerned;
- d) the detailed information given in the application form and supporting documentation requested including:

- Organisation chart
- Clear reference and link to strategic priorities for women's football
- League strategy (if it exists)
- KPIs, clear financial planning and information

All projects will be closely monitored, including site visits and requests for intermediary and final reports. Official confirmation will be given through the HatPro platform.

## 7) Funding and follow-up

The **€150,000** WLDF incentive is paid out each year as follows:

- €75,000 in November
- €75,000 in June

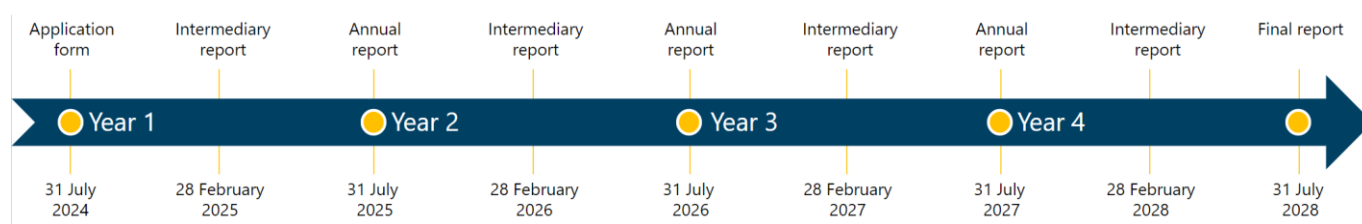
As outlined in the reporting schedule below, intermediary, annual and final reports are required for each project, all of which must be submitted in HatPro and approved before the following payment will be made.

### Reporting schedule

Two year project:



Four year project:



## 8) Support and further assistance

UEFA will remain flexible and work closely with all associations to provide assistance, and to promote your programmes.

UEFA's support will include:

- **UEFA account manager**
  - Contact person in the women's football division to help you apply and to answer any questions
- **Guidelines and application**
  - Training on the new guidelines
  - Training on how to complete the new application form
  - Model applications for guidance
  - Best practice examples of projects and governance structures
- **Bespoke support**
  - Mentor assigned to each national association if requested, to provide insight, support and best practice.
- **Knowledge-sharing**
  - National association working groups organised by stage of development to provide additional support
  - Regional league development workshops
  - Specialised insight opportunities on specific areas

National associations should contact the UEFA women's football division if they would like further assistance.

## 9) Contacts

### Dan Whymark

Women's Football Development Coordinator

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## 10) WLDF checklist

This section will help you ensure that you meet each requirement and recommendation. If you need further assistance, please contact UEFA.

Project requirements		
<b>WFDP</b>	All requirements for the Women's Football Development Programme have been fulfilled: <ul style="list-style-type: none"> <li>• A 100% dedicated women's football lead is in place at the association</li> <li>• A women's football strategy is in place, or women's football is a key pillar in an overarching association strategy</li> </ul>	
<b>Project focus</b>	A maximum of two projects have been submitted.	
	All projects fall into one of these five areas:	

	<ul style="list-style-type: none"> <li>• League strategy and administration</li> <li>• Sporting</li> <li>• Environment and services</li> <li>• Promotion, marketing and revenue generation</li> <li>• Pathways and access</li> </ul>	
<b>Strategic link</b>	All projects show a clear, strong link to your women's football strategy, or to your overarching strategy in which women's football is identified as a priority.	
	<p>A women's football strategy or national association overarching strategy has been provided in the application and includes the following:</p> <ul style="list-style-type: none"> <li>○ National association's vision</li> <li>○ National association's strategic plan</li> <li>○ Description of how the women's and girls' strategy will be integrated into the national association's broader strategy</li> </ul>	
<b>Long-term duration</b>	Projects have a duration of two or four years.	
	<p>If a project has already started, the application has been submitted as if it is a new project and it:</p> <ul style="list-style-type: none"> <li>○ demonstrates clear advancement and development</li> <li>○ adheres to all other project requirements</li> </ul>	
<b>Monitoring</b>	All projects can be monitored by means of detailed financial reporting and clear performance indicators, and be deemed sustainable, measurable and accountable.	
<b>Project quality</b>	Projects are of an appropriate value, quality and level of activity that reflect the stage of development of women's football in the national association.	



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