



COACH EDUCATION IN EUROPE – A JOURNEY TO RAISE THE BAR

FYR MACEDONIA

20 FEBRUARY 2017

WE CARE ABOUT FOOTBALL

FRANK K. LUDOLPH, UEFA HEAD OF FOOTBALL EDUCATION SERVICES



Frank K. Ludolph
*UEFA Head of Football
Education Services*

Professional career (football)

- ⚽ 1991-1997 Coach Education Manager, German FA (DFB)
- ⚽ 1997-1999 Section Manager Coach Education, UEFA
- ⚽ 2000-2003 Technical Education Manager, UEFA
- ⚽ 2004- (...) Head of Football Education Services, UEFA

Education

- ⚽ Studies at universities in Germany and France
- ⚽ Qualified secondary school teacher for sport (physical education) and French
- ⚽ Master / (DEA) PH.D. in Romance languages and literature
- ⚽ Qualified UEFA/DFB coach

Playing

- ⚽ Top amateur rung & universities (Germany/France)





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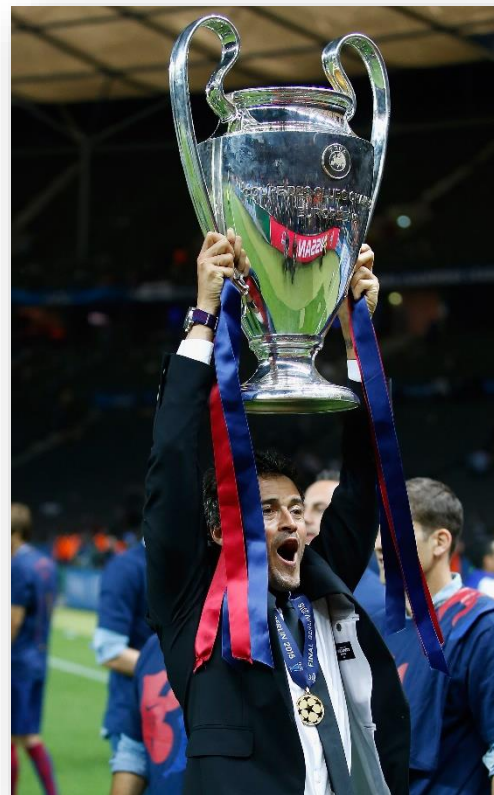
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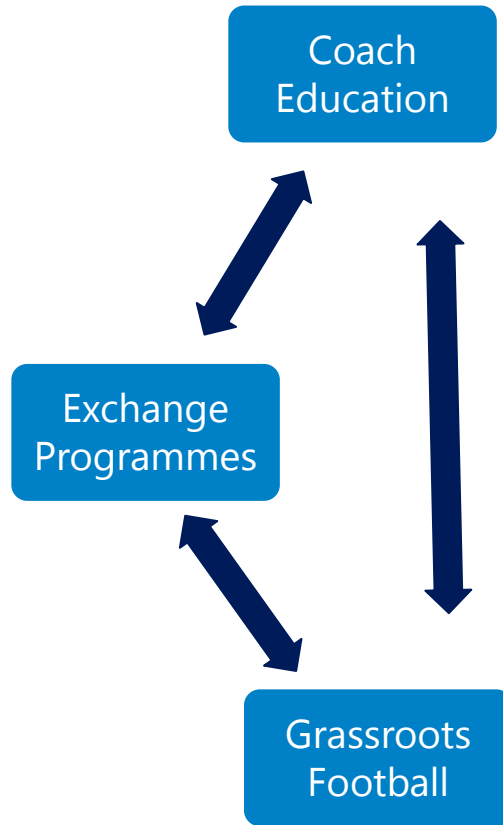
A journey to raise the bar...



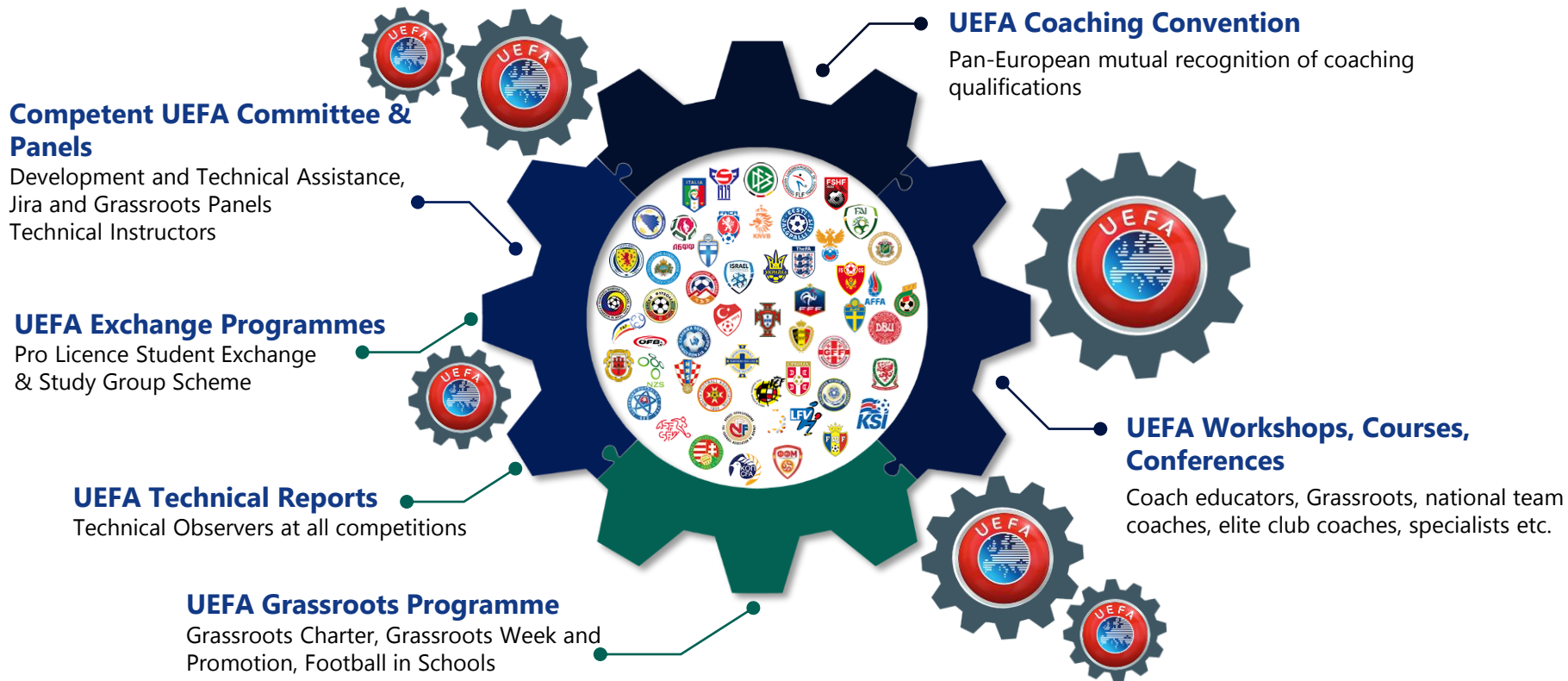
COACHING PROGRAMME



A journey to raise the bar...



A comprehensive programme



The Menu

- Milestones
- Scale
- Convention Benefits
- Specialist Education
- Exchange Programmes
- Publications/Communications
- Co-operations
- Continuity and Progression:
Building for the Future



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UEFA Coaching Programme: Milestones

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Coaching Programme Milestones

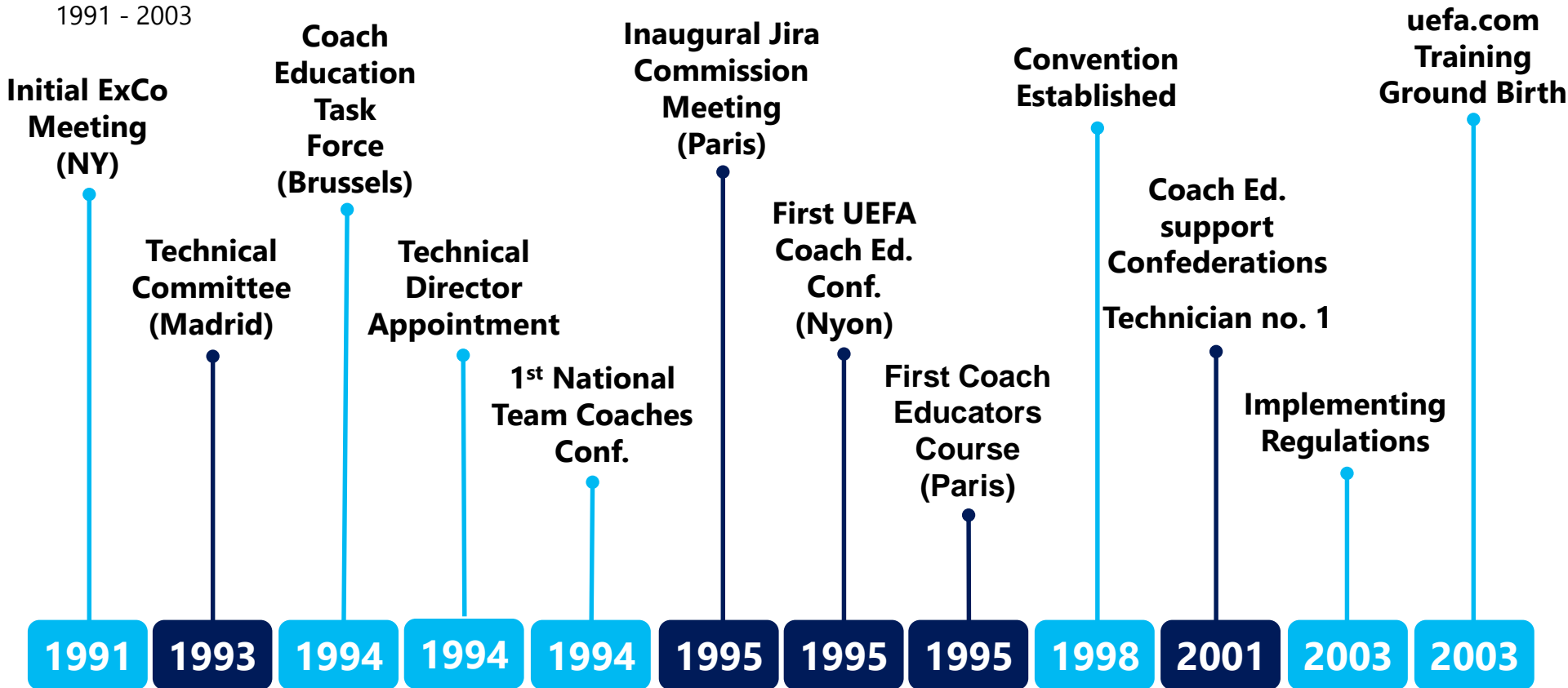
Evolution timeline





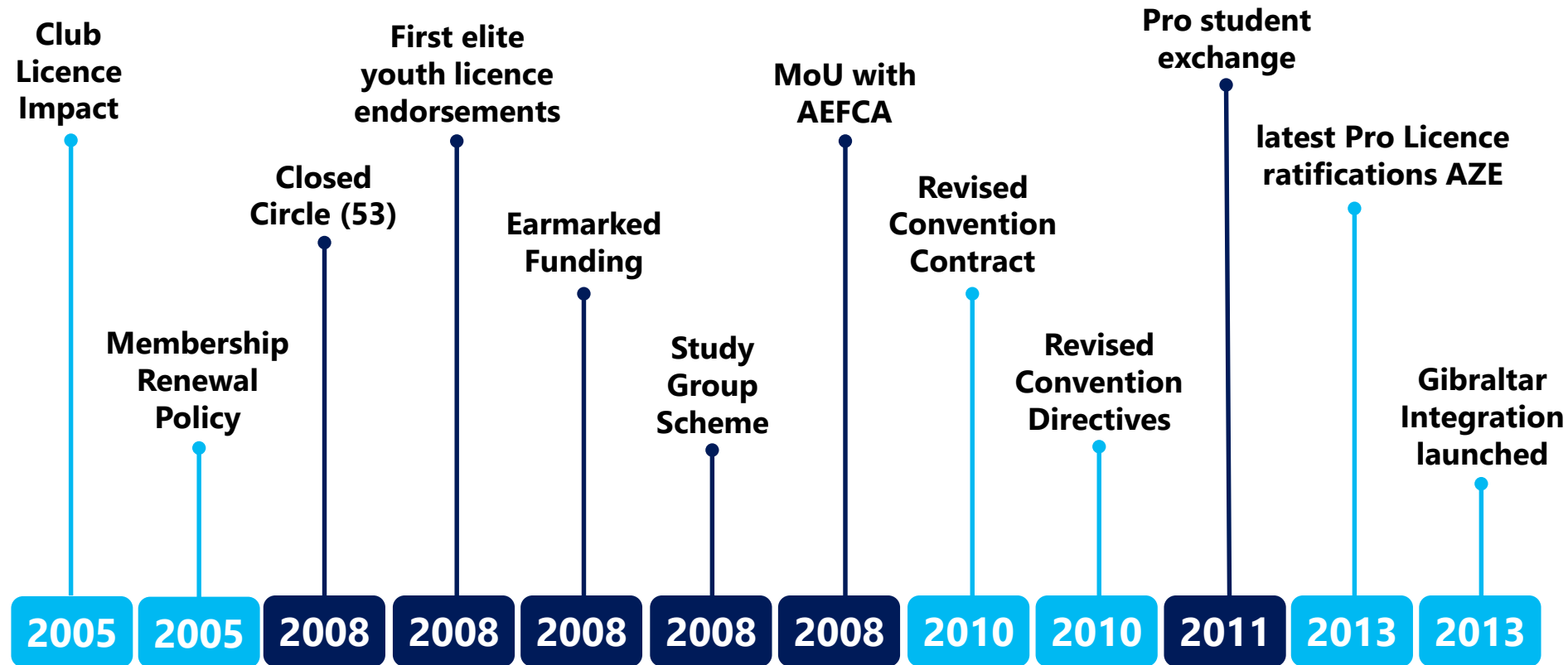
Coaching Programme Milestones

1991 - 2003



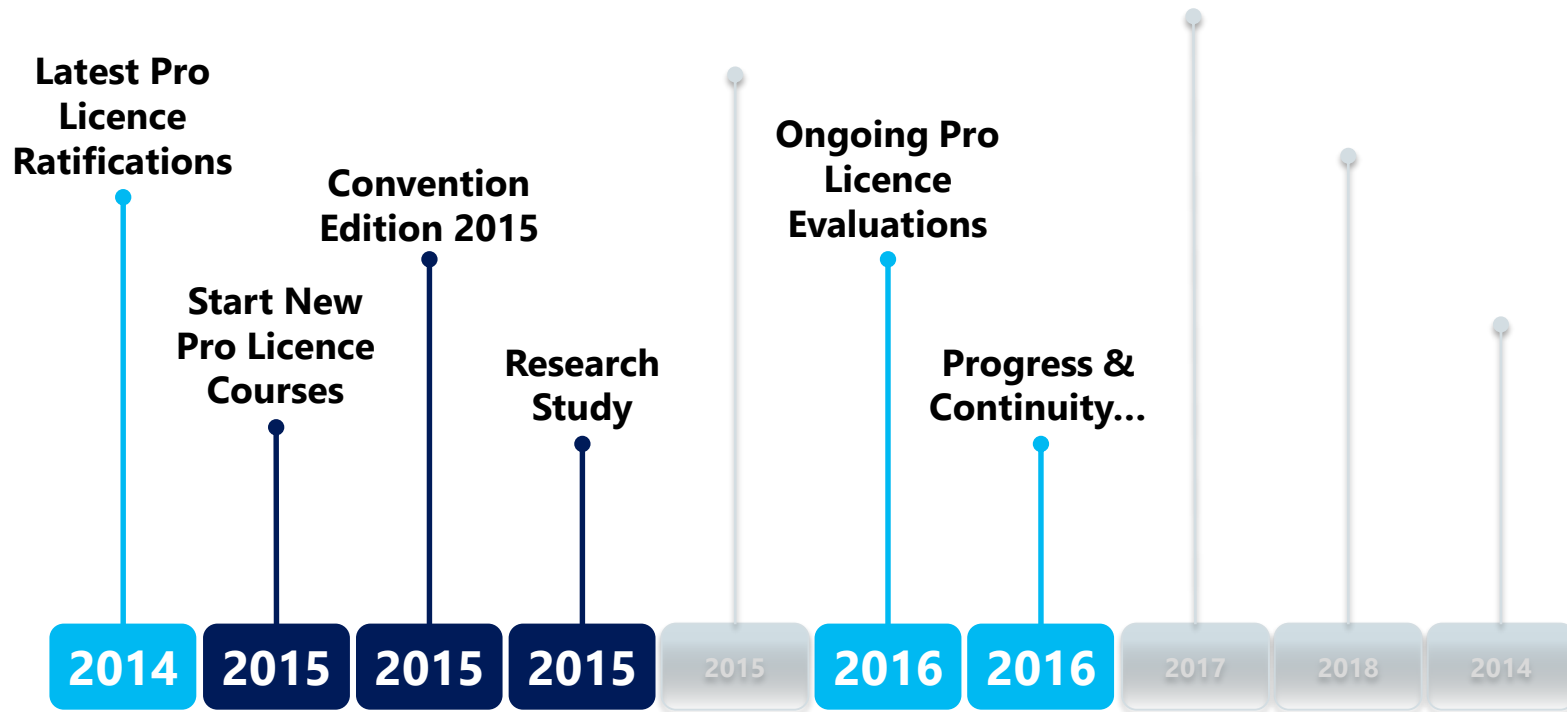
Coaching Programme Milestones

2005 - 2014



Coaching Programme Milestones

2014 onwards



Coaching Programme Milestones

Crucial Executive Committee Meeting (New York)

- Raise standards
- Establish coaching profession
- Create mutual recognition
- Greater exchange
- Establish guidelines
- Provide guidance & support
- Football in control and on solid legal grounds

1991

1992

1994

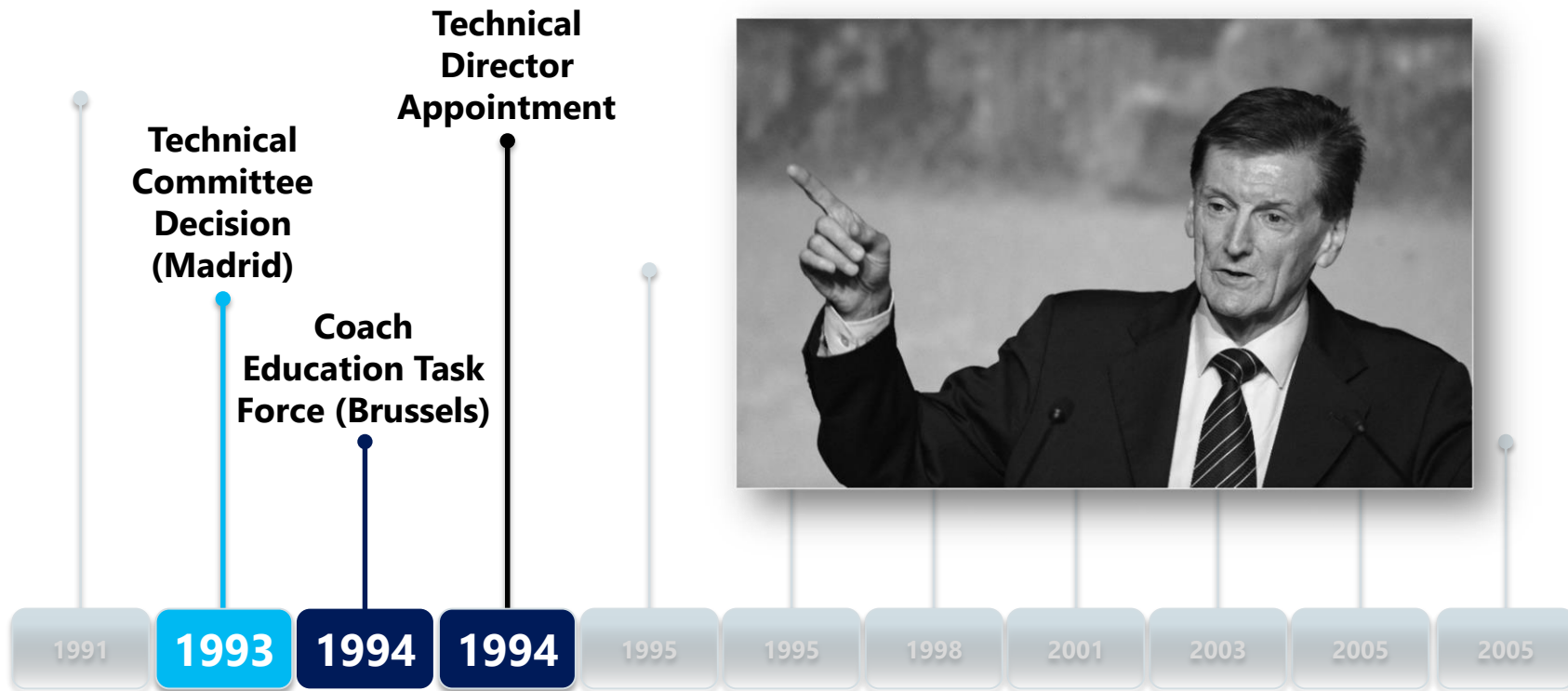
1995

1996



Coaching Programme Milestones

1991 - 2003



Coaching Programme Milestones

1991 - 2003

Men:

- 1994, Stockholm, Sweden
- 1996, Copenhagen, Denmark
- 1998, Frankfurt, Germany
- 2000, Geneva, Switzerland
- 2002, Warsaw, Poland
- 2004, Stockholm, Sweden
- 2006, Berlin, Germany
- 2008, Vienna, Austria
- 2010, Madrid, Spain
- 2012, Warsaw, Poland
- 2014, St Petersburg, Russia

Women:

- 2009, Nyon, Switzerland
- 2014, Nyon, Switzerland

**First National
Team Coaches
Conference**

1994

1991

1993

1995

1995

1995

1998

2001

2003

2005

2005

Coaching Programme Milestones

1991 - 2003

**Inaugural Jira
Commission Meeting
(Paris)**

**1st UEFA Coach
Education
Conference
(Nyon)**

**1st Coach
Educators
Course (Paris)**



1991

1993

1994

1995

1995

1995

1998

2001

2003

2005

2005

UEFA Coach education conferences/workshops/courses

Since 1995:

- 11 Conferences in a biannual rhythm
- 19 Yearly Courses for Coach Educators

Since 2013:

- Combination of practical educational approach & conceptual approach covering different football coach education aspects and trends



Coach Education Workshop: Course & Workshop in one



2013 & 2015: Budapest & Bratislava

Coach Education Workshop: Course & Workshop in one



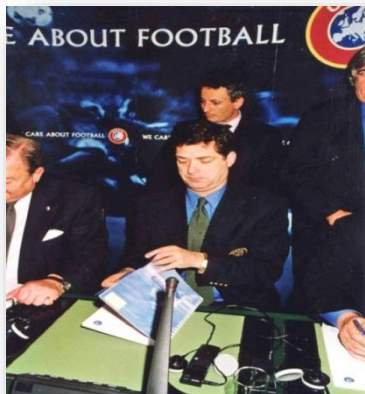
The Key: Continuity

- ⚽ Dialogue
- ⚽ Communication
- ⚽ Further Education
- ⚽ Exchange
- ⚽ Update
- ⚽ Trends

Next "encounter": Belfast 2017

Coaching Programme Milestones

1991 - 2003



**January:
Convention
Established**

Gent, 17 January 1998:
Ratification of the Convention by
six UEFA member associations

- ⚽ Denmark
- ⚽ France
- ⚽ Germany
- ⚽ Italy
- ⚽ Netherlands
- ⚽ Spain

1991

1993

1994

1995

1995

1995

1998

2001

2003

2005

2005

Coaching Programme Milestones

1991 - 2003

**Coach Education Support for
other Confederations**



1991

1993

1994

1995

1995

1995

1998

2001

2003

2005

2005

Coaching Programme Milestones

1991 - 2003



Technician
no 1

1991

1993

1994

2001

2003

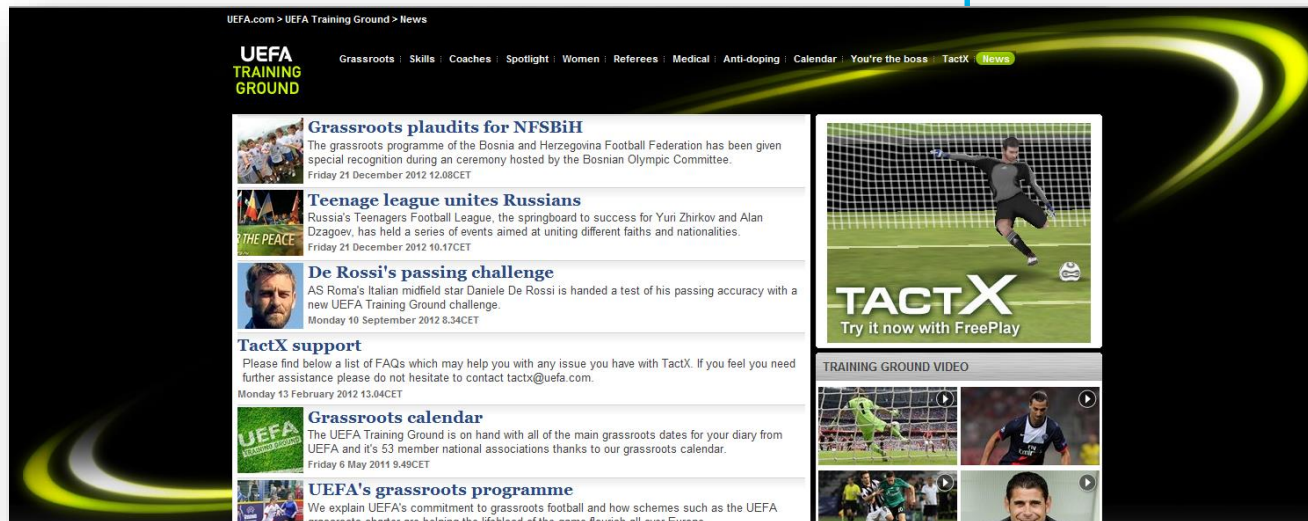
2005

2005

Coaching Programme Milestones

1991 - 2003

Training Ground Birth



1991

1993

1994

1995

1995

1995

1998

2003

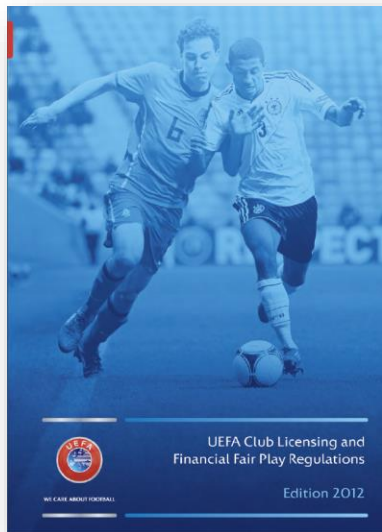
2003

2005

2005

Coaching Programme Milestones

2003 - 2014



**Club Licence
Impact**

**Implementing
Regulations**

**Membership
Renewal Policy**

1991

1993

1994

1995

1995

1995

1998

2003

2005

2005

Coaching Programme Milestones

2003 – 2014

Ljubljana, 2006:

Ratification of the Convention by FYR Macedonia

Seven associations ratified in 2008 and «closed» the circle:

- ⚽ ALB: (A)
- ⚽ ARM: (A)
- ⚽ AZE: (A)
- ⚽ BLR: (A)
- ⚽ GEO: (A)
- ⚽ MDA: (A)
- ⚽ MNE: (B)

Closed Circle
(53)



2006

2008

2008

2008

2008

2008

2009

2010

2011

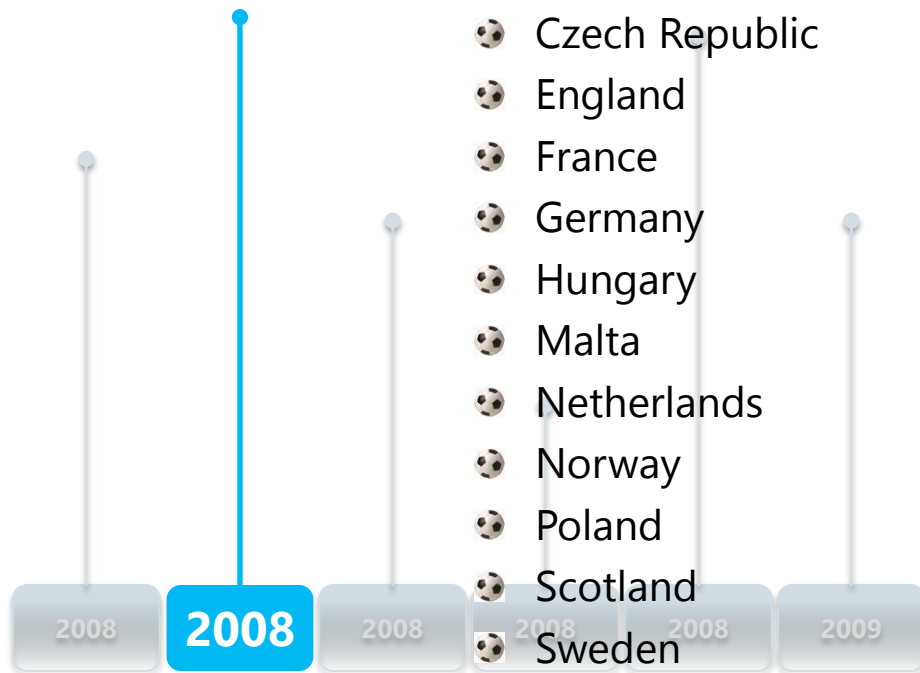
2012

2013

Coaching Programme Milestones

2003 – 2016

**First elite youth
licence endorsements**



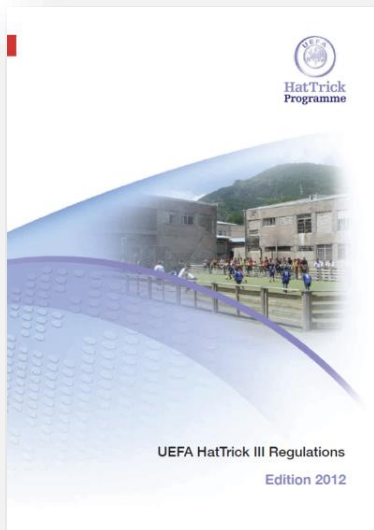
Twelve associations received the UEFA endorsement so far:



Coaching Programme Milestones

2003 – 2014

Earmarked Funding



**Convention members receive €100'000
per year from UEFA
(since 2008/2009)**

2008

2008

2008

2008

2008

2009

2010

2011

2012

2013

Coaching Programme Milestones

2003 – 2014



Study Group Scheme (SGS)



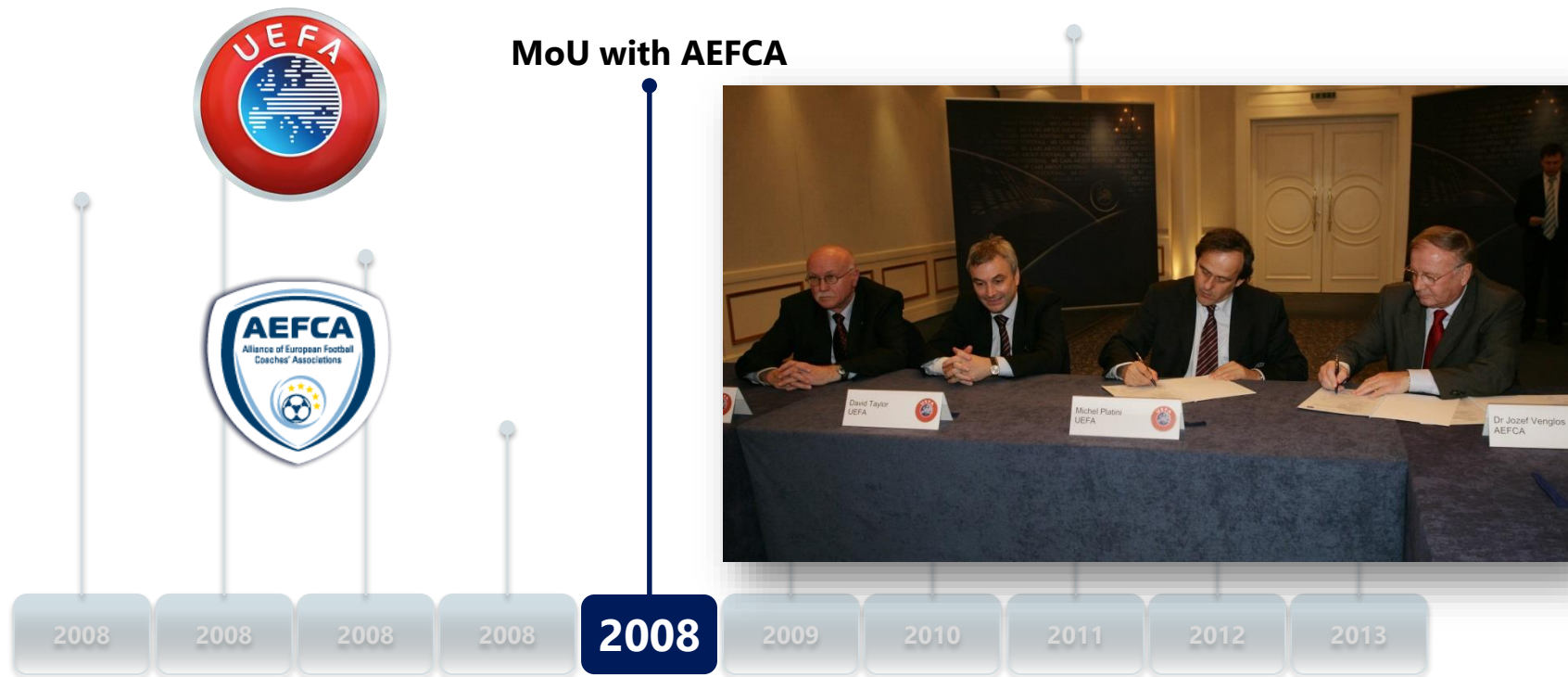
- Launched in 2008 to promote technical exchange and solidarity
- Elite youth, grassroots, coach education and women's football
- Sharing knowledge and best practice

"Let's develop technical partnerships and let's create tailor-made programmes to meet the specific needs of the associations."

- Michel Platini -

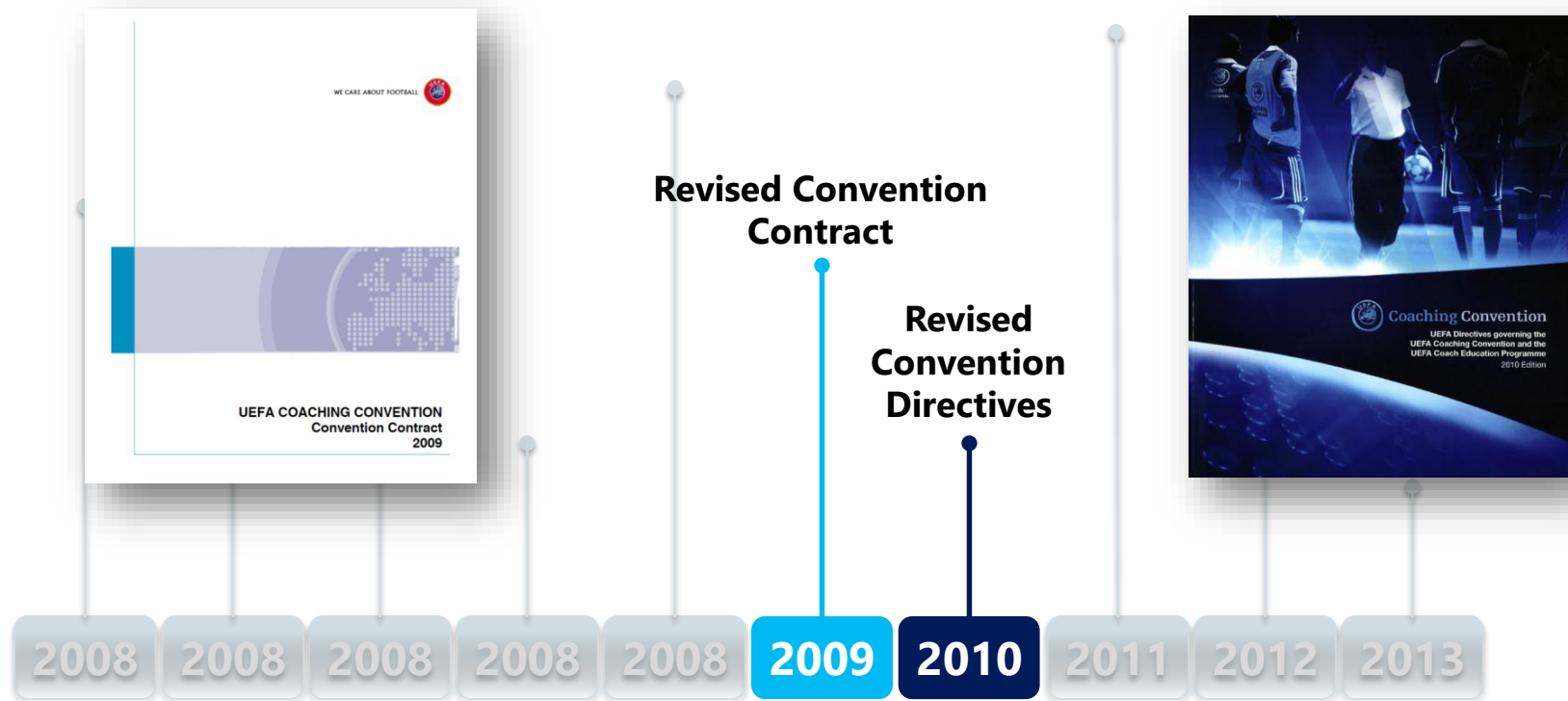
Coaching Programme Milestones

2003 – 2014



Coaching Programme Milestones

2003 – 2014



Coaching Programme Milestones

2003 – 2014

Aim

To provide Pro licence students with an opportunity for international exchange and access to UEFA tutors and content

First participating associations:

- 🏈 Denmark/Norway/Sweden/Finland
- 🏈 Poland/Czech Republic/Scotland

Pro Licence Student Exchange



2008

2008

2008

2008

2008

2009

2010

2011

2013

2013

Coaching Programme Milestones

2008 – 2014



**Gibraltar, opening
the Circle (54)**

2008

2008

2008

2008

2008

2009

2010

2011

2012

2013

Coaching Programme Milestones

2008 – 2014



Pro Licence Ratifications:

- ⚽ Albania
- ⚽ Armenia
- ⚽ Latvia
- ⚽ Lithuania
- ⚽ Montenegro

2005

2006

2007

2008

2009

2010

2011

2012

2013

2014

Coaching Programme Milestones

2014 onwards



Coaching Programme Milestones

2014 onwards



Ongoing Pro
Licence
Evaluations

First ever Pro:

⚽ Georgia

⚽ Malta



2014

2015

2015

2015

2015

2016

2016

2017

2018

2014

Coaching Programme Milestones

Evolution timeline



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UEFA Coaching Programme: Convention Scale

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Convention Scale

	UEFA Grassroots C	C Female	UEFA B	UEFA B Female
Number of Licenced Coaches	303652	10043	146718	2802

	UEFA A	UEFA A Female	UEFA Elite Youth	UEFA Elite A Youth Female	UEFA Pro	UEFA Pro Female
Number of Licenced Coaches	47605	661	4686	125	9076	149

Total number of UEFA Coaching Convention endorsed licences: 208,085

Convention Scale

RATIO OF FEMALE TO MALE COACHES IN EUROPE

208,085

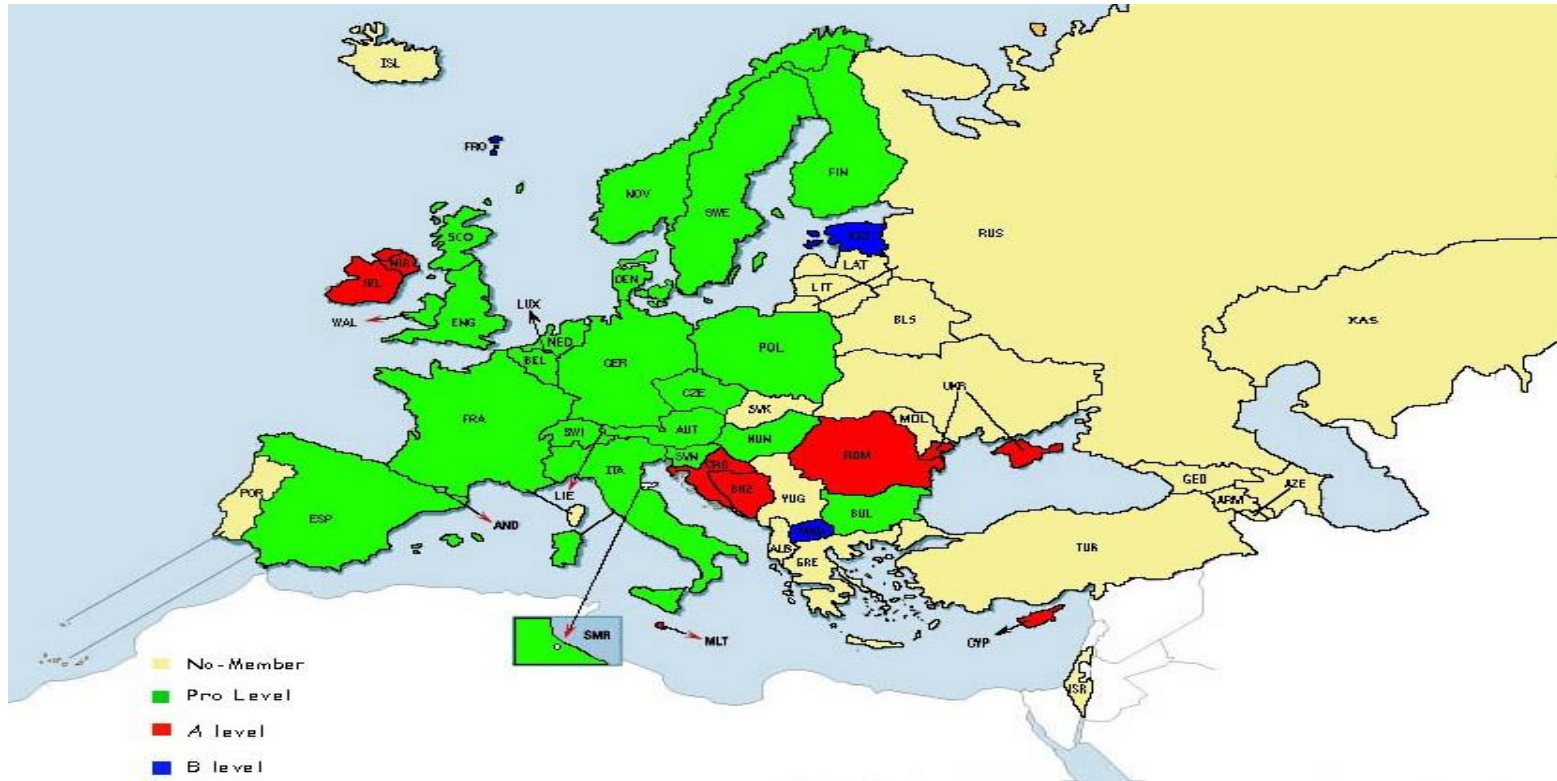


TOTAL NUMBER OF UEFA COACHING CONVENTION

ENDORSED LICENCES IN 2016

Convention Scale

Membership Map 2002



Membership Map 2016



Partnerships:

Andorra with Spain for Pro Level

Iceland with England for Pro Level

San Marino with Italy for A & Pro Level

Liechtenstein with Switzerland for B, A & Pro Level

UEFA Coach Development Project for Women

Goal

- Increase the number of UEFA qualified female coaches
- Increase the number of female coaches in club and national teams

How

- Scholarships (UEFA Pro and UEFA A diploma) – prospected increase 14%
- UEFA B and C diploma courses (provision of technical instructor or funding)
- On field development - workshops



UEFA Coach Development Project for Women

- ⚽ Since January 2016
 - ⚽ 9 UEFA Pro diploma scholarships
 - ⚽ 15 UEFA A diploma scholarships
 - ⚽ 2 UEFA B diploma courses (29 participants)
 - ⚽ 1 on-field development - workshop



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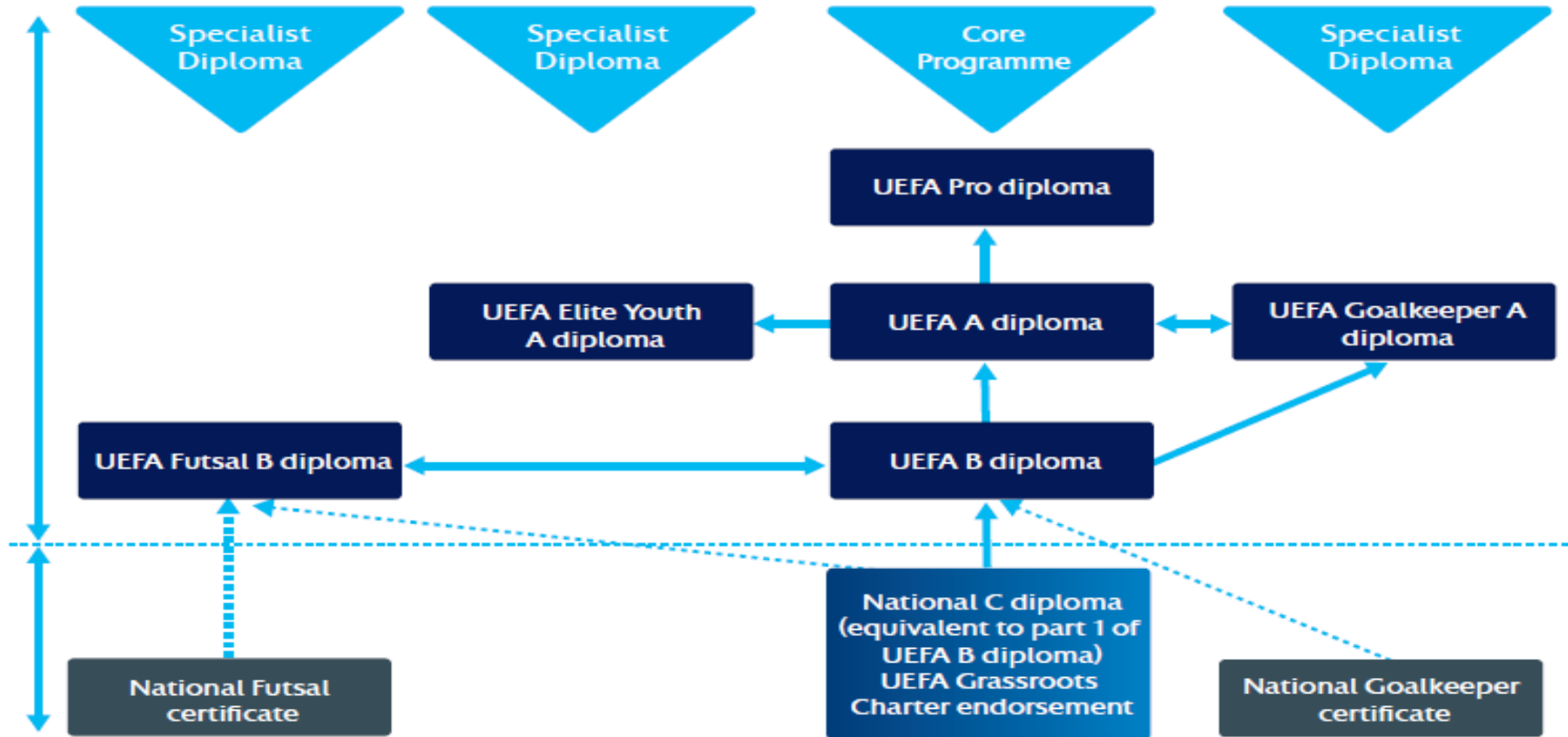




UEFA Coaching Programme: Convention Benefits

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UEFA Coach Education Pathway



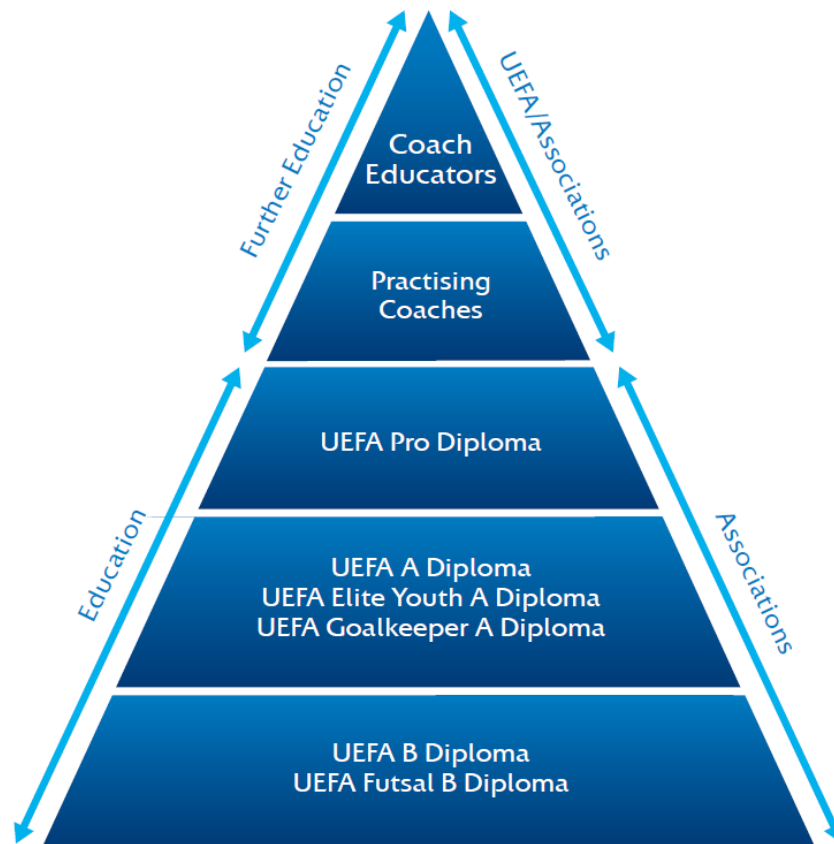
UEFA Coaching Diploma Courses: Duration & Content

	UEFA Pro	UEFA A	UEFA B
Minimum hours of education in total	360	180	120
Minimum hours of Theory units off the pitch	144	90	60
Minimum hours of Practical units on the pitch including work experience	216	90	60
Minimum hours of assessments (in addition to hours of education)	9	6	3

UEFA Coaching Diploma Courses: Duration & Content

	UEFA Elite Youth A	Combined UEFA A & UEFA Elite Youth A	UEFA Futsal B	UEFA Goalkeeper A
Minimum hours of education in total	80	260	120	120
Minimum hours of Theory units off the pitch	40	130	46	36
Minimum hours of Practical units on the pitch including work experience	40	130	74	84
Minimum hours of assessments (in addition to hours of education)	6	6	3	5

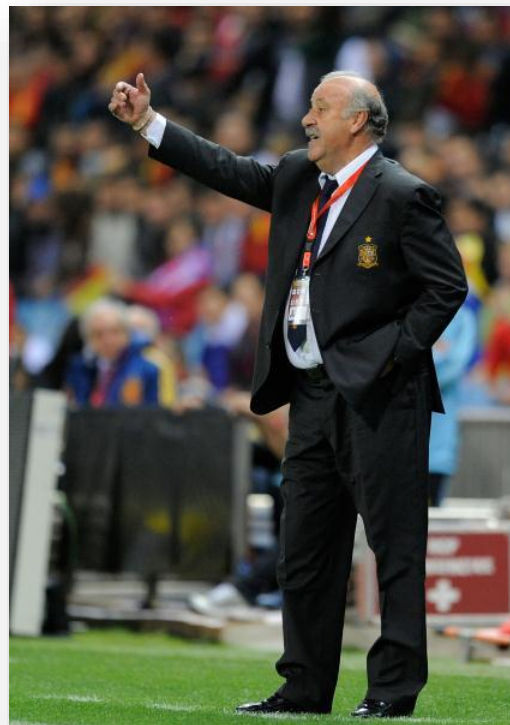
UEFA Coach Education Pyramid



UEFA Coaching Convention: Benefits

A Convention of full age

- ⚽ Improvement of coaching standards at all levels
- ⚽ Unified minimum standards at B, A and Pro level guarantee coaching performance quality across Europe
- ⚽ Protection and better development of players through better educated coaches



UEFA Coaching Convention: Benefits

A Convention of full age

- ⚽ Better and transparent exchange amongst the member associations
- ⚽ Bigger further education opportunities
- ⚽ Continuous stimulus for improvements of domestic coach education programmes
- ⚽ Improvement of coaches' status and recognition



UEFA Coaching Convention: Benefits

A Convention of full age

- ⚽ National association diplomas and licences are recognised as UEFA diplomas and licences
- ⚽ Mutual recognition of coaching qualifications and cross-border movement ensured
- ⚽ Continuous and constructive dialogue with EU authorities and respect of EU jurisdiction (originally: Directive 92/51)



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UEFA Coaching Programme: Specialist Education - Futsal

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Specialist Coach Education: Futsal

- ⚽ Aiming to develop futsal throughout Europe by focusing on coaching
- ⚽ Specific UEFA programme for futsal coaches and coach educators
- ⚽ UEFA Futsal B Licence created to recognise futsal coach education on a European level
 - ⚽ Poland and Portugal first confirmed associations
 - ⚽ 25 other associations in progress

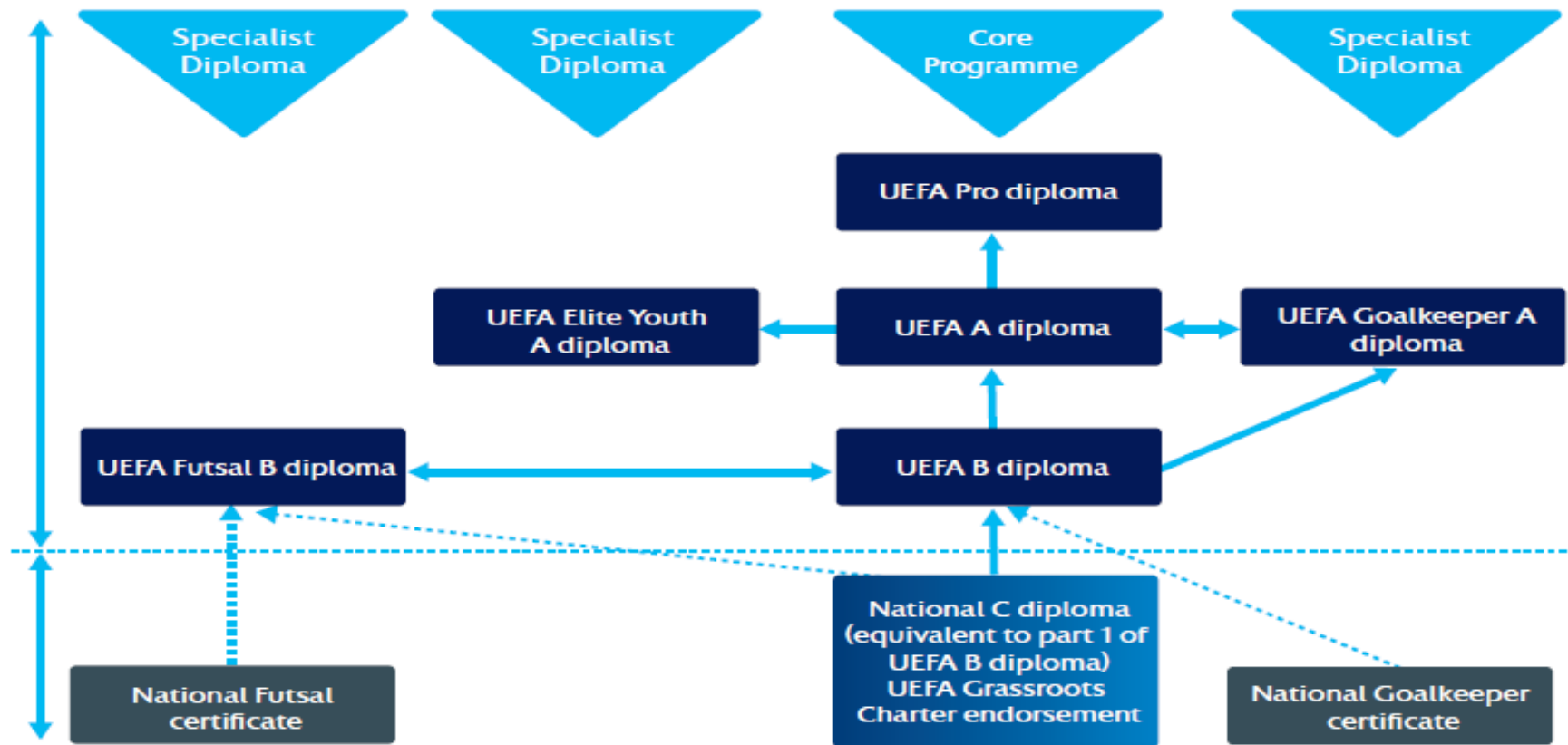


“UEFA’s focus on training and coach education for futsal will have a major impact on futsal development across Europe.”

- Javier Lozano Cid



UEFA Coach Education Pathway



Specialist Coach Education: Futsal

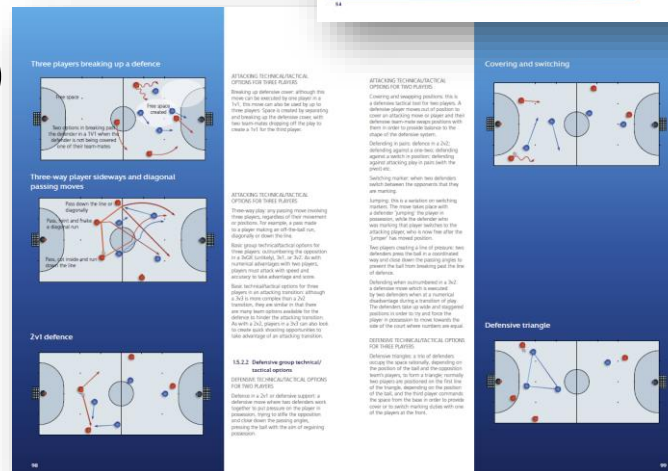
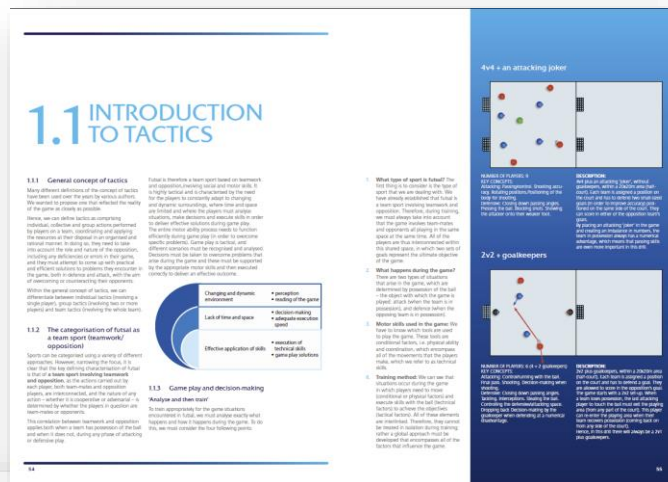
UEFA offers specific and tailor made support to national associations

USB Keys (delivered in 2015)

Futsal Manual (end of 2016)

Instructor help

Custom courses





UEFA Coaching Programme: Specialist Education - Goalkeeping

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UEFA Advanced Goalkeeper Coach Education

A process starting in 2011:

- Creation of a GK working group (Jira Panel)
- GK advanced licence guidelines
- 13 pilot courses
- GK analysis EURO 2016 & UCL
- DVD production
- Presentation of approved guidelines to NAs in 2013
- Regional tutor education
- Individual association support



UEFA GK advisory group



Packie Bonner



Marc Van Geersom



Mart Poom



Savvas Constantinou



Gudmundur Hreidarsson



Jan Erik Stinessen



Frans Hoek



Jörg Daniel



Martin Thomas

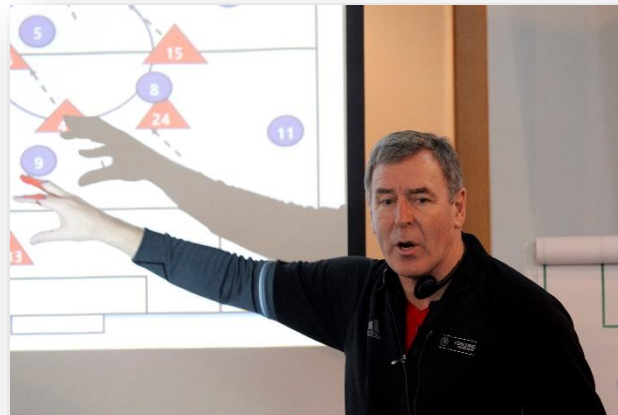


Jim Steward

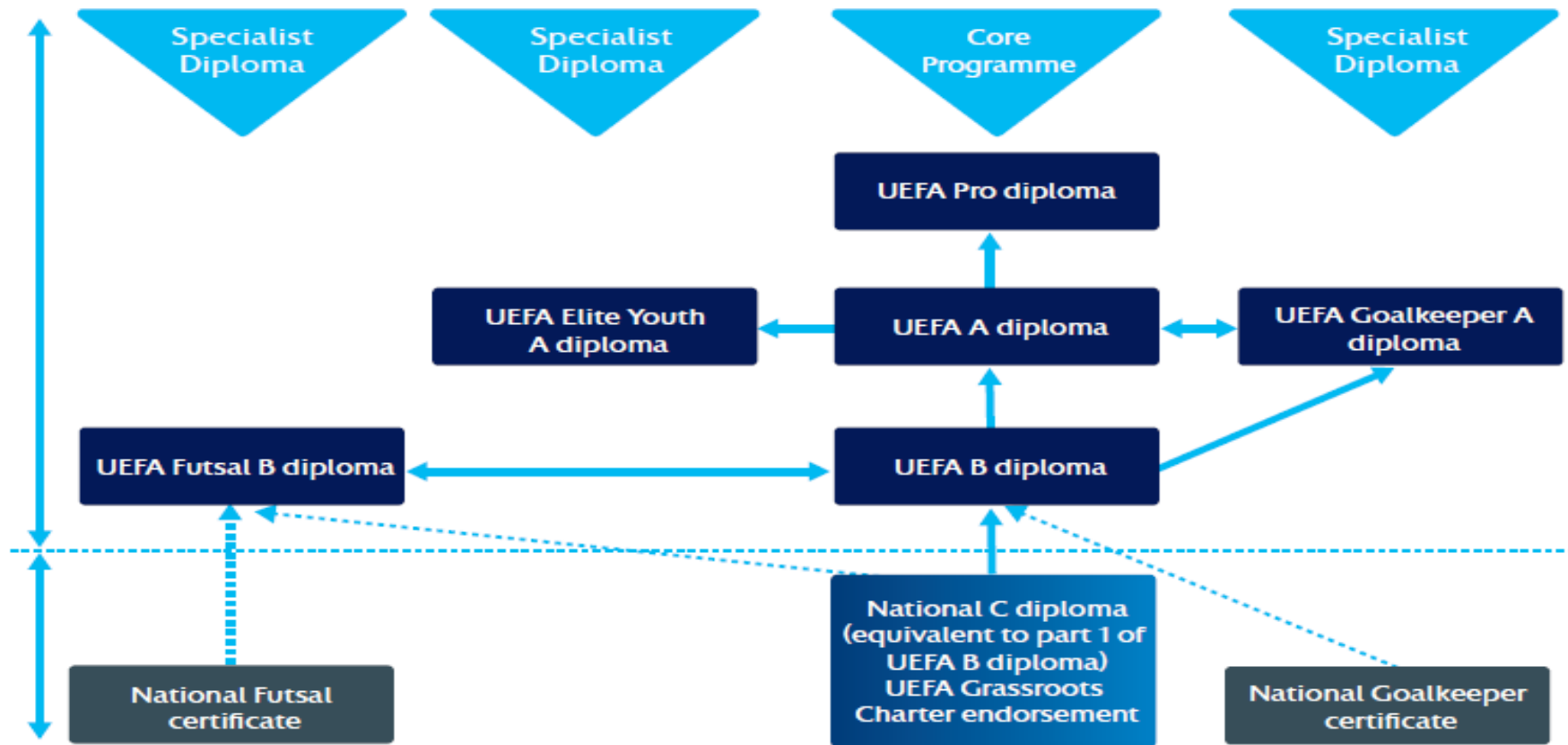
Specialist Education: Goalkeeping



- ⚽ Three Tutor-The-Tutor Projects so far:
UK Associations & Rep. of Ireland, FSU, Balkan
- ⚽ First approvals: Denmark, Netherlands, Norway, Serbia, Scotland, Belgium, Spain, Poland, Greece
- ⚽ Support to 22 further associations ongoing



UEFA Coach Education Pathway



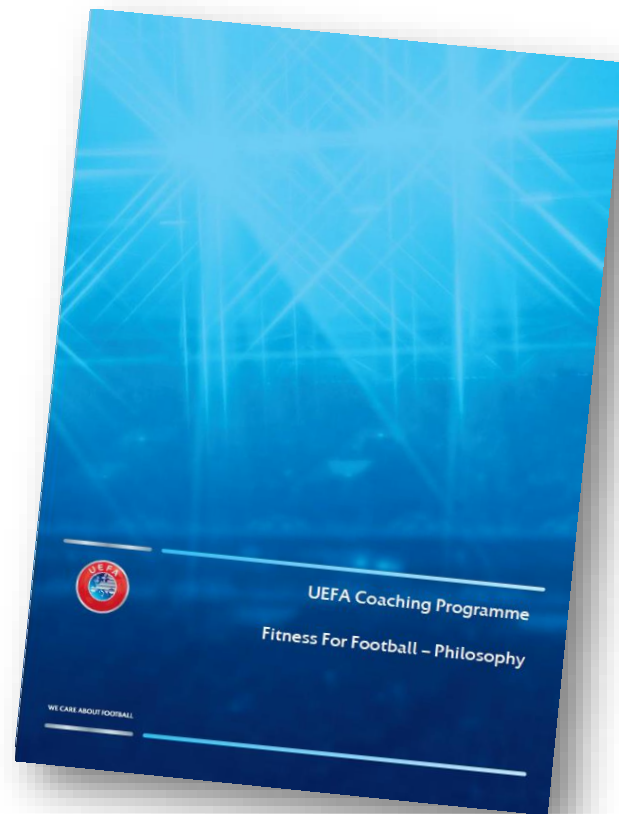


UEFA Coaching Programme: Specialist Education - Fitness

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Specialist Education: Fitness

- ⚽ No UEFA Specialist Diploma in Fitness area
- ⚽ Instead: familiarisation of technical education experts with the latest trends in this domain
- ⚽ Philosophy paper: clear football specific message, integration of fitness topics in coaching courses



Specialist Education: Fitness



- ⚽ Three Fitness for Football Seminars in 2013/14 involving all NA's
- ⚽ Nurturing dialogue between coach educators and fitness experts
- ⚽ Communicating a clear football specific message
- ⚽ Demonstrate the integration of fitness topics in coach education courses
- ⚽ Cascading effect

Specialist Education: Fitness

Transfer into Study Group Scheme – more specificity

⚽ 2014-2016: 7 seminars

⚽ 2016-2018: 6 seminars



Andreas Morisbak Sigmund A.-Aasen Jan Ekstrand Paul Balsom Werner Helsen Faye Downey Mogens Kreutzfeldt

Fitness For Football in Study Group Scheme 2014-2016

Topics covered by UEFA experts - more specificity:

- Fitness for football philosophy
- Planning and periodization
- Demands of the game
- Keeping the players on the pitch, Injury prevention
- Developing and monitoring speed
- Continuous monitoring
- Practical demonstrations: monitoring training (GPS/LPS)



Fitness For Football in Study Group Scheme 2016-2018

- **Main theme:** Facilitating a successful transition from youth to senior football
- **Sub-topics:**
 - Monitoring load
 - Match intensity (or compensation for the lack of match exposure)
 - Injury prevention
 - Collaboration between academy and first team
 - Training regimes (off-, pre- and in-season)
 - Strength, power and speed
 - Nutrition
 - Maturity
 - Strategies adopted by the national associations

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UEFA Coaching Programme: Pro Licence Student Exchange

Pro Licence: Student Exchange

COACHING
PROGRAMME

THE STORY SO FAR

23 events since
May 2011

2000+ students
and tutors have
attended

45 associations
attended

4 events in
2016-17

All Pro Licence
associations have
taken part

**Waiting list for
future events**



FYR Macedonia Pro Licence Students took part in 2014





UEFA Coaching Programme: Study Group Scheme

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UEFA Study Group Scheme History

- 8 Seasons
- 375 seminars took place:
 - 93 on Elite Youth Football
 - 87 on Grassroots Football
 - 107 on Coach Education**
 - 88 on Women's Football
- 45 different host associations
- 12'000 football technicians participated



2014-2016 Study Group Scheme Outlook

Season 7 and 8

- 👤 3 football areas, focus only on specific topics/content
- 👤 Planning of 4 seminars in 2 consecutive seasons (2 seminars per season)

COACH EDUCATION

UEFA B Licence

UEFA Elite Youth A Licence

Fitness for Football

WOMEN'S FOOTBALL

Elite Youth Development

Youth National Teams

GRASSROOTS FOOTBALL

New UEFA Grassroots Charter
Criteria

UEFA Study Group Scheme:

New cycle – Season 2016-17/2017-18

- Same 3 pillars as previous season, with **new topics**:



UEFA Study Group Scheme:

Seasons 2016/17 and 2017/18

- 50 seminars planned:
 - 8 on Elite Youth Football
 - 15 on Grassroots Football
 - 14 on Coach Education**
 - 13 on Women's Football
- 23 different host associations
- Macedonia will visit:
 - 2 Coach Education seminars
 - 1 Grassroots
 - 1 Women's



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UEFA Coach Education Programme: Publications/Communication

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UEFA Technical Publications



- Technical Observer groups produce Technical Reports for:
 - UEFA Women's EURO
 - UEFA Champions League/Europa League
 - UEFA European Under-21 Championship
 - UEFA European Under-17 and Under-19 Championships
 - UEFA European Women's Under-17 and Under-19 Championships
 - UEFA Futsal EURO

UEFA Technical Reports

Technical Reports can be downloaded from UEFA.org or directly at the following location:

<https://uefa.box.com/v/UEFA-Technical-Reports>



UEFA Technical Publications – The Technician



THE TECHNICIAN

THE TECHNICIAN

THE TECHNICIAN

REINVENTED REVEALS TREND TOWARDS FAST FORWARD

The recently published technical reports on EURO 2016 and last season's Champions League and Europa League point to some clear tendencies that were confirmed by the elite coaching forums held in Nyon and Paris: possession is not a prerequisite for success, effective wing play is, and direct attacks are the order of the day.

A glance at the main-viewer reveals that, among the top 16 clubs in each of last season's two major club competitions, almost half the coaches (14) to be present were no longer on the same bench when the ball started rolling at the start of the new season. In addition, nine of the EURO 2016 coaches had parted company with their national teams. As Lars Lagerbäck said after Iceland's victory over England prompted Roy Hodgson to step down, "coaching is not the easiest".

One of the hang-ups endemic to those engaged at the top end of the coaching profession is that the vestigial roller coaster of day-to-day work affords few opportunities to take time out, rewind the recent past and see a wide-angle lens to search for any patterns that may or may not have emerged from the previous season. UEFA offers encouragement to hit the pause button by staging the annual Elite Club Coaches Forum in

Nyon and, after EURO 2016, inviting the continent's national team coaches and technical directors to a conference in Paris for a review of the first 24-team final tournament in the history of the European Football Championship. And, with a view to sharing information and reflections among as broad an audience as possible, technical reports on each competition have been published.

In theory, the two major club competitions should not be overly different. Yet Ural Emery, after steering Sevilla FC in the group stage of the UEFA Champions League and then leading the Spanish club to a third successive UEFA Europa League victory, stressed during the forum in Nyon that teams deviated from the Champions League to the Europa League frequently struggle to adjust to the birthrights of two surprisingly different environments. Zinedine Zidane, who led Real Madrid CF to victory in the Champions League in his first season as coach, admitted "the Champions League is a complex entity

with", while technicians such as St. Mirren's Iain Davidson and FC Dynamo Kyiv's Serhiy Rebrov underscored the coaching challenges posed by the need to combine high-profile, high-intensity European fixtures with much lower-key domestic games. Flipping the same coin to a EURO perspective, Northern Ireland's Michael O'Neill was not alone in feeling proud of the performance by players who had never experienced Champions League football and could therefore have been expected for falling short of the intensity levels required at the top end of the international game.

Despite the diverse personalities of the three competitions, it was not mission impossible to weave threads of different hues into an interesting feature. Henk Van Loosdrecht, who led KAA Gent into the Champions League knockout phase last season, remarked in Nyon: "One of the things we saw at EURO was – it's becoming more and more visible, in fact – that you have two ways of playing: the dominant way of playing, and the defensive way →



Cristiano Ronaldo rises high to head Portugal in front against Wales in the EURO 2016 semi-finals

PARIS AND BEYOND

Europe's national team coaches met in the French capital on 12 September to discuss what they had learned from UEFA EURO 2016.

With the rapid transition to World Cup qualifying, it is understandable that for many EURO 2016 is a thing of the past. But it would be foolish to consign it to memory without taking stock and seeing what takeaways messages it has to offer the coaching fraternity in particular. That was the mission statement when UEFA invited national team coaches, technical directors and coach education specialists to a conference in Paris – where else? – on 12 September.

The starting point was a selection of information culled from the technical report, copies of which were distributed hot off the press to the conference attendees. The full report is also available in various languages on UEFA.org. Some of the topics – such as the pros and cons of fielding a settled team or rotating the full squad – were then carried into a round-table session. "As everybody says, with a national team you can't sign players," Walles manager Chris Coleman said. "So it's about

getting the best out of the players you have. In my case, I had outstanding talents like Gareth Bale and Aaron Ramsey, so I tried to set up a team that would get them into possession as much as possible and encourage them to do as much damage as possible."

Iceland co-coach Lars Lagerbäck stressed: "We tend to look only at the final tournament. Our preparations were over a period of two years or so, since we started the qualifying rounds. Before the EURO, we had the full squad together for a very limited number of days, so our campaign was down to the good basic organisation that we had already put in place." Lagerbäck also outlined the ins and outs of the co-coaching formula that he had employed with Sweden and, alongside Henk Halgrímsson, with Iceland. "It's a formality, really," he said. "Henk and I get on very well together – that's the important thing. Whether you talk about 'head coach', 'co-coach' or 'assistant coach' is not so relevant. Maybe it makes it easier to share the media work but, otherwise, it makes no difference."

Flexibility and stability

The coaches in Paris also weighed up the value of tactical flexibility. Didier Deschamps, who varied structures and personnel during the final tournament, said: "I think a coach always wants to be able to surprise the opposition or to react in accordance with a specific match situation. You always want to play to your strengths – but a squad can give you different strengths and more options when it comes to adapting to create more problems for opponents."

Coleman, on the other hand, expressed a preference for stability. "The best Plan B," he said, "is to get Plan A right. But if you see that your plan doesn't work, then you need to embrace technology changes to look for a result." Lagerbäck also preferred a settled structure – in Iceland's case a 4-4-2. "Football is about getting into the box as often as possible – and there are

various ways of doing that. Personally, I prefer to use two strikers as I think the cooperation between them poses greater problems for defenders." He and Coleman both underlined the importance of training-ground work on set pieces which, in France, accounted for around 30% of the goals. "You can score with fantastic creative play like Barcelona," commented Coleman, "but that's not the only way. A while ago, we were conceding too many goals from set pieces and crosses and we've been successful in cutting that down. We work on organisation and delivery – which can be tedious for the players. But we make sure they know individual roles and that's a good investment."

During the final session in Paris, UEFA's chief technical officer, Ivan Lupsariu, invited European champion Fernando Santos to review the reasons for Portugal's success.

Man-management strategies emerged as key features, with Santos outlining his search for the right balance between youth and experience and his successful efforts in "persuading them to calm down". He revealed that emotional responses had been difficult to control and that he had striven to stifle deep-rooted ambitions to attack with panache. "Football is very simple," he maintained. "The aim is to score and not concede. The players wanted to throw everything forward but I helped them to become more focused and pragmatic. We didn't change the set-up that much but we set back a little more and don't allow ourselves to get caught too high up the pitch."

Asked by Lupsariu to trace his own development as a coach, he responded: "As a coach in today's game, it is essential to be trusted by the players. Over the years, you develop your capacity to lead and understand that time. You need to embrace technology and you need to be able to transmit all the knowledge that you have acquired." Those qualities were evidently key to his return to Portugal's first major trophy. ☺

Hommage to Vicente del Bosque

"Success changes a lot of people," Sir Alex Ferguson said on stage in Paris. "But it has not changed Vicente del Bosque. Even after all his successes, he has retained the same humility. He not only won titles but he also did it in style." After three domestic titles and victory in two UEFA Champions Leagues, one UEFA Super Cup and one UEFA World Cup with Real Madrid CF, followed by eight years, a World Cup crown and a European Championship trophy at the helm of Spain, Del Bosque's retirement was honoured by his coaching colleagues, who gave him a standing ovation as UEFA presented him with a specially commissioned photo-book. With trademark humility, he said: "A coach is only worth what his players are worth. The only advice I would pass on is that behaviour is important. No matter what, a coach has to remain calm and collected in order to take optimal decisions." Gracia, Vicente!



uefa.org: the technical section

Coach Education

[Overview](#) | [Football development](#) | [HatTrick](#) | [Top Executive Programme](#) | [Academic](#) | [Women's football](#)


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UEFA's football education in 2015

Published: Saturday 19 December 2015, 9.00CET

UEFA's commitment to developing strong foundations for the technical development of football was illustrated during a year of progress in 2015.

by Martyn Hindley



UEFA's commitment to developing strong foundations for the technical development of football was again in evidence throughout 2015.

Coaches and coach educators came together for the biennial [UEFA Coach Education Workshop in Bratislava in September](#), where the initial results of a study on the impact of the UEFA Coaching Convention across the member associations were presented. The workshop was on the theme of "building for the future", which was appropriate given the focus on tutor education and reality-based learning that will come in 2016.

Lars Lagerbäck gave a presentation to participants outlining his philosophies from over a decade and a half of international experience as a head coach, latterly including the historic qualification of Iceland for UEFA EURO 2016. Learning from the elite was also

RELATED ITEMS


- Coach educators celebrated
- Coaching workshop opens
- Terim's coaching 'revolution'
- Female coaches in focus

News

- Goalkeeper coaches meet
- Football education in 2015
- Fitness for Football seminar
- Ekroth talks up education
- UEFA-technician: Lagerbäck on coaching
- More

Documents

- UEFA Coaching Convention 2015
- 2014/15 UEFA Champions League season review
- 2014/15 UEFA Europa League season review
- 2013/14 UEFA Champions League technical report
- 2013/14 UEFA Europa League technical report
- UEFA EURO 2012 technical report
- The Technician #59 (10.2015)
- The Technician #58 (06.2015)
- The Technician #57 (11.2014)
- The Technician #56 (06.2014)
- The Technician #55 (11.2013)
- The Technician #54 (06.2013)
- The Technician #53 (11.2012)**
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The Menu

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- ⚽ Continuity and Progression:
Building for the Future





UEFA Coaching Programme: Co-operations

WE CARE ABOUT FOOTBALL

UEFA Coaching Programme: Co-operation beyond Europe

Memorandum of Understanding with all Confederations: including guidance on technical matters & educational support

- ⚽ AFC
- ⚽ CAF
- ⚽ CONCACAF
- ⚽ CONMEBOL
- ⚽ OFC



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Building for the Future





UEFA Coaching Programme: Continuity and Progression - Building for the Future

WE CARE ABOUT FOOTBALL

Continuity and Progression – Building for the Future

- Edition 2015
- Research Study
- Priorities for UEFA



Coaching Convention 2015 Edition

- ⚽ A 18 months revision and consultation process, monitored by the Jira Panel
- ⚽ First draft in summer 2013
- ⚽ DATAC & ExCo approval: fall 2014
- ⚽ Ratification of new edition: March 2015



UEFA Coaching Convention 2015 Edition: Ratification

- 53 members (Gibraltar/Kosovo not yet endorsed) have signed the 2015 protocol



UEFA Coaching Convention 2015 Edition: Aims

- ⚽ Contract and Directives: one single document
- ⚽ **More coherence, consistency and clarity** from a legal point of view
- ⚽ Avoid repeating provisions that are regulated through other regulations
- ⚽ Reduce procedural issues – **speed up decision making processes**
- ⚽ A more user-friendly document through a new structure



UEFA Coaching Convention 2015: New Features

- ⚽ **Increased number of hours** (course durations)
- ⚽ Offer extended **syllabi contents, detailed profiles, learning objectives for all coaching licences, refined assessment criteria, new breakdown of study topics and subtopics**
- ⚽ Add extended and new criteria for **specialists' areas** (Goalkeeping & Futsal)
- ⚽ Refine a **Code of ethics** for coaches



UEFA Coaching Convention 2015 Edition: Binders

- Available in E, F, G, IT, SP, RUS
- Each association has also received the entire documentation, including the supporting documents, as a PDF and hard copies
- Convention available online:
<http://www.uefa.org>



New Diploma & Licence templates



Convention Research Study

Why in this phase?

- ⚽ nothing set in stone
- ⚽ an evolving process
- ⚽ anticipation of the future needs
- ⚽ Prospecting the next Convention edition, also based on your feedback and comments



Convention Research Study

**Building for
the Future**



Convention Research Study: Aims

- 🏴󠁧󠁢󠁥󠁮󠁧󠁿 To **describe** (or 'benchmark') the application of the Convention across 54 national associations
- 🏴󠁧󠁢󠁥󠁮󠁧󠁿 To **understand** the impact of the Convention on coach education systems, as well as wider impacts against its goals
- 🏴󠁧󠁢󠁥󠁮󠁧󠁿 To understand the **wants and needs** of the 54 national associations from UEFA and the Convention moving forwards
- 🏴󠁧󠁢󠁥󠁮󠁧󠁿 To draw **conclusions** from the data, and make **recommendations** to UEFA about the Convention



The UEFA Coaching Convention: Building for the Future

Study follow-up at various levels:

- ⚽ An enriching process in itself
- ⚽ Executive Summary
- ⚽ Full report in final completion phase
- ⚽ Publications/articles on uefa.com, Technician, academic journals
- ⚽ Further consultation with the NAs
- ⚽ **Priorities set**



The UEFA Coaching Convention: Building for the Future

Key priorities to tackle:

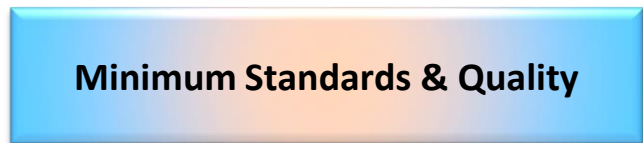
- ⚽ Development of coach educators
- ⚽ Further education (CPD)
- ⚽ Reality-based learning

Additional focus on:

- ⚽ Creation of a knowledge hub
- ⚽ Improvement of data collection tools
- ⚽ Increase of qualified female coaches



The UEFA Coaching Convention: Building for the Future



Minimum Standards & Quality

Convention 2015



JIRA Panel

- Introduction of the new edition
 - Advice and tutoring
 - Problems and content

- Re-evaluation
 - Every three years?
 - Categories?
 - Data collection



Development
(Categorisation)

Development programmes



UEFA experts

- Analysis and development offers
 - **Development of coach educators**
 - Student exchange / SGS
 - GK courses pre- / A levels
 - Elite Youth (B/A levels)
 - Fitness / Futsal
 - Female courses/coaches
 - **Further education**
 - **Reality-based learning**
 - Knowledge hub

2015

Data Collection Tools

2018

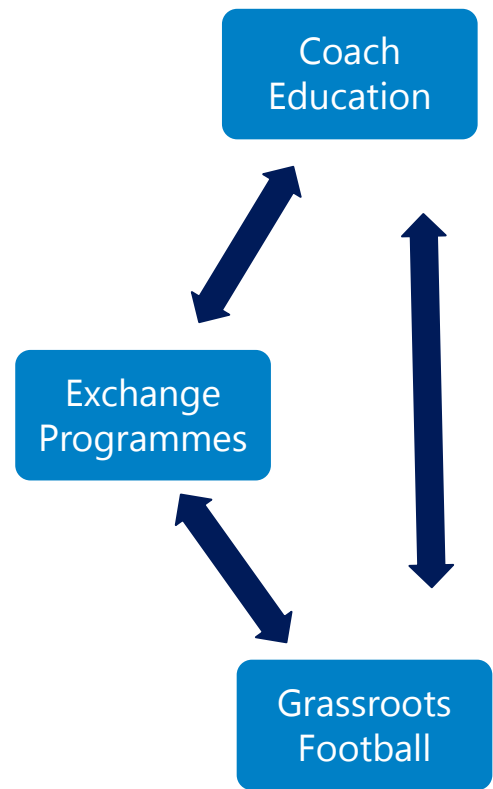
Continuity and Progression...



**Building
for the
Future**

... to develop the coach – to develop the game.

Continuity and progression...



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Building for the Future



A journey to raise the bar...

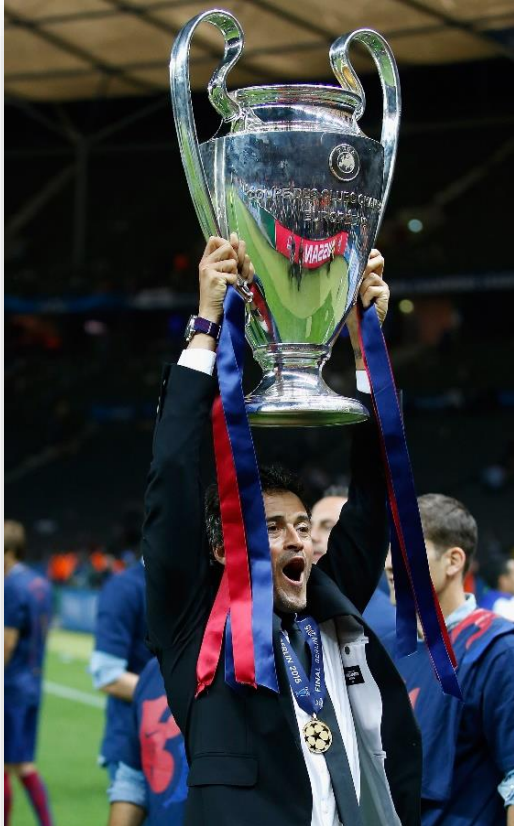


COACHING
PROGRAMME

“The coach is the key to success. It is only right that I dedicated Germany’s World Cup success in 2014 to all the highly qualified technicians in my country. Coach education has to be well structured, multi-layered and constantly adapted to the evolutions of the game. UEFA realised this many years ago and, with the introduction of the Coaching Convention, has massively contributed to raising the level of coach education on a pan-European scale. This has obviously also had a positive impact on the quality of the game as a whole.”

(Jogi Löw)

A journey to raise the bar...



COACHING PROGRAMME

Thank you for your attention.



COACH EDUCATION IN EUROPE – A JOURNEY TO RAISE THE BAR

FYR MACEDONIA

20 FEBRUARY 2017

WE CARE ABOUT FOOTBALL

FRANK K. LUDOLPH, UEFA HEAD OF FOOTBALL EDUCATION SERVICES