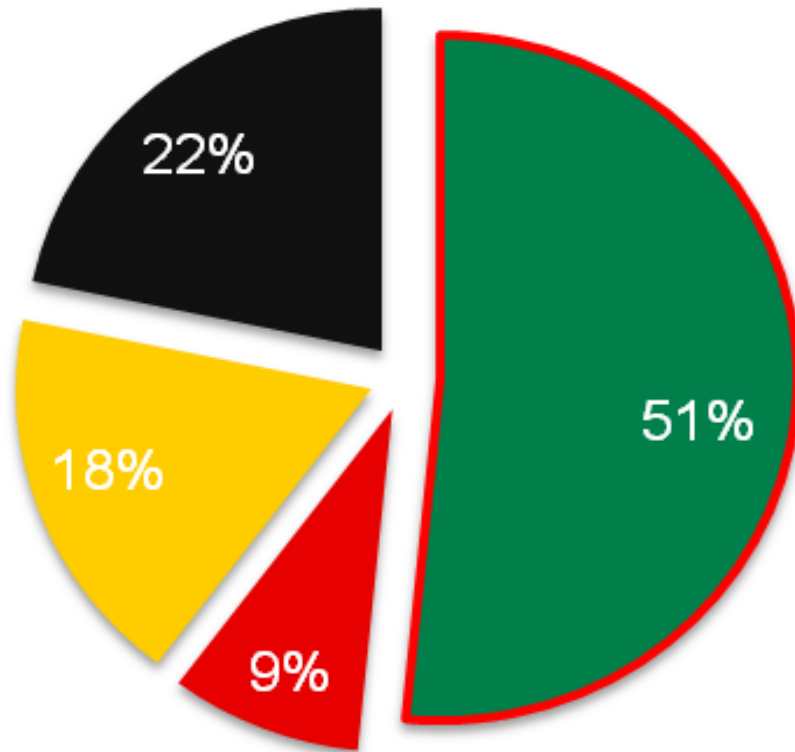




Licences 2014/15: 75,000

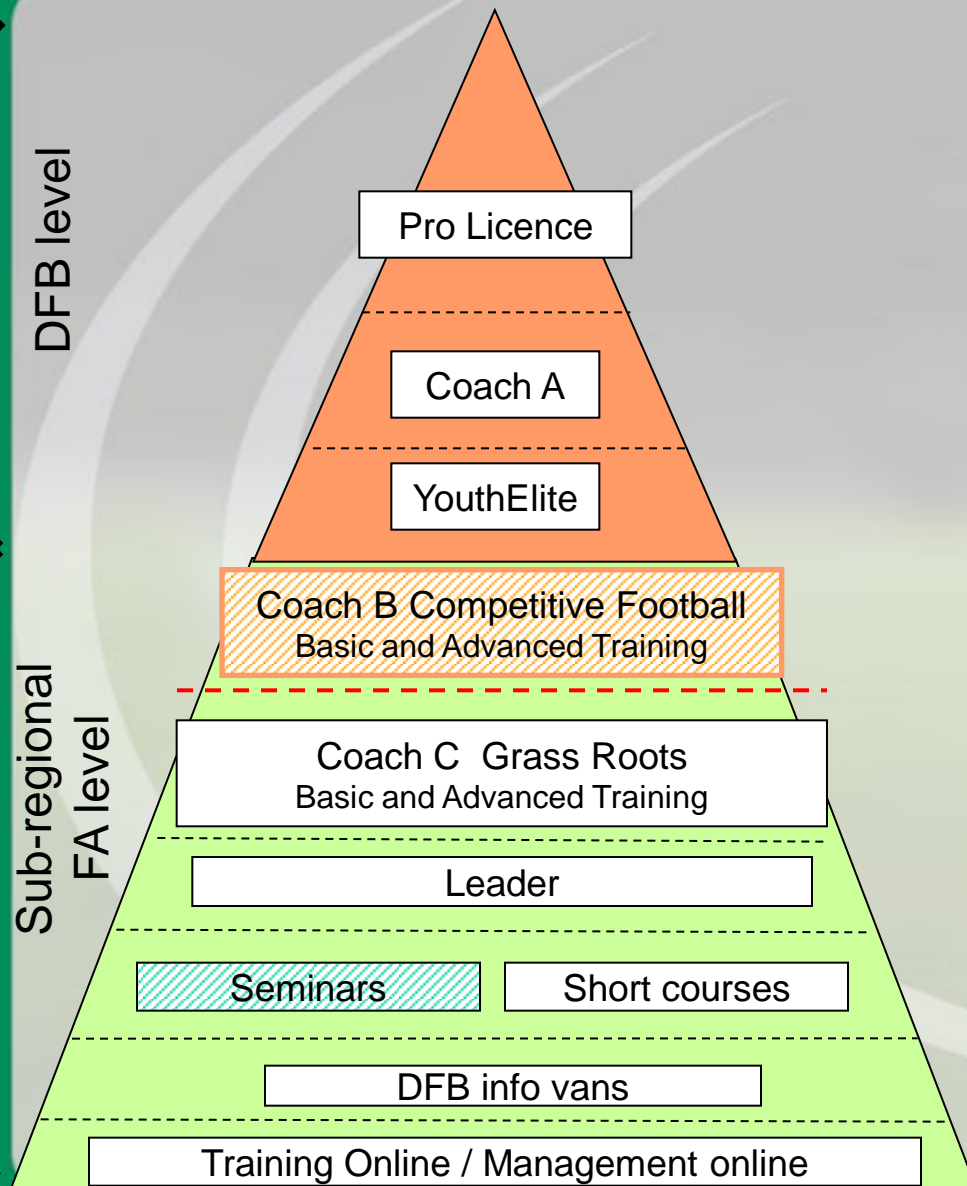
Teams 2014/15: 165,000

Results of drop out research



- **Umstand der Sportteilnahme (n=83)**
- gesund. Situation (n=14)
- organ. Rahmenbedingungen (n=29)
- mangelndes Interesse (n=35)

DFB Training and Education Pyramid



Licences 2014 (12 months)

Pro:	26
Coach A:	207
Youth Elite:	329
Total:	562

Licences and Participants 2014 (12 months)

B / C Grass Roots: (1,651/4,383)
6,000

Advanced/Follow-up training

(B / C Grass Roots) 22,000

Leaders: 3,000

Seminars/Courses: 18,000 / 27,500

DFB info vans 35,000

TOTAL : ~110,000

20,000,000 page views

Training & Management online:

- information in a nutshell
- age group-oriented
- hands-on



Training Online / Management online

Training and Management-online target groups



Football Club

- Coaches
- Volunteers on grassroots level (presidents, youth leader, treasurer, etc.)



School

- Teachers of primary schools



Federation (DFB, local federations)

- Consultants for football education
- Consultants for referee education
- Consultants for youth education

Aims:

- Direct contact to the 25,500 clubs of DFB
- Direct support of the volunteers on grassroots level
- Development of the club-service from DFB
- Establish a platform for: grassroots, training, education, medical,

Success:

- Over 150,000 Users per month
- Over 2 Million clicks per month

Budget:

- 300,000 € (including personnel costs)

The DFB on the move



- 30 DFB info vans supported more than 20,000 events hosted by clubs over a three-year period (May 2009 – April 2015).
- With an average 50 attendants per event (club board members, coaches, parents, children), some 1.000,000 people received training over a six-year period; of those, 200,000 were coaches.
- Every DFB info van covers some 120 clubs per year, which roughly equates with three clubs per week.
- Budget: 1.000,000 € / year

DFB info vans



Training „on site and on the job“



13 DFB short courses plus approx. 40 courses delivered by sub-regional FAs

Short courses

- 3 - 4 hours
- on clubs' premises
- 15 – 20 participants
- ~ 1,500 short courses
- ~ 27,500 participants

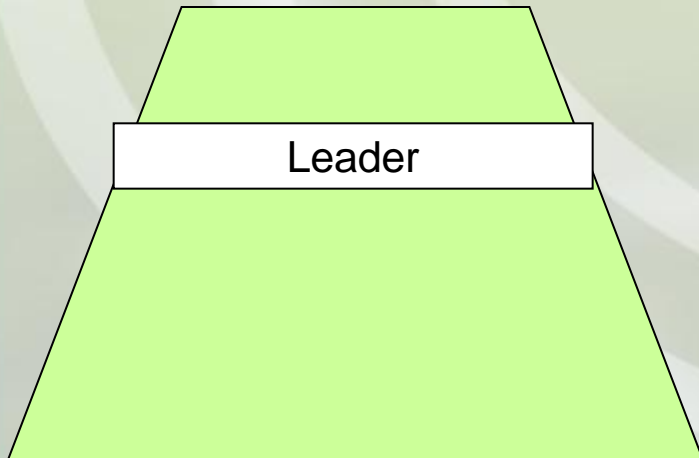


Leaders course



Profiles:

- children
- teens
- senior teams
- football for OAPs / keep fit exercises



Scope: 70 hours

Structure:

- 30 hours (basic information)
- 40 hours (profile-specific)

Course organization:

- centrally: FA-owned sports centre
- locally: regions and districts
- Certificate



Coach C – Grass Roots

Profiles:

- * children and teens
 - * senior teams / lower amateur leagues
 - * youth/senior teams / lower amateur leagues
- 4.400 TN / year

Scope:

120 hours (incl. exams)

Qualification:

1st „genuine“ licence (participants entitled to part-funding)

Course organization:

- * centrally: FA-run sports centres
- * locally: regions and districts

Exams:

- * Sub-regional FA coach

Structure:

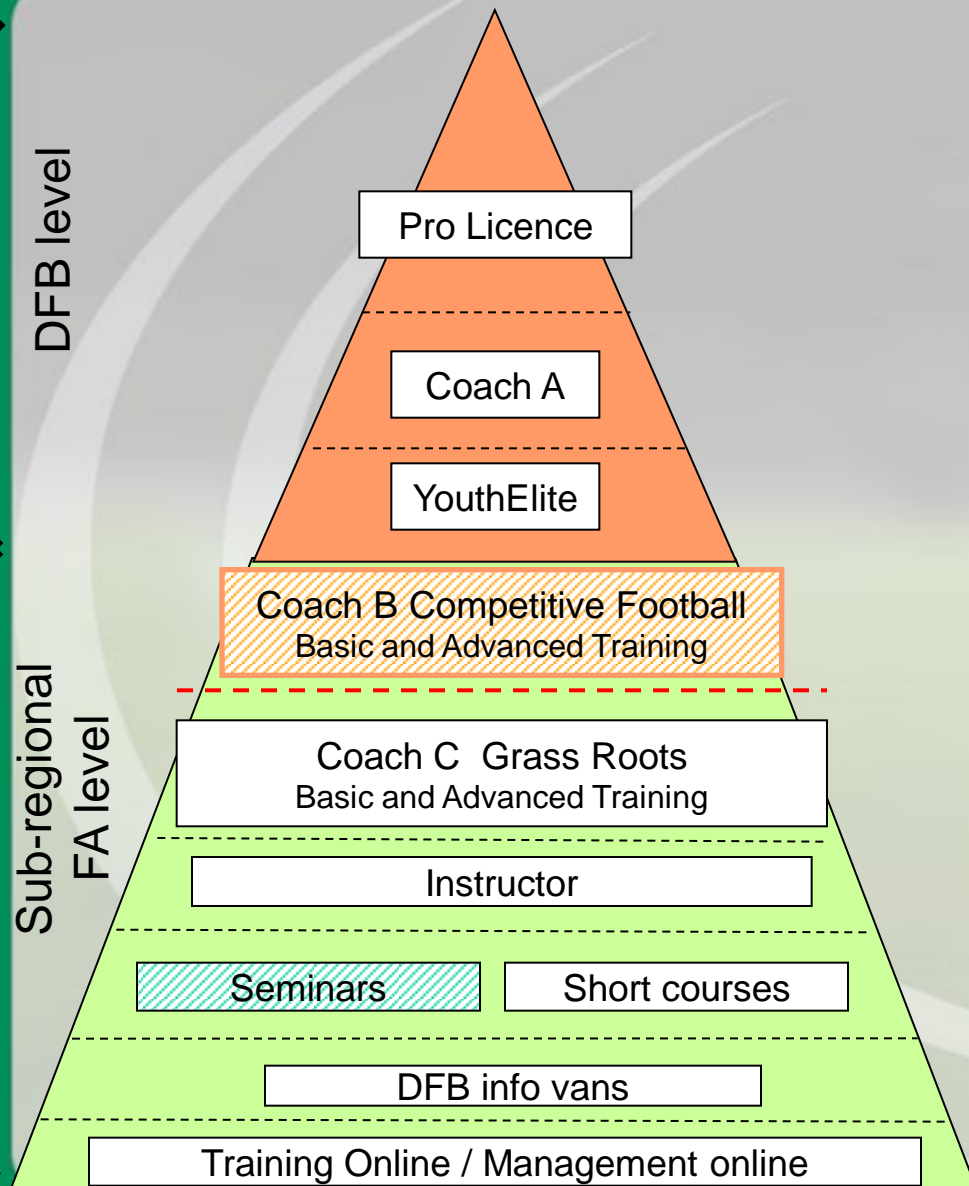
- * 30 hours basic information
- * 40 hours profile-specific
- * 40 hours profile-specific
- * 10 hours exam-course

Objectives:

- * Basic understanding of the game (organization, requirements, practical applications)
- * Training methodology
(training content adapted to players' age, gender, development, condition)
- * Basic Technique and Tactics
- * Basics of coaching and team leadership
- * Basics of club work and organization

Coach C Grass Roots

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