



FSF STRATEGY

2021-2026







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FOOTBALL FOR EVERYONE – ALL YEAR – THE WHOLE LIFE



We want to further increase participation in Faroese football. This is the clear focus of our new five-year strategy for the Faroe Islands FA. We want to continue to spur and strengthen Faroese football. For this to succeed, more people must be encouraged to become active participants in the development of Faroese football.

There is room for everyone in Faroese football. There is room for dedicated fans, generous sponsors and local authorities, and there is room for the volunteers who help keep the local clubs going.

Faroese football must dare to be ambitious and set high goals for itself – both on the pitch, at the club office, and inside the Association.

Our goal for 2026 is to make the Faroe Islands the world's leading nation in football participation.

Football must remain the natural choice of sport for everyone regardless of age, gender, ability, and geographic location. Parents' financial situation should not be a factor that decides whether their child plays football or not.

We would like even more children, youths, adults, and seniors to play football. And those who are already active should be encouraged to stay active for as long as possible. Everyone should be able to play football regardless of their personal level and needs. That means that we must offer everyone an opportunity to play football, irrespective of whether they wish to play competitively or whether they wish to use football as a healthy means to year-round physical exercise.

The football clubs are the heartbeat of Faroese football. They are what makes the local footballing environment tick year-round. The clubs also play a key role in developing players and coaches. Without the tireless work of the clubs, we will not succeed in getting more people to play football. We must therefore collaborate with the clubs and help them develop so that their everyday is less burdensome.

Volunteer work in local clubs is not to be underestimated. It sustains much of what goes on in Faroese football, both on and off the field. Volunteering in the Faroe Islands is strong, but it is also under threat. This is something that the Faroe Islands FA needs to reckon with.

Faroese football plays an important role in Faroese society. This role is accompanied by significant responsibilities. We do our part to promote physical exercise as an important component of public health. We sustain good relations and friendships, and our results help inspire a healthy sense of national pride.

We emphasise good sportsmanship. By this, we mean a sporting spirit which is characterised by mutual respect, which promotes safety and solidarity, and which nourishes well-being and community.

Now we want to strengthen the football community by encouraging even more people to become part of Faroese football. We cannot accomplish this goal on our own, but together with clubs, supporters, other sporting disciplines, local authorities, media and industry, we can achieve this goal jointly.

I am optimistic. With the necessary diligence and enthusiasm, we will do our part in accomplishing this goal. That is my strong hope for the next five years.

Christian F. Andreasen
President of FSF



VISION

World's leading nation in football participation

As many as possible, for as long as possible, in the best environment possible. During the next five years, our main goal is to increase football participation in the Faroe Islands by 20%.



MISSION

We grow, strengthen, and govern football in the Faroe Islands

The Faroe Islands FA is in charge of the development of Faroese football. We always want to provide a good service and continually seek to act in accordance with the highest standards of expertise in our field.







VALUES

The Faroe Islands Football Association bases its policy on these values.

Professionalism

We always strive to improve. We set high standards for ourselves and value quality and competence. We work diligently and purposefully to reach our goals.

Enthusiasm

We are passionate about all aspects of football. We live and breathe football. Every day, we want to make Faroese football a bit better than it was yesterday. We are as enthusiastic about the promotion of children's football as we are about the promotion of our national teams. We have a deep-seated desire to improve Faroese football and to encourage even more people to join the Faroese football community.

Sportsmanship

We are here for each other. We work as one team and show respect to everyone, irrespective of their background. We stand united and win and lose united. We do this in-house as a football association, together with our member clubs, and together with the Faroese population as a whole.

INTRODUCTION TO THE NEW STRATEGY 2021-2026

The new strategy has been developed in collaboration with the Faroese football community. The expertise and experience of the member clubs, committee members, and staff of the FSF has been essential for the work carried out during the last months. The professional guidance from UEFA's Grow team has been invaluable in this process.

The development strategy for 2021-2026 builds on the preceding strategy. That the Faroe Islands Football Association has chosen to formulate some main goals does not mean that other areas will be neglected. Not at all. There is a reason why areas such as the

national teams and physical facilities do not take up as much space in this strategy. Both areas received a high prioritization in the last strategy. The professional and technical expertise surrounding the national team has been reinforced significantly, and the physical facilities have been greatly improved. We look forward to the international match against Iceland on the 4th June 2021 which will take place in a modern and expanded Tórsvøllur national stadium.

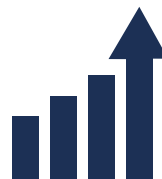
The new strategy shapes the course for Faroese football over the next five years. The main goals the coming years will be:



**CLUB
DEVELOPMENT**



GRASSROOTS



**EDUCATION AND
HIGH PERFORMANCE**



**WOMEN
IN FOOTBALL**



**MARKETING AND
COMMUNICATION**



1

CLUB DEVELOPMENT

The clubs are the heartbeat of Faroese football. We want to continually strengthen the organisation of the clubs by offering professional courses, workshops, and other sources of professional inspiration. We will also institute a new system with FSF club mentors. In addition, the clubs will themselves initiate a process of formulating their own strategy.







2

GRASSROOTS

The Faroe Islands are one the world's foremost nations in grassroots football. That is a position that we should continue to maintain and improve. We will therefore review the existing grassroots tournament format in order to encourage even more citizens to play football. The 'Ball and Play' project that promotes football in schools and kindergartens shall be fully realised. We will also work to bring it about that a majority of youth coaches in the Faroe Islands possess the UEFA C licence.

3

EDUCATION AND HIGH PERFORMANCE

Investments in education and research are key if football in the Faroe Islands is to make adequate progress in the coming years. This also includes ensuring that the courses on offer are continually adjusted so they always adhere to the most up-to-date standards set out by UEFA. To boost the level of football expertise on the Faroe Islands, the FA will establish a new analytics and performance department.





4

WOMEN IN FOOTBALL

The effort to advance football for women and girls continues. The association will make a focused endeavour to encourage more women and girls to play football – both at amateur and elite level. The concrete goal is to double the number of female football player over the next five years. To guarantee effective training opportunities for women and girls, an emphasis will be placed on recruiting more female coaches. The FA will also strive to recruit more female referees and will campaign for more women be part of the committee work at club level and elsewhere.









5

MARKETING AND COMMUNICATION

It shall be possible for everyone, whether near or far, to follow what is happening in Faroese football. The first step towards this goal was to ensure that all matches in the men's first division are streamed live. Now the next step is to ensure that all matches in the women's first division can also be streamed. To bolster the promotion and communication of the Faroe Islands FA, a new communications strategy will be formulated for the coming years.

GOAL 1 | CLUB DEVELOPMENT

OBJECTIVES	MEASURE/KPI	COMPLETION DATE
Hold regular educational courses for administrative staff within our clubs	<ul style="list-style-type: none"> - Minimum of 3 workshops held per year - "New in club committee" - "Football administration & governance" - "Football management" 	31 Dec 2025
Conduct an annual club satisfaction survey at end of each season	<ul style="list-style-type: none"> - First club survey conducted - NPS of 50 or above in club satisfaction survey 	4Q 2021/22/ 23/24/25
SROI (Social Return on Investment) analysis of all clubs	<ul style="list-style-type: none"> - SROI analysis conducted for all clubs - NA to arrange solo meetings with all local municipalities with local football club (used in commercial propositions) 	2Q 2022
Introduce a mentor programme for member clubs with criteria/standard to be drawn up by Club Development Officer (areas to include; income generation, governance, admin, facilities, academy structure etc)	<ul style="list-style-type: none"> - 4 club mentors appointed (part time appointments) - 4 visits per season to each club - Mentorship plan developed with each club 	31 Dec 2022
All clubs to have own club development strategy based on template provided by NA	<ul style="list-style-type: none"> -18 club development plan approved 	31 Dec 2023
General secretary (or head of administration) to be appointed at all clubs within a criteria/standard agreed by the NA	<ul style="list-style-type: none"> -18 PT/FT GS's in place 	31 Dec 2023

GOAL 2 | GRASSROOTS

OBJECTIVES	MEASURE/KPI	COMPLETION DATE
Review FSF Grassroots philosophy strategy	<ul style="list-style-type: none"> - Grassroots philosophy approved by the Grassroots Committee - 6.200 registered players 	31 Dec 2021 31 Dec 2025
Develop current, accurate and detailed statistics for grassroots activity – number of players, teams, coaches, etc.	<ul style="list-style-type: none"> - First grassroots statistic report presented to overseeing committee - Statistic report updated each year 	31 Dec 2021 31 Dec 22/23/24/25
Develop a new competition philosophy for Faroese football (pathway strategy)	<ul style="list-style-type: none"> - Competition/pathway plan to be approved by the Grassroots Committee 	31 Dec 2022
'Ball and play' project (football project in schools and kindergartens) to be fully implemented across the Faroe Islands (5-8 ages)	<ul style="list-style-type: none"> - 2022: 150 children participating - 2023: 300 children participating - 2024: 450 children participating 	30 June 2024
Club youth team coaches to have UEFA C certificate	<ul style="list-style-type: none"> - 90% of club youth team coaches to have UEFA C certificate (310 teams) 	31 Dec 2025





GOAL 3 | EDUCATION AND HIGH PERFORMANCE

OBJECTIVES	MEASURE/KPI	COMPLETION DATE
Develop a recruitment strategy for coach education	- Recruitment strategy approved by Education Committee	31 Dec 2022
Fully comply with the requirements in the UEFA Coaching Convention	- Achieve UEFA Gold status	31 Dec 2023
Write coach education material in Faroese language for UEFA C and UEFA B courses	- Education material approved by the Education Committee	31 Dec 2024
Develop FSF playing book and implement the playing book at all youth national teams (how national teams should play, playing style)	- Playbook implemented in all youth national teams	31 March 2025
Create new sports analytical and High Performance department	- Department established with new staff recruited	31 Dec 2025
	- Systems in place	31 Dec 2025

GOAL 4 | WOMEN IN FOOTBALL

OBJECTIVES	MEASURE/KPI	COMPLETION DATE
Improve women's national teams performance (all national teams)	- Employ Head Coach for Senior NT full time (1Q 2021)	31 Dec 2021
	- Introduce and implement min. physical standard for NT players (by 2025)	31 Dec 2025
Grow female participation by 100% (within clubs)	- 3.138 registered female players	31 Dec 2025
Increase number of UEFA licensed female coaches and develop coach environment for women (Dec 2020 baseline 1 UEFA A and 9 UEFA B)	- 2 UEFA A and 18 UEFA B licensed female coaches qualified	31 Dec 2023
	- Arrange 1 female-only coach education course per year	31 Dec 2025
Recruit female referees through new referee pathway	- 12 female referees qualified	31 Dec 2024
Increase the number of women in club administrations and governance roles	- 20% Female representation on executive board of all clubs	31 Dec 2024
	- 1 female club leaders meetings held annually	31 Dec 2025

GOAL 5 | MARKETING AND COMMUNICATIONS

OBJECTIVES	MEASURE/KPI	COMPLETION DATE
Develop communications strategy 2021-2025	- Communication strategy approved by the Executive Committee	31 Dec 2021
	- 40% fans believe the image of the Federation has improved (via independent research)	31 Dec 2025
NA brands to be clearly defined and developed in new brand strategy	- Brand strategy to be presented to overseeing committee by end of year 2022	31 Dec 2022
Implement a data and insight programme in the Federation where the NA marketing, communications and participation will be based on data analytics and insights.	<ul style="list-style-type: none"> - NA to structure and optimise current data sources for analytics and insights by end of 2023 - Insight strategy approved (collection, measurement and reporting) 	31 Dec 2023
All matches in women's top division to be streamed live online	- Minimum one match per round in women's top division will be streamed live	31 Dec 2021
	- In 2025 all matches in women's top division will be streamed live	31 Dec 2025
Develop and implement a commercial strategy (Grassroots, National and Domestic football)	- EUR 1M income achieved	31 Dec 2025







FAROE ISLANDS FOOTBALL ASSOCIATION

Gundadalur | Postbox 3028 | FO-110 Tórshavn

Telephone: +298 351979

fsf@football.fo | www.fsf.fo

