



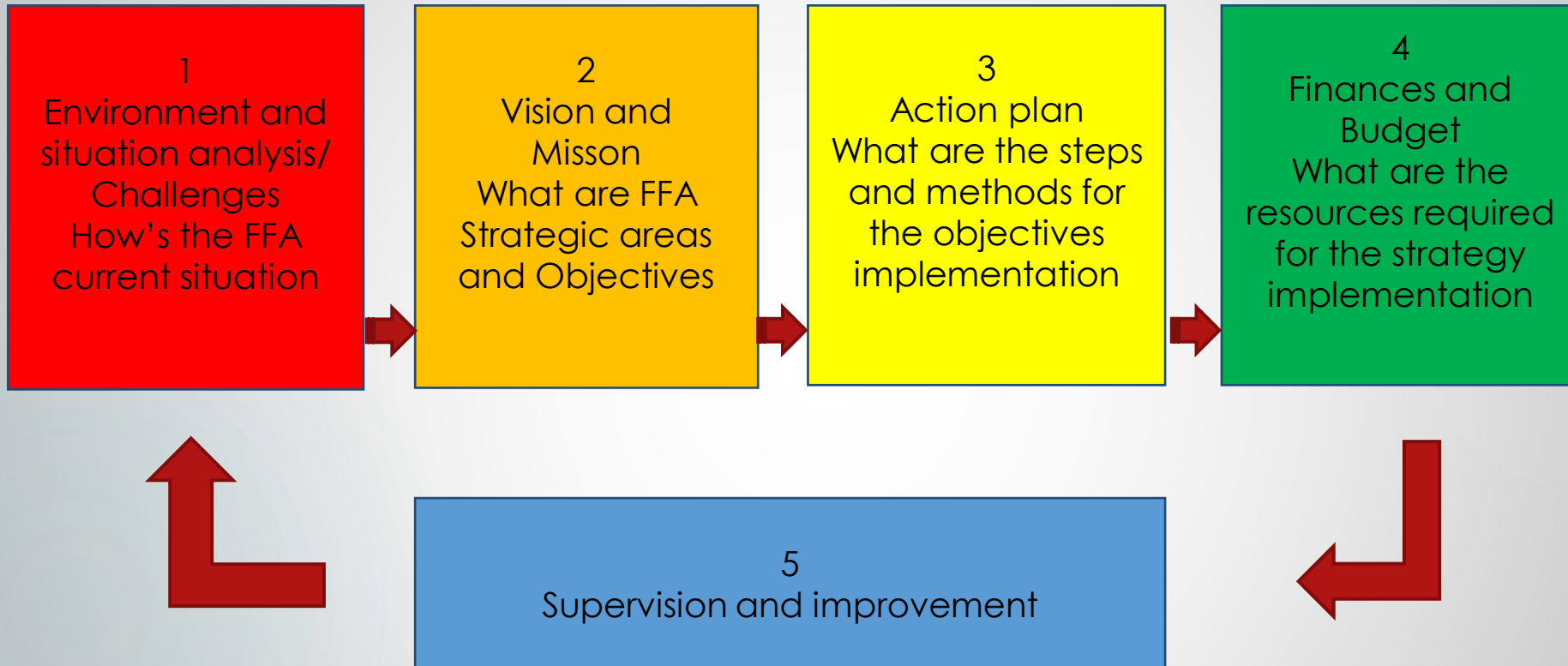
# FFA Strategy 2019-2025

# CONTENT



- ❖ Methodology
- ❖ Environment analysis/Challenges/SWOT
- ❖ Vision, Mission and Values
- ❖ FFA Strategic Areas
- ❖ Enabling Processes

# METHODOLOGY



# VISION AND MISSION



To give Armenia greater recognition through football

To support the sustainability and continued development of Armenian football

# VALUES



Respect

Transparency

Winning  
Mentality

Loyalty

Fair Play

Professionalism

# STRATEGIC AREAS

- ❖ National Teams
- ❖ Youth Development
- ❖ Grassroots and Amateur Football
- ❖ Infrastructure
- ❖ Professional Football
- ❖ Women's Football



# NATIONAL TEAMS



## OBJECTIVES

- ❖ [Men's senior/A ] National Team qualification for the World Cup or EURO final round by 2025
- ❖ U17, U19 and U21 [Men's] National Youth Teams qualification to the relevant European Championships final rounds by 2025 to help prepare players for the senior/A National Team
- ❖ Permanent participation of Futsal National Team in the FIFA and UEFA competitions as well as qualification of the National Team to the Final Round
- ❖ Permanent participation of Women's National as well as U17 and U19 teams in the FIFA and UEFA competitions and qualification of the National Team to the Final Round

# YOUTH DEVELOPMENT



## OBJECTIVES

- ❖ Increase the minimum number of youth teams of professional league clubs to 10 from 7
- ❖ Increase number of registered 6-18 age category youth players in organized football to a minimum of 10.000 from 5000
- ❖ Continue the establishment and construction of football academies/schools in the whole territory of Armenia bringing the numbers of those to minimum of 10
- ❖ Increase the number of qualified coaches in regional football schools and teams to at least 150



# GRASSROOTS AND AMATEUR FOOTBALL



## OBJECTIVES

- ❖ To organize two amateur football leagues at the level immediately below existing professional leagues by 2023
- ❖ Increase the number of people involved in the grassroots and amateur football bringing this number to 80.000
- ❖ To construct 300 artificial mini-pitches in the regions by 2025

# INFRASTRUCTURE



## OBJECTIVES

- ❖ To construct new National stadium with at least 32.000 capacity according to UEFA Cat 4 stadiums requirements by 2025
- ❖ To construct new Technical Centre according to the new trends and tendencies of modern football by 2023
- ❖ To improve the conditions of Armenian Premier League stadiums ensuring in all those stadiums fulfillment of at least UEFA cat 2 stadiums requirements by 2025
- ❖ Increase the number of UEFA certified stadiums used for international matches from 4 to 8 by 2025

# PROFESSIONAL FOOTBALL



## OBJECTIVES

- ❖ Increase number of Armenian Premier League clubs from 10 to 12
- ❖ Create separate 1st League independent from the Premier League with 10 participating clubs
- ❖ Create new Youth League for second teams of the Armenian Premier and 1<sup>st</sup> Leagues clubs

In case of creation of professional league by the clubs, the objectives will be revised

# WOMEN'S FOOTBALL



## OBJECTIVES

- ❖ Triple the participation by 2025 and bring the number of girls and women playing football to 2000
- ❖ To change the perception of women's football in Armenia – inclusive, motivating and accepted for both genders
- ❖ To create opportunities for regular play in professional, youth and amateur levels

# ENABLING PROCESSES



## 1 EDUCATION AND QUALIFICATION

- ❖ To continuously improve FFA Coach Education System by fully implementing the UEFA Coaching Convention criteria
- ❖ To continuously improve FFA Refereeing sector and refereeing education system by fully implementing the UEFA Referees Convention
- ❖ To continuously improve the football medicine system by implementing joint education programs with Ministry of Health of RA

## 2 FOOTBALL ECONOMICS

- ❖ Increase of the FFA budget and in general “investment in the game“ and revenue by 50%
- ❖ Create commercial and marketing strategy as well as sponsorship packages to attract potential sponsors and partners
- ❖ Create online ticket sale and merchandising network
- ❖ Reconciliation of legal and tax environment, particularly national legislation regarding the sport, to the international standards and adoption of sport promoting legislation environment

# ENABLING PROCESSES



## 3 FOOTBALL SOCIETY

- ❖ Create and implement communication strategy
- ❖ Create and implement CSR Strategy
- ❖ Improve the engagement with Armenian Diaspora based overseas around the world

## 4 FOOTBALL GOVERNING SYSTEMS

- ❖ Improve the FFA governance processes by adopting international quality standards of governance
- ❖ Improve the existing football governing information database (FMS) and make it accessible for the main stakeholders
- ❖ Improve the FFA organization structure by making it more practical and relevant for the development of the new strategic objectives
- ❖ Help to increase the professionalism of FFA staff and to ensure they are properly qualified to deliver our strategic objectives