



PIŁKA
KOBIECA



TIME FOR US!



PZPN

WOMEN'S
FOOTBALL STRATEGY
IN POLAND

FOR
2022-2026

United by football



Ladies and Gentlemen,

the creation of the first strategy in the history of the Polish Football Association (PZPN) entirely dedicated to women's football is a landmark moment for us and a long-term commitment. Despite the fact that in recent years a lot of progress has been made in the area of women's football, as the Polish Football Association we realise that there is still a long way to go and a lot of work to do. The strategy will ensure that all of our actions are structured and consistent and fulfil our ambitions and objectives.

Through a months-long process, based on dialogue with our stakeholders and the findings of extensive research, we were able to look at many issues from a detached perspective and understand the key mechanisms and barriers of development specific to women's football. During many meetings and discussions with representatives from different backgrounds, we debated intensively about what we want domestic women's football to look like in a few years' time. At this point, I would like to extend my sincere gratitude to all those involved in this process and invite you to implement this document together. The strategy is not only a commitment from the federation, but also a kind of call to the wider sporting environment and the public, businesses, institutions as well as the media to collectively take responsibility for the development of women's football and be part of this important change.

I am convinced that women's football must be treated as an integral part of football, because that is the only way it can reach its full potential. The Polish Football Association will do everything it can to make this happen. The first step has already been taken. The implementation of the document "Time for us! Women's football strategy in Poland for 2022-2026" will, however, depend on joint action at many levels and the involvement of the entire community. All of this is in order to be able to fulfil the dreams of girls and women, as well as our own related to the success of our national team and the organisation of an international women's football event in Poland.

United by football!

Cezary Kulesza
President of the Polish Football Association

● FOREWORD BY THE GENERAL SECRETARY OF PZPN

Ladies and Gentlemen,

at the Polish Football Association, we are determined to play a key role in the development of women's football and provide opportunities for every girl and woman in Poland to get involved in football. This is evidenced by this document, in which we set ourselves specific, ambitious, but realistic goals and commit to specific actions in the four priority areas we have defined: participation, professionalisation, visibility and image, and education and awareness.

Our strategy clearly indicates that we regard women's football as a key area in the PZPN and think about it in the long term. We think about it as an investment that will ultimately bring a range of benefits that extend far beyond the sport itself. We believe in women's football, which is why we leave nothing to chance. And while no strategy is a guarantee of success, we know that a clearly defined plan can make a big contribution and accelerate it.

The entire process of creating the strategy has allowed us to diagnose the current state of affairs and develop a well-thought-out action plan that, when implemented consistently, will help us achieve the position we want for women's football over the next few years. Of course, we are fully aware that our role does not end with the publication and implementation of the objectives arising from this document. We want to actively participate in this landmark moment for football and be at the forefront of change in women's sport. We believe in the power and potential of women's football, and we will do a lot to integrate girls and women into the world of football as equal participants, regardless of the role they want to play in it.

United by football!

Łukasz Wachowski

General Secretary of the Polish Football Association







● FOREWORD BY THE CAPTAIN OF THE NATIONAL TEAM

Ladies and Gentlemen,

since I made my first football steps, a lot has changed in Poland when it comes to women's football. Today, a girl playing football no longer causes such a sensation as she once did. We are appearing more frequently in the media, and broadcasts of the Polish national team and Ekstraliga matches are standard. We have made progress in recent years, but we cannot rest on our laurels because there is still much to be done.

We need support and a long-term plan to accelerate the development of women's football and strengthen our position in a country where, after all, the sport we practise is the most popular. I am therefore very pleased that the Polish Football Association has taken it upon itself to create and implement this document, because, just like on the pitch, a well thought-out strategy is crucial if you want to succeed.

I am convinced that the actions described in the document will quickly come into force and will increase the visibility of our sport, accelerate its professionalisation, influence the awareness of the football community and, above all, will result in more and more girls and women in Poland becoming involved in this beautiful sport. Not only female players, but also coaches, referees, football officials and fans. I believe that together we will continue and accelerate the positive changes that are taking place in women's football in our country. Because only together can we take another step forward!

As captain of the Polish national team, I can assure you that we footballers will do our best to continue to inspire women and girls with our attitude on and off the pitch. We want to show how much passion, determination, strength and character there is in us. We want people to see and appreciate the enormous potential that lies within us.

Time for us!

Ewa Pajor

Captain of the Polish national team
and player of VfL Wolfsburg



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omen's football has been very successful around the world in recent years. This can be seen in the impressive statistics, attendance records and interest from the media and sponsors. We recognise that women's football is at a turning point and a strategic approach is needed to build on the current momentum and initiate the necessary changes.

Women's football has been in the focus area of the Polish Football Association for many years and is an important part of its overall strategy - one of its four priority pillars. A solid foundation has already been built for the development of this discipline in our country. However, we know that our work does not end and, especially now, much depends on our actions. It was therefore a natural consequence of previously undertaken initiatives to create the document "Time for us! Women's football strategy in Poland for 2022-2026", which confirms the Polish Football Association's commitment to strengthening the position of women and girls in the world of football.

However, we know that without a comprehensive strategy with a long-term vision, women's football will not realise its full potential. We have made huge progress in recent years. Now is the time to accelerate this development. This strategy, created in partnership with the entire football community, is a key step in realising our ambition to make football an accessible sport for everyone. We want women's football to be full of **passion, courage** and based on **respect** and **cooperation**.

This is the first document that defines in such a comprehensive way the key objectives and the means of achieving them for the four priority strategic areas of women's football in Poland: **participation, professionalisation, image and visibility**, and **education and awareness**. A clearly defined vision, mission and the values that guide us indicate where women's football in Poland aims to be in 2026 and what role it should play by then.

Implementing this strategy will help make the world of football more inspiring, empowering and accessible for all girls and women. We also believe that the 'road map' set out through specific projects and the implementation of the planned activities will significantly increase awareness and attractiveness of women's football in Poland. However, this is only the beginning of a journey that will require the support and involvement of the entire football community and its surroundings, including clubs, partners, sponsors and local, national and international authorities. We believe that by working together with all our stakeholders, we can spearhead change and be an example to other federations on how to include and empower girls and women through sport. Lets believe that together we can achieve more.

● POLISH WOMEN'S FOOTBALL IN NUMBERS

63% of Polish women are interested in football events (the European average is 35%)

MORE THAN 25,000 female players participate in football competitions in Poland, a significant increase from 3,000 players in 2013

50% of the participants in the national final of the "From the Backyard to the Stadium – Tymbark Cup" tournament are girls

1,500 girls in Poland have taken part in the UEFA Playmakers programme based on Disney cartoons since 2020

396,822 people watched the Polish women's national team's match against Moldova on TV (March 2020)

150,143 viewers gathered in front of their TV sets to watch the match between GKS Katowice and Medyk Konin during the first season of broadcasting the Ekstraliga games

80 of the most talented female players in the U-15 and U-17 categories have already taken part in the Talent Pro programme since its inception (2019/20 season)

240 girls a year take part in the training camps of the Young Eagles Academy for the best female football players in Poland in the U-13 and U-14 categories

40 of the most talented female goalkeepers in the U-15, U-17, U-19 categories have already taken part in the Goalkeeper Pro programme since its inception (2019/20 season)

12 women took part in the CORE programme for referees and assistants, which has been running since the 2022/23 season, to prepare them to referee matches in the top division



6 women's national teams are affiliated with the Polish Football Association: the senior, U-19, U-17, U-15, futsal and beach soccer

12 Ekstraliga teams, i.e. all in the top division, are being equipped free of charge from the 2021/22 season with equipment to monitor players' physical loads (GPS)

24 women have so far taken part in the Mentoring Programme for outstanding referees at the central level, which has been running since 2012

NEARLY 800 women in Poland are certified as coaches, a significant increase in this number from 60 coaches in 2013

4 macro-regional scouts, dealing exclusively with girls' football, are part of the Polish Football Association's scouting structure since 2019

NEARLY 500 women referee football matches in Poland, a significant increase in this number from 180 referees in 2013

100 of the most talented players from the senior, U-19 and U-17 national teams are covered by health insurance provided by the Polish FA

PLN 1,000,000 a year goes to Polish women's clubs as part of the Club Rewards Programme for the participation of their players in Polish national team camps

PLN 1,000,000 represents the total prize pool for the Polish Women's Cup participants since the 2019/20 season. The winner receives PLN 400,000 (previously the prize was more than ten times less, namely PLN 35,000)

● KEY EVENTS IN WOMEN'S FOOTBALL IN POLAND

Women's football has come a long way, but there is still a long journey ahead. However, we believe that the best is yet to come. Here are the landmarks of this sport in Poland.

PRZEGLĄD SPORTOWY

TYGODNIK KULTURYSTYKI, FIZYKI I WYŻSZEJ SZKOLY
Wydawca: Związek Radziecki w Polsce
Redaktor naczelny: Józef Błaszczyk
Zastępca redaktora naczelnego: Andrzej Górecki
Redaktor: Andrzej Górecki
Drukarnia: Drukarnia Państwowa w Warszawie
Cena: 1 zł
Wydanie: 12 września 1921 r.
Rok: I



1921

"The first female football team in Poland"
i.e. TS Unia Poznań

1975

First unofficial league competition



1980

First official league season

1981

First match of the women's national team: Poland - Italy 0:3



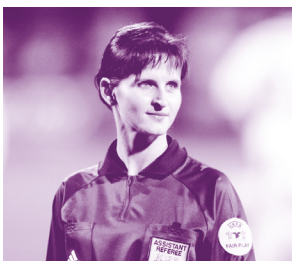
1985

First Women's Polish Cup final: Czarni Sosnowiec – Pafawag Wrocław 2:1

The Women's Football Committee is incorporated and becomes an integral part of the Polish Football Association

2001

Polish team's debut in European cups
(AZS Wrocław in the Women's UEFA Cup)



2003

Polish referee Katarzyna Wierzbowska is an assistant in the Women's World Cup final

2013

Polish U-17 women's national team wins the European Championship



2015

Katarzyna Kiedrzynek becomes the first Pole to make her debut in the final of the Women's Champions League

2019

Reorganisation of women's competitions and introduction of a development plan for women's football projects

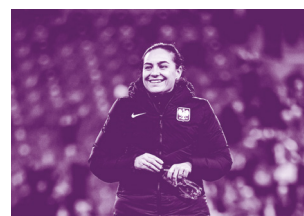


2020

First women's Ekstraliga match on TVP Sport (Medyk Konin - GKS Katowice)

2021

Nina Patalon first ever woman to become the head coach of the national football team



Establishment of the Women's Football Department within the office structure of the Polish Football Association and initiation of work on the strategy

● ABOUT THE STRATEGIC PROCESS

The document “Time for us! Women’s football strategy in Poland for 2022-2026” was developed on the basis of an 11-month process including, inter alia, data analysis, qualitative and quantitative research, workshops and consultations with representatives of different stakeholder groups in the football community, taking into account the perspective of both the women’s and men’s football communities. As the Polish Football Association, we wanted to involve as many people as possible in order to obtain the most comprehensive diagnosis.

The research involved face-to-face interviews with more than 100 people representing various stakeholder groups, surveys of a sample of more than 1,300 people, a series of workshops, more than a dozen working meetings and extensive public consultation. All those involved in the process brought a great deal of commitment, knowledge, experience and valuable diversity, which provided a broad perspective on women’s football.

We have collected feedback from female footballers (amateur and professional), the coaching and refereeing community, representatives of football academies and clubs, Regional Football Associations, as well as employees and partners of the Polish Football Association. It was also important for us to hear the perspective of NGOs as well as male and female fans. In order to make the diagnosis more complete, we also spoke to the youngest football adepts and those girls not yet playing football, as well as their parents, to get a full picture of the current situation. Discussions conducted with such a wide range of football stakeholders made it possible to identify the strengths of women’s football and diagnose the key challenges for the development. As a result, appropriate activities were designed and planned to strengthen, disseminate and demonstrate the attractiveness of women’s football, as well as its benefits.

The international football federations: UEFA and FIFA provided significant support to the preparation of the strategy, assisting the Polish Football Association substantially, as well as sharing best practices from around the world.

11 MONTHS

of intensive research
and strategy work

NEARLY 120

people involved in workshops
and consultations

MORE THAN 100

interviewees during individual
and group interviews

MORE THAN 1,300

completed surveys

MORE THAN 260

pages of compiled
summaries and reports
of studies and workshops

● STAGES OF THE STRATEGIC PROCESS

- **STAGE 1.** Diagnostic workshops
- **STAGE 2.** Desk research - analysis of source material
- **STAGE 3.** Exploratory qualitative research:
 - Ethnographic visits to football clubs
 - Focus group interviews (FGI)
 - Individual in-depth interviews (IDI)
- **STAGE 4.** Quantitative research:
 - CAWI (surveys)
- **STAGE 5.** Conceptual workshops - developing a vision, mission, values and positioning for women's football in Poland
- **STAGE 6.** Conceptual workshops - auditing current projects, generating new solutions and creating an action plan
- **STAGE 7.** Preliminary strategy paper
- **STAGE 8.** Strategy calibration - working meetings with key people and teams responsible for strategy implementation
- **STAGE 9.** Public consultation - workshops with representatives of the football community
- **STAGE 10.** Publication of the document "Time for us! Women's football strategy in Poland for 2022-2026"



● CHALLENGES AND STRENGTHS OF WOMEN'S FOOTBALL IN POLAND

Football has great potential to engage and attract girls and women to the game, thanks to its strong roots in Polish culture. It is an attractive and effective way of promoting physical activity as, according to research, it offers a wide range of benefits. The joy, the satisfaction from playing and the realisation of passion are key factors motivating girls and women to play football. In addition, this sport helps to shape character, teaches teamwork and how to deal with stress.

The results of the Polish research are consistent with UEFA data on the positive impact of football on girls' self-confidence. The sport also gives female players, referees and coaches a feeling of being "pioneers" who set trends, and lay the foundations for this developing discipline. This unleashes power and energy for action.

Despite the increase in the number of women involved in football and the growing interest in the sport among fans, it is still not widespread. Women's football also faces various barriers to its development, which the Polish Football Association wants to address by implementing its strategy in this area.

Limited access to sports entities offering coaching for girls, especially in smaller towns and villages, is a significant challenge, hindering the popularisation of the sport among girls and women. Also in schools, during PE lessons, football is still often played only by boys. Meanwhile, more than 30 percent of female coaches work full-time in schools and are qualified to involve girls in the game. This is a huge opportunity to realise the objectives of the first area of the strategy - **participation**.

There are also barriers in the area of **professionalisation** that make it difficult for women to fully engage in the sport and treat it as a profession even if they are among the most talented in Poland. These include organisational realities and insufficient remuneration, which makes it necessary to combine working as a player, coach or referee with other professional work. It is essential that measures are taken to raise standards, create additional opportunities for women and guarantee a professional environment for them to develop in their various roles.

The visibility of women's football in the public space is also insufficient and **the image** does not highlight all the strengths of the sport. Matches of women's teams are sporadically discussed in the media, and do not have a proper setting and stature. There are still very few fans in the stands of the stadiums when women's matches are played. We believe that through the activities undertaken as part of the strategy, the huge potential to build an engaging image for the discipline and its dynamic development in the media and commercial sphere will be realised.

Another barrier is the perception of football as a sport not suitable for women. As a result, girls and women involved in football face various forms of gender discrimination and their training is often not appropriate to their needs and abilities. Therefore, the fourth area of the strategy is **education and awareness**, which emphasises providing knowledge on the specific characteristics of women's football and strengthening their role in the football environment.

81% of female referees and **79%** of female coaches indicate that they are pursuing their passion while working as a referee/coach

45% of fans associate women's football with passion and commitment

40% of parents of non-playing girls indicate that they have considered with their daughters about playing football

58% of female players are involved in other football roles already while playing

44% of parents indicate that there are not enough girls' teams in clubs, football academies and schools

54% of young female players agree with the statement "I am less concerned about what others think about me as a result of playing my sport"
vs **41%** of girls who play other sports

41% of female players cite improved mood as the most important benefit of playing football

39% of female players believe the biggest barrier to women's football development is the stereotype that "girls are not supposed to play football because it is a man's sport"

51% of female players think that the person leading the women's team should be trained in psychology, communication and working with emotions

Only 7% of female players started playing at school or during PE lessons

One in five female players started their football adventure playing with their male friends, brother or dad

80% of young female footballers feel more confident as a result of playing in their team vs **74%** of those who played other sports

Sources:
UEFA. (2017). The Psychological and Emotional Benefits of Playing Football on Girls and Women in Europe.
WE FIND. (2022). Quantitative research on women's football in Poland (commissioned by the Polish Football Association).

● POTENTIAL OF WOMEN'S FOOTBALL

The development of women's football entails extraordinary opportunities for the sport, its partners and society as a whole.

144 million

is the current estimated number of women's football fans in Europe. This number is growing faster than in other sports.

Almost one in three

women's football fans had no previous interest in football. This shows that the women's competitions attract both new and existing fans.

87%

of clubs with both a women's and men's section believe that involvement in women's football has had a positive impact on their brand and reputation.

686 million euro

is the annual commercial value that women's football could reach by 2033. This represents a sixfold increase over the next decade.

295 million euro

is the estimated value that club sponsorship in women's football will reach by 2033. This represents a sixfold increase over the next decade.

63%

of people under 35 believe all clubs should have a women's team.

Source: UEFA. (2022). The Business Case for Women's Football. Defining the Value of Women's Club Football in Europe.



“

**I AM PROUD AND HAPPY THAT WOMEN'S
FOOTBALL IS DEVELOPING SO FAST AND
WINNING THE HEARTS OF MILLIONS OF FANS
ALL OVER THE WORLD**

”

Robert Lewandowski
Captain of the Polish national team
and a player of FC Barcelona

VISION

We will create an optimal environment for the development of women's football and the realisation of its full potential.

MISSION

We want to make football a sport which lets each girl and woman in Poland pursue her passion.

VALUES

PASSION

We know that the love of playing football comes from the heart, and brings joy, energy and a sense of fulfilment.

RESPECT

We value the spirit of fair play both on and off the pitch. It is important to be open and respectful towards all players.

COURAGE

We value the courage to act in accordance with one's convictions, to overcome difficulties, and the effort to pursue a goal.

COOPERATION

We believe in the cooperation resulting from joining forces with different communities to achieve common goals. Everyone is important and adds value to the activities carried out.

Our commitment by 2026:

We know that in order to achieve lasting and positive change that strengthens the position of women's football in Poland, it is necessary to take action in various fields. We believe that the four priority areas of our strategy, which describe our ambitions and long-term goals in the indicated areas, will lead the discipline to the place it deserves.

1

Priority 1: **PARTICIPATION**

We will increase the participation of girls and women in different roles in football.

2

Priority 2: **PROFESSIONALISATION**

We will raise standards and create professional conditions for the development of women's football.

3

Priority 3: **VISIBILITY AND IMAGE**

We will increase the visibility and create a positive and engaging image of women's football.

4

Priority 4: **EDUCATION AND AWARENESS**

We will provide knowledge on the specificity of women's football and strengthen the role of women in the football community.



TIME FOR

INCLUSION



PARTICIPATION

We believe that football is a sport for everyone and must not exclude anyone. We want to create a safe and welcoming environment for the participation of girls and women of different ages and abilities, to empower them both on and off the pitch. For us, promoting women's football is about much more than just promoting sport. Through football, girls and women gain more confidence as well as acquire and develop important life skills. Therefore, we want to build a culture of participation in football throughout life and in the various roles available, so that no girl or woman in Poland has to give up her passion for football. However, we recognise that there is no universal way to increase and maintain the participation of girls and women in football and to drive this change, it is necessary to act simultaneously on many levels.

OUR COMMITMENT:

We will increase the participation of girls and women in different roles in football.

● PARTICIPATION

OUR AMBITIONS:

- Doubling the number of female players, coaches and referees involved in football.
- Increasing the overall number of women involved in football in different roles.
- Including girls in football already at the primary school stage.
- Increasing the availability of football schools and clubs as well as infrastructure for girls and women.
- Starting cooperation with public and private entities in order to implement initiatives and programmes concerning women's football.
- Ensuring lifelong participation in football by presenting different roles that can be taken on.

HOW WILL WE ACHIEVE THEM?

- We will create a map of schools and clubs with an offer for girls and women to make it easier to find a place to train in their local area.
- We will educate primary school teachers to include girls in football already at the early education stage.
- We will organise free football festivals for girls in each region so that they can get to know the sport in a friendly atmosphere.
- We will set up a grant programme for Regional Football Associations (WZPN) for the implementation of additional women's football projects, adapted to local needs.
- Through our own media, we will provide information on opportunities for girls and women to get involved in football, regardless of their age and level of skill or ability.
- We will create a Football Social Responsibility (FSR) strategy and, together with our partners, carry out projects involving, among others, girls and women with disabilities and senior women.
- We will work with the public administration and other partners on the implementation of joint actions to promote football among girls and women.



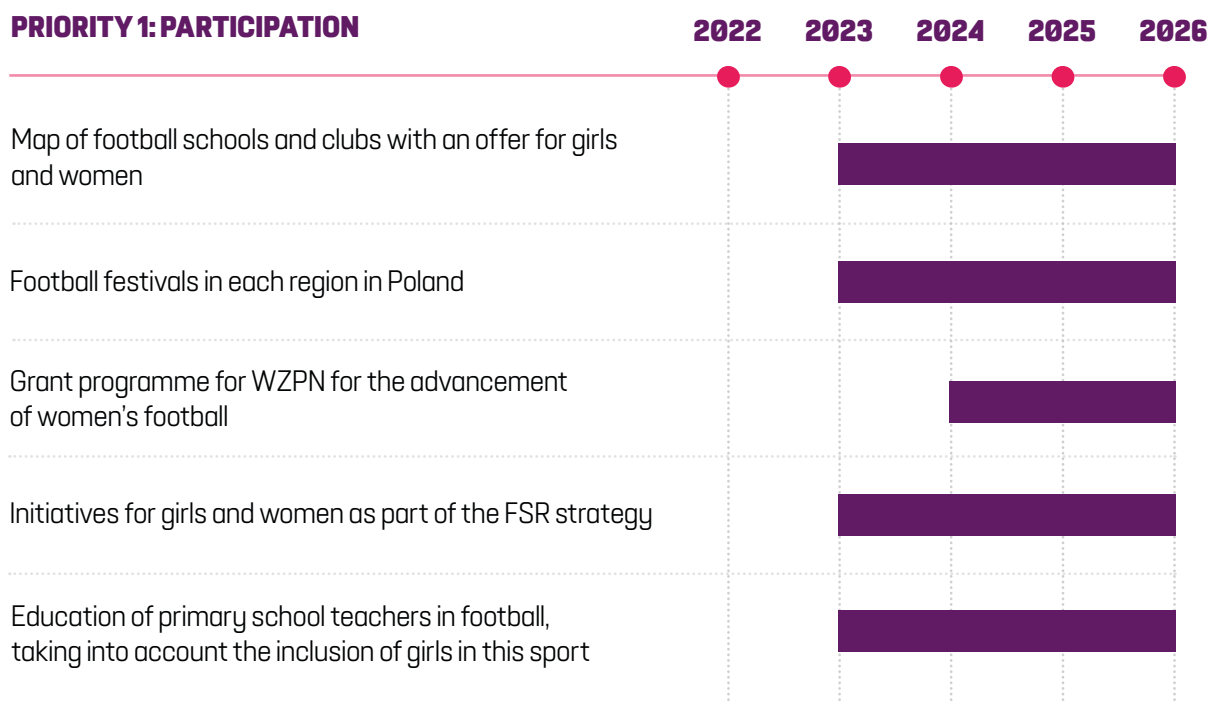


EXPECTED RESULTS OF STRATEGY IMPLEMENTATION BY 2026:

- at least 50,000 female players
- at least 1,500 female coaches
- at least 1,000 female referees
- at least 16 football festivals per year

and the implementation of key projects/actions in this area:

PRIORITY 1: PARTICIPATION



* In addition to undertaking new activities, we will also develop our existing projects in order to reach girls and women on an even wider scale.



TIME FOR

RAISING STANDARDS

2

PROFESSIONALISATION

Through our actions, we want to raise the profile of women's football in Poland so as to create a comfortable environment for its professional development. To this end, it is necessary to develop the competencies of people working in women's clubs and sections. We want to share knowledge and inspire action by demonstrating best practices from Poland and abroad. We will also seek to maximise investments by generating new revenue streams so that ultimately the women's game is self-sustaining. To this effect, we want to jointly demonstrate the worthwhileness of investment in women's football and provide arguments showing its enormous potential, because this will attract more partners and sponsors. In addition to activities at the league football level, the development of women's national teams, including the key - senior team, is very crucial to us. We want to ensure optimal conditions for its functioning so that a historic advancement to an international event can become reality. This is a particularly important objective for us, because we realise that it will be a catalyst for further dynamic development.

OUR COMMITMENT:

We will raise standards and create professional conditions for the development and practice of women's football.

● PROFESSIONALISATION

OUR AMBITIONS:

- Supporting professional female players in their individual development (not only in the sports area).
- Promoting the idea of a “dual career” among female players and providing them with development opportunities that will enable them to stay in football after their playing career is over.
- Ensuring optimal conditions for the development of women’s national teams.
- Raising organisational standards in women’s clubs and sections.
- Constantly improving the competencies of people involved in women’s football.
- Creating opportunities to share best practices between clubs.
- Convincing sponsors and partners to invest in women’s football.
- Monitoring the development of the most talented female players in each region of Poland more effectively and developing regional girls teams.

HOW WILL WE ACHIEVE THEM?

- We will organise coaching courses dedicated to former and current female players (including players of youth national teams).
- We will introduce training and educational materials for the players in areas that go beyond sport (including nutrition, mental training, legal issues).
- We will raise the standards for the organisation of the matches of the Poland women’s national team and the Polish Women’s Cup final.
- We will develop our club licensing system according to the licensing requirements of the UEFA Women’s Champions League; we will introduce a licensing system to the first league and increase the targeted grant for clubs in women’s second league, with a view to professionalisation and improving the standards on and off the pitch.
- We will double the financial rewards for winning the Polish women’s championship as well as second and third place in the Ekstraliga.
- We will organise training and prepare materials for women’s clubs and sections in key areas (including management, marketing, fundraising).
- We will acquire a title sponsor for the women’s Ekstraliga.
- We will develop the scouting system in women’s football by doubling the number of scouts employed in this field.
- We will establish a U-13 regional girls team in each WZPN, increase the grant for the training programme of U-14 regional girls teams, and change the formula of the U-15 games in the Central Junior League (for a two-round system).



PAJOR

9

17

SEF MATCH OFFICIAL





PUCHAR
POLSKI



TRANS SNOWIEC
PUCHAR POLSKI 202



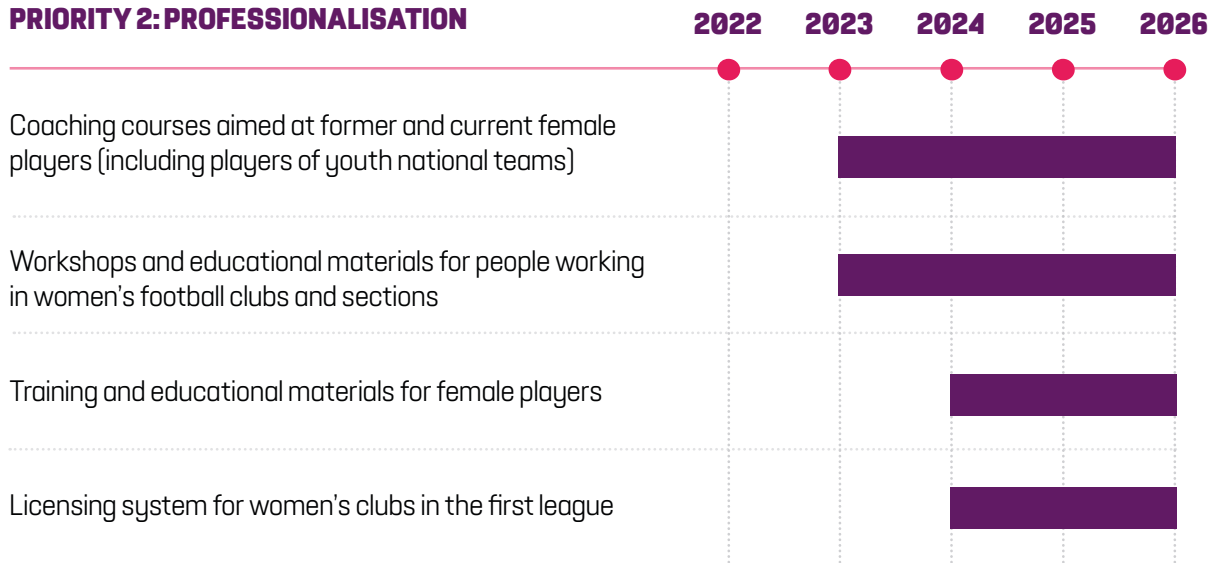
PZPN Women's Sector Strategy

EXPECTED RESULTS OF STRATEGY IMPLEMENTATION BY 2026:

- at least 8 women's football scouts
- promotion of the senior national team to the 2025 European Championship and the 2027 World Cup
- a 50% increase in female players with professional contracts at the central level

and the implementation of key projects/actions in this area:

PRIORITY 2: PROFESSIONALISATION



* In addition to undertaking new activities, we will also develop our existing projects in order to reach girls and women on an even wider scale.



TIME
FOR

DEMONSTRATING STRENGTHS

3

VISIBILITY AND IMAGE

The visibility of the sport and its commercial value are closely linked. We will therefore ensure the greatest possible media exposure of women's football matches, in which we want to build interest – both of those who already watch football (women's or men's) and of those who so far have not been fans of the sport. Overcoming prejudices and stereotypes and avoiding the juxtaposition of women's and men's football is an important objective for us. The media, including social media, play a key role in increasing the visibility of women's football, but they also shape attitudes towards it. That is why we will do our best to normalise women's participation in this sport. We believe that showing women involved in football is a way to not only provide role models for present and future generations but also to appreciate their contribution. We also want to attract women's international football events to Poland in order to accelerate the development of women's football and learn from their tournament legacy.

OUR COMMITMENT:

We will increase the visibility and create a positive and engaging image of women's football.

● VISIBILITY AND IMAGE

OUR AMBITIONS:

- Ensuring greater coverage and exposure in PZPN's own media and diversifying communication channels regarding women's football.
- Inspiring girls to try their hand at football and showing their parents the benefits of participating.
- Creating positive role models by promoting women in football.
- Identifying powerful football allies and influencers in order to raise the profile of women's football and change the perception of it.
- Giving more prestige to the most important matches of the women's teams.
- Working with partners and sponsors (existing and new) on the implementation of joint actions for the visibility and image of women's football.
- Organising a women's football event of international importance to generate even more interest in this sport in our country.
- Appreciating the involvement of the community in the development of women's football, and the achievements of the best Polish female players.

HOW WILL WE ACHIEVE THEM?

- We will develop a promotional and communication strategy for women's football (including for the women's national team and Ekstraliga).
- We will create a team responsible for the promotion and communication of women's football in PZPN.
- We will prepare a nationwide promotional campaign addressed to girls and their parents.
- We will establish a programme of female and male ambassadors of women's football.
- We will organise the most important matches of the women's teams at locations, dates and times which will boost their prestige and enable them to achieve the best possible stadium attendance and TV viewership.
- In cooperation with our licencees, we will offer unique products related to the Polish women's national team.
- We will involve men's clubs in establishing and developing women's units to help increase the visibility of women's football in Poland.
- We will apply for the organisation of women's football events with international reach.
- We will reward the best initiatives and those most involved in the development of women's football as well as establish the Outstanding Women's National Team Players Club.



Łączy nas piłka

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itp itpolsport.pl



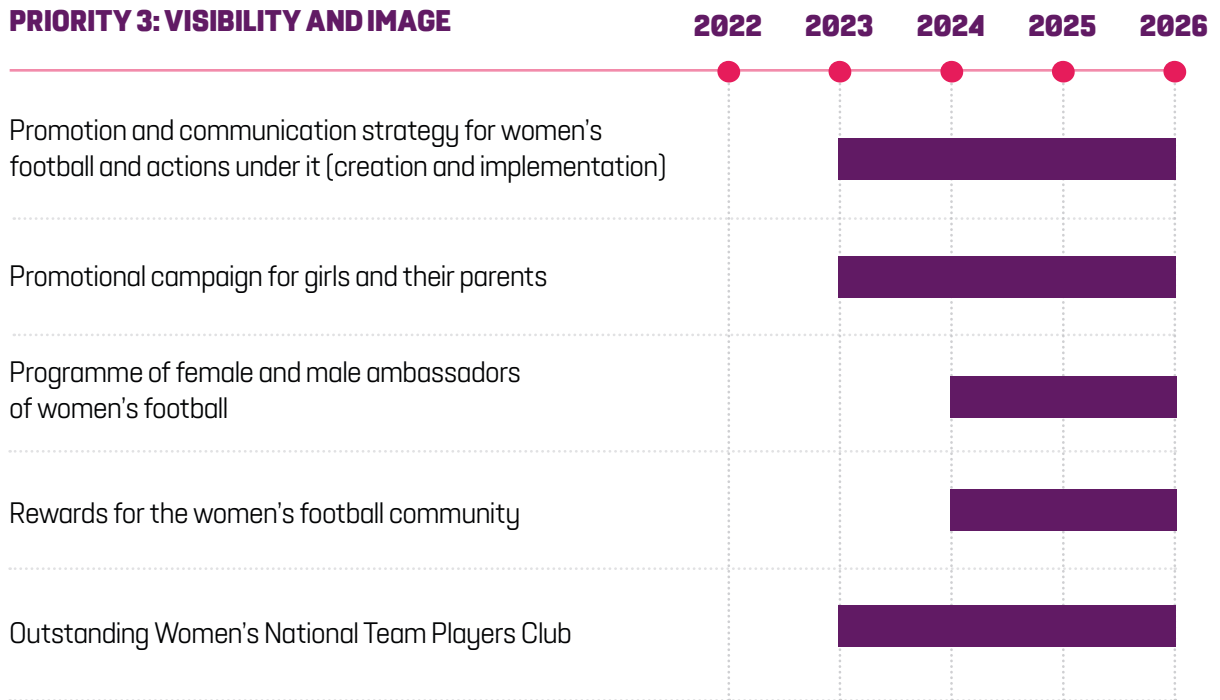


EXPECTED RESULTS OF STRATEGY IMPLEMENTATION BY 2026:

- the organisation of a women's football event of international importance in Poland
- at least 10,000 – average attendance at the matches of the Poland senior women's national team

and the implementation of key projects/actions in this area:

PRIORITY 3: VISIBILITY AND IMAGE



* In addition to undertaking new activities, we will also develop our existing projects in order to reach girls and women on an even wider scale.

A group of soccer players in dark jerseys are celebrating on a field. In the center, a woman with blonde hair and glasses is cheering with her mouth open, holding up a player's boot. Other players are visible around her, some with their arms raised. The background shows a stadium with spectators and a scoreboard.

TIME FOR

EMPOWERMENT

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EDUCATION AND AWARENESS

We recognise that for this women's football to be successful and sustainable, it is necessary to change the current thinking about football and include a female perspective in it. This will play a key role in shaping the offer for girls and women, but also raise awareness of the specific barriers to participation that exist in this discipline. Therefore, we are really committed to promoting an approach based on gender awareness and education in the area related to eliminating limitations in women's football. All this is to ensure that the football community is aware of the specificity of women's football and adequately prepared to include girls and women in this sport.

OUR COMMITMENT:

We will provide knowledge on the specificity of women's football and strengthen the role of women in the football community.

● EDUCATION AND AWARENESS

OUR AMBITIONS:

- Starting cooperation with experts and partners in order to provide all interested parties with knowledge on the specificity of women's football.
- Increasing the availability of quality football training of girls and women through the education of coaches incorporating a gender-aware approach.
- Supporting the development of women involved in football, so their new competencies allow them to represent women's football and influence its shape in the future.
- Eliminating signs of discrimination and other behaviours that has no place in football, and if they occur – offering support.

HOW WILL WE ACHIEVE THEM?

- We will establish and support the development of a research and scientific group for women's football in PZPN.
- We will develop and publish a supplement to PZPN's National Game Model on women's football.
- We will introduce additional content about the specificity of women's football for coaching courses and we will educate coach-educators in this field.
- We will organise development workshops with elements of mentoring and networking for women working in football.
- We will create and provide free educational resources for different audiences (coaches, parents, teachers and others) helping to understand the specificity of women's football.
- We will appoint in the structure of the PZPN a person responsible for safeguarding issues in football.



Biedronka
Kosmos

AKADEMIA
WARSZAWA



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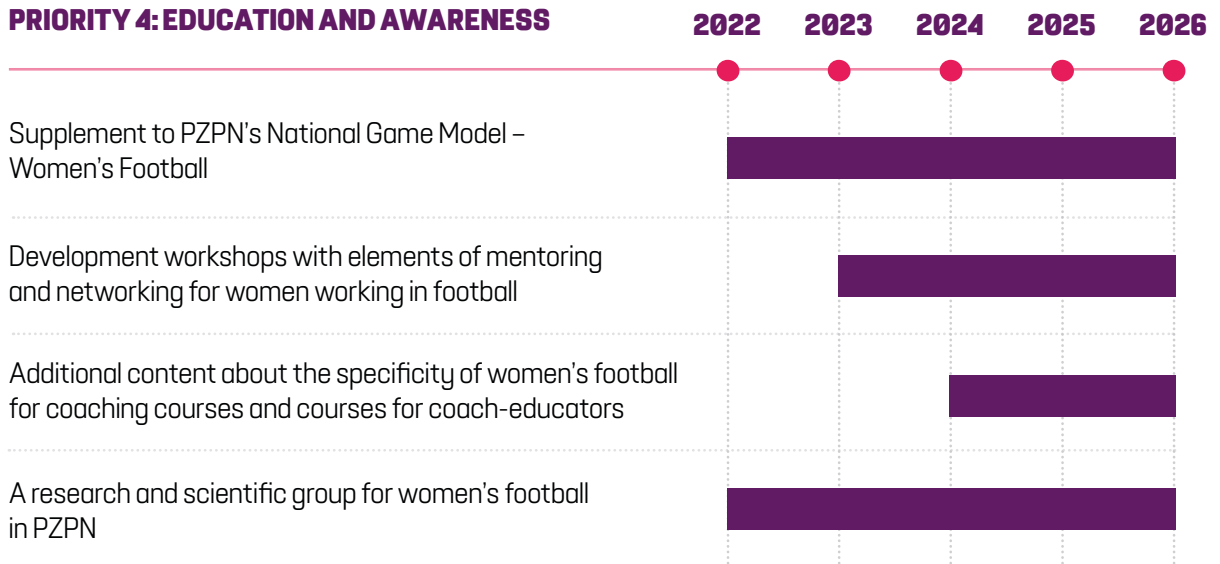


EXPECTED RESULTS OF STRATEGY IMPLEMENTATION BY 2026:

- at least 1 training conference per year for women's club coaches
- at least 1 female coach-educator in each of the 16 regions
- at least 100 female participants in development workshops for women working in football

and the implementation of key projects/actions in this area:

PRIORITY 4: EDUCATION AND AWARENESS



* In addition to undertaking new activities, we will also develop our existing projects in order to reach girls and women on an even wider scale.

MONITORING AND EVALUATION OF THE STRATEGY

The development of the document “Time for us! Women’s football strategy in Poland for 2022-2026” was possible thanks to cooperation of various stakeholders and the support of our international partners: UEFA and FIFA. The commitment and active involvement of many people and entities in the process allowed us to achieve the desired effect.

The mission, vision, values and priority areas of the strategy as well as its specific objectives allow us to see women’s football in the future as a sport that is widely known and accessible to all girls and women who want to pursue their passion. The actions planned to be implemented under the strategy provide the opportunity to create an optimal environment for the development of women’s football and the realisation of its full potential.

The Polish Football Association as the organisation responsible for implementing the strategy undertakes to support the Regional Football Associations and other entities operating in the football field throughout Poland in the implementation of actions, as well as to continuously monitor the progress of the implementation and evaluate projects on an annual basis. Such measures will allow individual projects to be adapted to the specific characteristics of the regions and the changing reality, and above all to be able to respond to the current needs of different groups of stakeholders.

We believe that a clearly drawn roadmap for the next few years will positively influence the development and popularisation of women’s football and lead it to the place it deserves.



Laczej nam polka



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PZPN

United by football

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