



UEFA SHARE

# Guidelines for 2024/25 and 2025/26

WE CARE ABOUT FOOTBALL

## 1. Overall objective

The UEFA Share seminars are designed to support football development in Europe by enhancing the exchange of technical knowledge and introducing new concepts directly to UEFA member associations.

The aim is to foster an environment in which associations can learn from each other while encouraging specific exchanges and access to technical knowledge and best practices, depending on the needs of the individual associations.

## 2. Topics

**For the new 2024–26 cycle, all associations will be required to attend seminars on the following themes:**

- **Coach education**
  - Further education (for coaches and coach educators)
    - i. Continuous professional development for coaches and coach educators: content, organisation and methodology
- **Women's coaching**
  - Women's football coach development
    - i. Developing female coaches
    - ii. Managing staff of youth national teams
    - iii. Women's football competences
- **Grassroots football**
  - Grassroots manager development (2 seminars)
  - Football in schools and club development

**National associations are also invited to attend the following optional technical topics.**

- **Coach education**
  - Goalkeeping
  - Fitness for football
  - Futsal
- **Women's coaching**
  - Elite youth player development
- **Elite youth football**
  - Scouting and talent identification
- **Performance analysis**
  - Match analysis

### 3. Principles

#### a. Number of visits

In the 2024–26 cycle, all associations are welcome to attend all six optional seminars listed above. If they so choose, they may select only the topics of interest to them.

#### b. Visitors

Each association may register up to three representatives for a seminar, unless otherwise specified by or discussed with UEFA.

#### c. Duration

Seminars last five days: *(unless otherwise specified by UEFA)*

- Day 1 – participants arrive in the afternoon
- Days 2, 3 and 4 – full seminar days
- Day 5 – participants leave in the morning

#### d. Programme

Seminar programmes should be designed to meet the guidelines set out in the template provided by UEFA. In principle, they should:

- be created collaboratively by UEFA technical instructors and the hosts;
- focus on the specific seminar topic and define the expected learning outcomes;
- be designed to create a safe learning environment and reflect modern adult learning trends;
- include:
  - interactive theory sessions by each association to encourage active participation and collaboration;
  - time for reflection, discussion and exchange of knowledge and experience among participants;
  - group tasks and case studies that actively involve participants in problem-solving and decision-making;
  - practical sessions focusing on the specific seminar topic, where appropriate;
  - a final wrap-up session to identify key learning points and post-event priorities.

#### e. Interpreting

Visiting associations are responsible for arranging their own translations and interpreting, if required. Interpreters are included in the maximum group size. Seminars will be delivered exclusively in English.

### 4. Responsibilities

#### a. UEFA

- Funding the on-site seminars, as detailed in section 6 of this document.
- Monitoring the UEFA Share programme through the UEFA Development and Technical Assistance Committee, in cooperation with the UEFA administration and the competent panels.
- Coordinating and ensuring that the dates, content and logistics of the visits are suitable for all parties.
- Providing sportswear for all participants, subject to the timely provision of the sizes required.
- Providing certificates of attendance, templates and branded materials for all seminars.

## b. Host associations

- Sending UEFA the host delegation form indicating each participant's precise role, email address and clothing size six weeks in advance of the event.
  - Arranging airport transfers and all local transport. **Care should be taken to avoid long travel distances.**
  - Organising suitable accommodation, with private rooms for participants from visiting associations.
  - Organising breakfasts, lunches, dinners and coffee breaks for participants. An informal opening or closing dinner is also recommended.
  - **Providing a comfortable meeting room** with adequate seating in a suitably interactive layout as well as a laptop and a high-definition projector, screen and sound system.
  - Preparing the programme in accordance with the programme section of this document and the template provided.
  - Ensuring that all responsibilities are met within the budget outlined in this document. To help ensure compliance, an approximate budget should be sent to UEFA in advance.
  - Proactively contacting UEFA and the visiting associations to ensure the success of the visit.
  - Distributing the sportswear, certificates of attendance provided by UEFA and all seminar materials to the participants.
  - Providing the best possible arrangements for any interpreters, e.g. providing mobile headsets.
  - Providing UEFA with copyright-free photographs, including a group picture, for use on UEFA's official platforms.
  - Save and **send all presentations** to Patrick Müller ([Patrick.mueller@uefa.ch](mailto:Patrick.mueller@uefa.ch)) after each seminar.
- Provide feedback after the seminar here: <https://response.questback.com/uefa/shareseasons1617>

## c. Visiting associations

- Selecting a delegation of specialists whose roles enable them to share the knowledge and expertise of the specific topic during the seminar and pass on the experience gained on their return home.
- Sending UEFA the visiting delegation form indicating each participant's precise role, email address and clothing size six weeks in advance of the event.
- Appointing an English-speaking group leader.
- Organising an interpreter if necessary.
- Arranging international travel in economy class (maximum €750 per ticket) and sending the participants' travel details to the host association and UEFA as soon as the delegation is confirmed, ensuring that all participants have travel insurance and any visas required in advance of the event.
- The national association must arrange all necessary insurance cover for their delegates.
- Preparing and delivering an interactive session in accordance with the programme section of this document.

Provide feedback after the visit here: <https://response.questback.com/uefa/shareseasons1617>

## 5. Procedures

- UEFA announces the UEFA Share seminars in a circular letter.
- Associations submit their preferences and availabilities using the online registration system.
- UEFA endeavours to arrange seminars according to the preferences and availability of the associations.
- UEFA confirms each seminar.
- UEFA officially invites the associations.
- Associations liaise with UEFA and the host regarding the specific topics they would like to cover.
- The programme will be confirmed by UEFA and shared with all participants sufficiently in advance of each event.

- Associations provide UEFA with their lists of participants by the deadline.
- UEFA orders sportswear in the sizes requested.
- Communication between all parties will be ensured by UEFA.
- The visit takes place.
- All participating associations provide UEFA with feedback after each seminar.
- Reimbursement forms are completed and sent to [patrick.mueller@uefa.ch](mailto:patrick.mueller@uefa.ch) within one month of the visit.
- UEFA transfers the reimbursements to the individual associations' UEFA accounts.

## 6. Finances

### a. Host association

Upon receipt of a completed reimbursement form signed by the association's general secretary (see annex), UEFA will reimburse the host association as follows:

- Accommodation: maximum of €500 per visitor
- Meals: maximum of €250 per visitor
- Local transport: maximum of €2,250 for all internal journeys
- Administration and management: maximum of €2,250 per seminar hosted
- Interpreting system: €4,000 upon approval

### b. Visiting associations

Upon receipt of a completed reimbursement form signed by the association's general secretary (see annex) and a copy of the flight tickets, UEFA will reimburse visiting associations a maximum of €750 per person for international travel, i.e. a maximum of €2,250 for a group of three.

### c. Payment

According to standard UEFA procedure, all refunds will be paid into the individual associations' UEFA accounts. If an association requires immediate access to the money, this should be indicated on the reimbursement form.

## 7. Contacts

If you require any further information or have questions concerning UEFA Share, please contact the Technical Development unit:

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