



TOGETHER FORWARD

STRATEGY **2026 - 2030**

FAROE ISLANDS FA



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TOGETHER FORWARD

FAROE ISLANDS FA STRATEGY 2026 - 2030

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PRESIDENT’S NOTE

Faroese football stands on a strong foundation, with growing participation, improved facilities, active clubs, strong interest, and solid performances. Now we must build on this foundation so that, together, we can continue our development and take Faroese football to even greater heights – both at home in the Faroe Islands and abroad in international competitions.

It is a great pleasure for me to present the new strategy of the Faroe Islands Football Association for the period 2026–2030. The core of the strategy is simple and clear: **TOGETHER FORWARD!** This is more than just a slogan. It is our way of working and a recognition that Faroese football develops best when we work together – clubs, players, coaches, referees, volunteers, supporters, and the FA.

It is within this community that our strength lies and where the future is created. We build on a solid foundation that has already been established. We will continue to ensure broad and strong participation, foster safe, inclusive, and positive football environments for all, while working strategically to develop elite performance and strengthen our international competitiveness.

We aim to further develop women’s football, to strengthen our clubs, and tell our unique story both domestically and internationally. At the same time, we will implement initiatives that create long-term conditions for development – including better and more balanced competitions and improved training facilities, including new indoor football halls.

A cornerstone of Faroese football is voluntary work and the local passion across the country. Without it, Faroese football would not be what it is today. Therefore, an important part of this strategy is to support the clubs, strengthen the

collaboration between the FA and the clubs, and ensure that our volunteer culture continues to carry Faroese football forward in a sustainable way.

This strategy is not just a document. It is a shared roadmap and an invitation to the entire football family to take part in the development. Our ambitions are high, but the opportunities are there to match. By building on our strengths – ambition, hard work, and collaboration – Faroese football can take new and important steps in the years ahead.

The dream of reaching a final tournament feels more realistic following strong performances in recent qualification campaigns. Competition is fierce, but recent performances have shown that we can compete at this level. Our ambition is clear – to qualify for a final tournament during this strategic period.

Let us continue to develop Faroese football – with big ambitions, a strong community, and a clear belief that together we can go far and achieve great things.

Now we set the direction for the future



TOGETHER FORWARD!

Christian F. Andreasen

President of the Faroe Islands FA



OUR FOUNDATION

It matters that we are clear about who we are, what we stand for, and where we are heading. Our Foundational Statements set this out.

They are intended to be a shared reference point for the FSF and everyone in Faroese football – ensuring we all move in the same direction, to achieve our common goals.

The Core Principle of the FSF is togetherness in everything we do. This means that we:

Are passionate – with deep commitment to the game at every level, from grassroots to national teams

Act with professionalism – setting high standards and striving to improve every day

Show integrity – being honest, fair and respectful in how we work and how we represent our sport

Serve our community – supporting our clubs, developing our people, and putting Faroese football first



OUR VISION

***To build a football nation
where quality sets the
standard – and ambition
knows no limits***



OUR MISSION

***To grow, strengthen and serve
football in the Faroe Islands
– setting standards, developing
people, and uniting our
football community***



WHAT WE ACHIEVED

The FSF is proud of what Faroese football has accomplished during our previous strategic period. Through commitment and collaboration across the Faroese football community, we delivered meaningful progress against our goals and laid foundations for the future.



Football participation has risen by 20% from 2021 to 2025, reflecting growing engagement across all ages. Improved facilities, club support and inclusive football environments have helped attract and retain more players nationwide.

The foundation for women's football has been significantly strengthened through strategic initiatives focusing on increased participation, sporting development, and structural changes that ensure long-term development and representation.

Coach education continues to evolve with the launch of the new UEFA C programme and the introduction of updated Faroese training materials, ensuring higher coaching standards and a modern, unified development pathway.

Domestic Faroese football has gained improved visibility through expanded broadcasting agreements, ensuring wider access to matches and strengthening public engagement with both women's and men's competitions across the country.

These achievements created strong impact and positive outcomes across many areas of Faroese football. In recent years, we have successfully grown the game – more players, more teams, more opportunities. Now, as we move into this next phase of our development, our focus shifts from quantity to quality. We must maintain and protect what we have built, while raising our standards and ambitions to ensure Faroese football develops at every level.



TOGETHER FORWARD!

Success in Faroese football flows from the ground up. This strategy is built on a clear belief; with strong clubs, we can develop strong players; when we increase standards, our ambitions will follow. Our nation is unique, and that is our strength. We know each other, we work together, and we share a deep passion for the game.

Over the coming years, we will focus on strengthening our clubs as the foundation of Faroese football. We will support them to grow, raise quality through education and cooperation, and build clear pathways that connect grassroots participation to elite performance. At the same time, we will set our sights higher – pushing for progress on the international stage while staying true to who we are.

To achieve this, we must ensure that every touchpoint in Faroese football reflects our ambition. The facilities where we train, the coaching our players receive, the competitions they play in, and the support our clubs can access – each must meet the standards we aspire to. We have built strong foundations; now we will work to raise the quality of what sits above them.

We recognise that the FSF cannot achieve this alone. Our clubs, coaches, players, volunteers and communities all play a vital role. Together, we will build a stronger future for Faroese football.

**Stronger clubs.
Higher Ambitions.
Together Forward!**



Built Together

This strategy was shaped by those who know Faroese football best. Through club workshops, stakeholder discussions and surveys, we engaged voices from across the game – ensuring this plan reflects the reality and ambitions of our whole football community.



TOGETHER FORWARD

STRATEGY **2026 - 2030**

FAROE ISLANDS FA

OUR VISION

*To build a football nation
where quality sets the standard
– and ambition knows no limits*

STRATEGY

ELITE PERFORM- ANCE

To develop high-performance environments for future football professionals.

STRONGER, CONNECTED ORGANISA- TIONS

Develop FSF, our clubs and stakeholders together — stronger governance, greater capacity, lasting sustainability.

TELLING OUR STORY

Shape the future of Faroese football through powerful storytelling and strategic marketing.

PARTICIPATION FOUNDATION

Ensuring football for all, all year-round – for life.

THE WOMEN'S GAME

Ensure football becomes the most loved sport among women.



ELITE PERFORMANCE

Develop high-performance environments for future football professionals.

Achieve sustained success on the international stage requires focus on the system, as well as spirit. We will build connected, high-performance environments from U13 through to the senior national teams – a unified playing philosophy, centralised elite training for our best young players, and genuine alignment between clubs and national team programmes.



What success looks like by 2030:

A uniform game model implemented across all national teams

An elite training environment in place for our top youth players

The transition from grassroots to elite pathway is seamless and visible



ELITE PERFORMANCE

FOCUS AREA 1 Talent pathways in national teams

Objective	Outcome
Establish a unified national team game-model from U15 to senior level spanning identity, playing style and training methodology.	National team game model is implemented across all age groups
Improve and expand centralised elite training for the nation's top youth players (U14-U17)	30 players in each age group participating in the national elite training programme annually
Establish regional development centres to prepare the most promising U13 players for the national elite pathway	40% U13 players participating in regional development centres per year

FOCUS AREA 2 Club alignment

Objective	Outcome
Align club youth development programmes with the national game model to create shared football identity	50% of clubs are inspired by the national game model in their youth development work
Establish a formal collaboration framework between FSF and club coaches to align player development	2 formal coach collaboration sessions held annually

FOCUS AREA 3 Coach development

Objective	Outcome
Develop the A coaching licence programme to prepare our coaches for the future of football with increased focus on leadership, data, and artificial intelligence	30 coaches educated with an A licence during the strategy period.
Establish a network for our elite coaches and ensure the development for the future of international football.	One annual session with network and continuing education for 20 selected coaches
Develop a pathway for women into a coaching career to increase the number of female coaches holding an A licence. The model should include mentorship for female coaches.	3 women will obtain an A licence and continue working as coaches during the strategy period.



PARTICIPATION FOUNDATION

Ensuring football for all, all year-round – for life.

Faroese football is a world leader in participation numbers, and we wish to continue being on top. Our focus in the coming strategic period is on quality and sustainability, creating environments that are safe, inclusive and joyful, that support long-term participation and wellbeing for everyone involved on and off the pitch. We will build high quality grassroots offers tailored to the diverse needs of children, youth, adults and lifelong participation, recognising that grassroots football serves a diverse range of ambitions.



What success looks like by 2030:

Participation rates are maintained — the Faroes remains a world leader

Year-round football is the norm, not the exception

There's a place in the game for everyone — regardless of age, ability, or ambition



PARTICIPATION FOUNDATION

FOCUS AREA 1 Participation & Retention

Objective	Outcome
Undertake a national grassroots research programme to understand participation patterns, drop-out drivers, and player motivations across age, gender, and ability	Evidence-based player retention plan developed and activated, with findings shared across all clubs
Expand and diversify playing opportunities so participants can stay in the game — regardless of age, ability, or life stage	Reduce dropout and ensure that 20% of players transition to grassroots offerings instead of quitting.

FOCUS AREA 2 Football for all

Objective	Outcome
Embed football in schools, after-school programmes, and kindergartens	70 % of schools and kindergartens participating in organised football activity
Keep children playing football year-round through seasonal programmes	300 children participating in grassroots events (winter indoor / summer outdoor)
Equip clubs to create safe, welcoming environments where children and youth thrive and ensure there is a place for all	Child welfare resources published (Tournament philosophy, Fair play guidelines, Programme for youth coaching)

FOCUS AREA 3 Coach Education

Objective	Outcome
Equip grassroots coaches with the skills and resources to deliver age-appropriate, high-quality sessions	Revised UEFA C-licence curriculum and modular short courses launched, with 30 coaches completing annually



THE WOMEN'S GAME

Ensure football becomes the most loved sport among women.

The Women's game in the Faroe Islands has momentum but building on this requires targeted investment across participation, pathways, and profile. The focus is on making football the natural choice for women and girls: visible role models in every football role, clear development routes for players, coaches and referees, and professional structures that give women's football the platform it deserves.



What success looks like by 2030:

Women's football is visible, followed, and celebrated

Participation has grown by 25% across all age groups

Women hold roles at every level of the game — on and off the pitch



THE WOMEN’S GAME

FOCUS AREA 1 Campaigns & Branding

Objective	Outcome
Develop targeted campaigns to raise the profile of women’s football in the Faroe Islands	Women’s top division attendance reaching 100+ for key league matches and 1,000+ for the Cup final
Showcase female role models across playing, coaching, and leadership roles	Visibility of female role models across FSF communications, measured by content reach and engagement

FOCUS AREA 2 Recruitment & Retention

Objective	Outcome
Increase female participation across all age groups	Increase current number of players by 25% during the strategy period
Develop pathways for women into coaching and refereeing	6 women completing the “Referee route” every other year and 12 women completing the “Coach route” every other year.
Create networks and support structures for women in football roles	Annual “Find Your Role” seminar and regular networking events for women in or entering football

FOCUS AREA 3 Elevating the Women's Game

Objective	Outcome
Develop a programme that encourages clubs to appoint a Head of Girls’ Youth Coaching	FSF-club funding model agreed. All clubs to have a Head of Girls’ Youth Coaching at the end of strategy period.
Research on football as recreational activity for girls outside of clubs’ trainings	Evidence-based campaign developed to encourage recreational football participation among girls



STRONGER, CONNECTED ORGANISATION

Develop FSF, the clubs and stakeholders together.

Clubs are the lifeblood of Faroese football —every national team player, every fan, every volunteer started at a club. Our focus is on building genuine partnership between FSF and clubs – practical, targeted support and stronger governance to ensure continuity, and a volunteer culture that sustains operations for the long term.



What success looks like by 2030:

***Clubs have the
tools, guidance, and
support to thrive***

***Volunteering is
sustainable — not a
burden, but a choice
people make***

***FSF and clubs work
as one system***



STRONGER, CONNECTED ORGANISATION

FOCUS AREA 1 Capacity Building

Objective	Outcome
Introduce a dedicated Key Account Manager to guide and support club development	Key Account Manager model in place — all clubs receiving tailored support
Provide clubs with clear, practical guidance to support efficient operations	Club management manual and FAQ published and maintained annually

FOCUS AREA 2 Governance

Objective	Outcome
Build stronger working relationships between FSF and clubs through regular engagement	Annual board inductions, bi-annual conference, regular networking events
Develop a proactive public affairs approach that improves the environment for football	Formal collaboration agreements in place with four municipalities by end of strategy period

FOCUS AREA 3 Volunteers

Objective	Outcome
Make volunteering in football rewarding, supported, and sustainable — for life	Volunteer experience research completed; support programme developed based on findings



TELLING OUR STORY

Shape the future of Faroese football through powerful story-telling and strategic marketing.

Faroese football is more than matches and results — it represents identity, resilience, and community. From iconic victories to everyday moments on windswept pitches, football reflects who we are and what we stand for. Our focus is about turning those stories into a powerful, unified narrative that builds pride at home and recognition abroad – a brand that connects people, inspires belief, and attracts partners who share our values.



What success looks like by 2030:

Football stands as a recognised symbol of national pride, identity, and shared achievement

Football is deeply embedded in Faroese community life, bringing people together across generations, regions, and backgrounds



TELLING OUR STORY

FOCUS AREA 1 Fan Engagement & Community

Objective	Outcome
Position football as a positive force for community wellbeing and social cohesion	2 community-focused programmes delivered annually
Build partnerships with municipalities, sponsors, and community organisations, that grow football's reach and deepen fan engagement	3 active partnership agreements delivering fan engagement or audience growth initiatives

FOCUS AREA 2 Brand & Marketing Communications

Objective	Outcome
Use storytelling as the primary tool to build identity and evoke emotion	Audience connection to Faroese football story — measured through engagement, sentiment, and feedback
Build a strong, consistent Faroese football brand across all touchpoints	Brand guidelines developed and adopted across FSF and clubs; awareness and perception tracked

FOCUS AREA 3 Communication Strategy & Implementation

Objective	Outcome
Unify FSF communications through a clear strategy and media relations framework	Communications strategy published with clear channel roles and media priorities



ENABLING PROJECTS

Alongside our five pillars, we have identified two enabling projects that will drive progress across the entire strategy. These aren't tied to a single pillar — they cut across everything we do and will touch every part of Faroese football. They emerged consistently throughout the strategy process, surfacing in every conversation and every area of focus. Getting this right will unlock progress everywhere else.



AI Image

PROJECT 1

FOOTBALL HALLS

Weather shapes Faroese football more than it needs to. Full-size indoor facilities would unlock year-round training, development, and play — impacting elite performance, grassroots participation, and everything in between.

During the strategic period we will build several small size indoor facilities that will offer new possibilities for developing football at all levels in the Faroe Islands. While our short-term focus is on small size indoor facilities, the medium-term goal remains a full-size indoor football pitch, a project that will be developed during the strategic period.

PROJECT 2

BETTER COMPETITIONS, STRONGER CLUBS

Football needs games that matter. Restructuring our league competitions will create stronger, more balanced football — more exciting matches, closer outcomes, and a genuine chance of success for every club. Better competition drives better development — making Faroese football more compelling at every level.

During the strategic period we will revise the full competition structure of Faroese football, from grassroots to elite, creating the best environments for our players, coaches and referees to reach their full potential.





This strategy is an invitation to everyone in Faroese football – our clubs, coaches, players, referees, volunteers, supporters and communities – to move forward together. The goals we have set are ambitious, but they are achievable if we work as one.

By staying true to our principles, supporting each other, and never losing sight of what makes Faroese football special, we will build something we can all be proud of. The journey ahead belongs to all of us.

FAROE ISLANDS FOOTBALL ASSOCIATION