



# CONIFA ACTIVITY REPORT 2024

ANNUAL SUMMARY  
CONIFA

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# INTRODUCTION

This report is given by the members of the CONIFA Global Executive Committee, Continental Committees and sub Committees addressed to all our members and stakeholder all around the world.

## Core values and Ethics

The core values (*the reason of our existence*) in CONIFA is: "**Breaking barriers for a better world through Sports & Culture**". Our key pillars of operations is to always include and promote:

- Humanity
- Peace
- Inclusion
- Diversity
- Equality
- Respect
- Friendship
- Sustainability

This is achieved by Sporting & Cultural activities and events that "breathes" our ethical values. CONIFA aims to uphold the position as a global role model within Sports & Culture, as a instrument for a higher cause. CONIFA manage a global platform for people, ethnicities, indigenous people and regions that don't have access to international sports.

CONIFA was founded, 6<sup>th</sup> July 2013, so 2024 has been our eleventh year of operation. The year started with high hopes, especially with two of our main tournaments planned and scheduled for the year – the CONIFA World Football Cup for Men & Women.

We was given the opportunity to showcase the European Capital of Culture – the city of Bodö, Norway during our CONIFA Women World Football Cup in June and we want to congratulate FA Sapmi, who defended their World Champion title in a tight final against Tamil Eelam FA(2-1). But we also want to send a big thank you and congratulate all teams participating in the tournament – memories for life became created with dream scenarios and a stunning landscape surrounding the whole tournament.

Sadly, the Kurdistan government and the Kurdistan FA decided to withdraw the hosting of the CONIFA World Football Cup in the last minute which lead to serious financial consequences for some of our members and CONIFA itself as a organisation. After a heroic work from people inside CONIFA together with F.A.D. São Paulo we almost found an alternative location in Brazil. Due to lack of time and financial resources, we couldn't go further – so the main focus 2025 for CONIFA Global will be to find a stable partner to host the CONIFA WFC in 2026/27.

Our financial situation has been, and still are, unfortunately very unstable. The organization still lack incentives for people to work focused with sponsorship and partnerships, which is a serious bottleneck for us. The consequences means that we strongly depends on the Annual Membership fees paid by our members to be able to be operational. The amount of the

membership fee has been untouched for eleven years, and the costs grown – which makes the day-to-day management a challenge 365 day per year.

With a organisation runned by volunteerly forces, it's crucial that our members show act of , solidarity towards our global community, especially in terms of active membership. Most of our members has shown a fantastic engagement, friendship and solidarity towards eachother and the organisation. It feels like external challenges binds us together and makes us stronger.

We are still "under staffed", especially within the Media area, but has been lucky to replace several position with amazing individuals, who strongly believe and contributes to our higher values and ethics.

Our counter part in the "never ending" legal process, Hotel Continental Skopje continues to delay the lawsuit process in North Macedonia (4,5 years now), so unfortunately, our money (170 000 euros + interest rate) are still locked (stolen) by them. We will not give up without a fight, morally, legally and ethically we have all rights, but running a process in legally "undeveloped countries" with a high risk of corruption in their system, such as Macedonia is a massive challenge. The court process will continue in 2025 and we all hope for a final decision from the court. This are money, owned by our organisation and could have been used for a better purpose, tha lack of financial abilities internally is still a major challenge for our operations and the lawsuit process drains us of energy and financials.

Despite all these challenges that we've faced , the CONIFA year of 2024 has in general been an great year of joy, friendship, engagement, development and a real springboard towards a brighter future, more then ever before.

We've been proud to follow the amazing work done so far by our newly elected Youth Football Director: Olufemi Emmanuel Olugbodi, setting the platform and strategies for a growth within Youth Football under the CONIFA umbrella. We can also see an increased activity within almost all Continents which give hope for a bright future. It's when we working together, we become strong !

Thanks to an excellent work done by our General Manager: Fabio Puntillo – CONIFA has signed an agreement with MEI in London (Major Event International Ltd). An agreement that we hope shall support us in our search for good partnerships for our future events to come.

During the year, we've welcomed new/returning members, such as: Biafra FF (Africa), Occitánia (Europe), ISCA (North America), Gozo FA(Europe) and we also have three pending applicants for our AGM to decide upon. CONIFA now reached a people representation of more then 915,4 million people (0.9 billion).

Looking back at 2024, we can determine that we today have a good engagement in all Continental Committees, tournament and event ambitions, higher then ever and are continiuously building up the organisation with the right people in the right place. CONIFA is today a **"PowerHouse in Football"** with appriciated values and ethics.

The Executive Committee want to send out a big **THANK YOU**, filled with love, to all our members, our partners, media and all Committee members that contributes to make the world a better place to be through sport and culture.

On the behalf of the CONIFA Global Executive Committee 2024



Per-Anders Blind / CONIFA Global President



# MANAGEMENT

## The Global Executive Committee

members elected by the AGM or appointed by the Executive Committee as Interim positions in 2023:

President:	Per-Anders Blind, Sweden
1 <sup>st</sup> Vice President:	Kristóf Wenczel, Hungary
2 <sup>nd</sup> Vice President:	Dimitri Pagava, Abkhazia
General secretary:	Jeroen Zandberg, Netherlands
Media Director:	Vacant (interim: CONIFA President)
Financial Director:	Vacant (interim: CONIFA President)
Director:	Håkan Kuorak, Sweden
President Women Football:	Norma Álvarez Aquilera, Mexico
Referee Director:	Roger Lundbäck, Sweden
General Manager:	Fabio Puntillo, Italy
Continental President, Africa:	Ngala Maimo Wajiri, Cameroon
Continental President, Asia/Oceania:	Ruby Ann Kagaoan Phillipines
Continental President, Europe:	Alberto Rischio, Italy
Continental President, North America & Caribbean:	Shaun Harris, USA
Continental President, South America:	Diego Bartolotta Camarillo, Mexico

## The Africa Committee 2024:

President:	Ngala Maimo Wajiri, Cameroon
General Manager:	Seif Kombo Pandu, Zanzibar

## The Asia Committee 2024:

President:	Ruby Ann Kagaoan, Phillipines
Asia Manager:	Tenzin Rinchen, Tibet
Referee Manager:	Tomoki Okuyama, Japan

## The Europe Committee 2024:

President:	Alberto Rischio, Italy
General secretary:	Piotr Podlewski, Poland
Cultural Director:	Matteo Melodia, Italy
Cultural Manager:	Stefano Vai
Media Director:	Chiara Bazzani, Italy
Media Manager:	Cecilia Mercatore
Social Media Manager:	Matteo Orizio
Referee Manager:	Daniel Curcio
Women Football Director:	Håkan Kuroak, Sweden

Women Football Manager:	Khursana Tairova
ECT Director:	Givi Todua, Abkhazia
ECT Manager:	Andrea di Maggio
ECT Manager:	Enrico Izzo
Operations Manager:	Vincenzo Sollitto, Italy
Tournament Director:	Gianluca Novelli, Italy
Tournament Manager:	Gabrielle de Gennaro
Football for Pan-Disabled Director:	Simon York, United Kingdom

## **The North America & Caribbean Committee 2024:**

President:	Shaun Harris
Canada Committee Member:	Francis LeTourneau
Mexico and Central America Committee Member:	Alejandro Maciel

## **The South America Committee 2024:**

President:	Diego Bartolotta Camarillo, Mexico
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## **The Referee Committee 2024:**

Global Referee Director:	Roger Lundbäck, Sweden
Deputy Referee Director:	Dennis Wall, Sweden

## **The Global Media Team 2024:**

Media Director:	Vacant (interim: Global President)
Social media Manager:	Maximillian Goodman, United Kingdom
Content Director:	Ryan Murray, United Kingdom



## MEMBERS – new members 2024/25

In 2024 we've welcomed several new members to our global family of friendship. During the year, we've received seven membership applications and the Executive Committee approved four of them and three became postponed to the AGM2025:

	<p><b>Occitania (Europe)</b></p> <p>CONIFA are happy to welcome back, Occitania who represents a part of Southern France (+ a small part of the Italian and Spanish mountains) and share Occitan values, culture and language. There's ~2 million people speaking Language d'oc.</p>
	<p><b>Biafra FF (Africa)</b></p> <p>Biafra FF wrote history in May 2022 when they became the 1st CONIFA Continental Champion in Africa after a 1-0 win against Matabeleland in the final. After a couple of years of internal challenges, they are back, stronger than ever and CONIFA are happy to welcome Biafra FF back to us.</p>
	<p><b>ISCA (North America &amp; Carribeans)</b></p> <p>The Indigenous Sport Council of Alberta is based in Edmonton, Canada and represents approx ~260 000 indigenous people in the province.</p>
	<p><b>Gozo FA (Europe)</b></p> <p>Gozo is the second largest island in the Republic of Malta with a population of ~40 000 people and a very distinct culture and history.</p>
	<p><b>FF Rouegasque Provençal (Europe) – pending status</b></p> <p>The team represents the "Principauté du Rouet", a small territory in the south of France, whereas some speak Provençal (ISO 639-3). Pending reason: Not registered organisation at the point of application.</p>
	<p><b>Alsace FA (Europe) – pending status</b></p> <p>The team represents a region of 1,9 million people in eastern France. The Alsatian language is listed in the ISO 639-2. Pending reason: Not registered organisation at the point of application.</p>
	<p><b>Pontine Marshes (Europe) – pending status</b></p> <p>The team represents "Agro Pontino" – an area of the Lazio region in Italy, in the Latina province. The area holds 8 municipalities with a population of 287 013 people, Pending reason: Need to clarify their representation and which criteria of membership they fit into.</p>

## **Africa (4)**

Kabylie, Biafra, Katanga and Yoruba. Four members, representing approx. 113,2 million people.

## **Asia (8)**

Kashmir, Kurdistan, Tamil Eelam, Tibet, Panjab, Hmong people, East Turkistan and Pakistan. Eight members, representing approx. 524,75 million people

## **Europe (19)**

South Ossetia, Kernow, North Cyprus, Szekelyland, Donetsk PR, Karpatalja, Western Armenia, Artsakh, Chameria, Abkhazia, Raetia, Two Sicilies, Sapmi, Padania, Ellan Vannin, Gozo, Sardinia, Occitania and Canton Ticino. Nineteen members, representing approx. 58,2 million people.

## **North America & Caribbeans (5)**

Cascadia, Kuskatan, ANBM, ISCA and Kiskeya. Five members, representing approx. 164,8 million people.

## **Oceania (2)**

Hawaii and West Papua. Two member, representing approx. 2,38 million people.

## **South America(6)**

Mapuche, Rapa Nui, Maule Sur, FAD, Esperanto, Aymara, Guna Nación and Armenio. Six members, representing approx. 52,0 million people.

All together, 44 CONIFA members representing approx. **915,4 million people** (0.91 billion)

# PRESIDENTIAL OFFICE & GENERAL SECRETARIAT ACTIVITY REPORT 2024



**given by President Per-Anders Blind. Vice President Kristóf Wenczel, Dimitri Pagava and Jeroen Zandberg.**

The role as Global, Vice Presidents and General secretary during 2024 has been a mixture of opportunities and challenges. From our positions, we've supported the massive internal work done in both Global, Continental and subcommittees together with internal and external representation.

During the year we've conducted and recorded 12 Global Executive Committee meetings.

The members has been personally been involved in many of activities during the year.

## **Main focus areas**

- AGM2024, Budapest & AGM2025 Genoa
- Supporting Comitée activities and their events
- Accounting
- Meeting administration
- Preparation CONIFA Men World Football Cup 2024
- Preparation and deliverance CONIFA Women World Football Cup 2024
- Legals, strategies and external stakeholder communication

## **Accounting**

CONIFA still haven't appointed a Financial Director, which means that the Global President has taken this role as a Interim position. The accounting has been recorded and managed during the fiscal year in collaboration with a accredited audit firm.

# **BUSINESS ACTIVITY 2024**

## **BUSINESS PLAN 2025 REPORT**

given by **General Manager, Dr. Fabio Puntillo**  
**Management of the business activities.**



### **Activity Report 2024**

2024 was a year of hope to fully relaunch our sports activities and competitions, to both meet our members' expectations and reinforce the CONIFA brand image in front of the media and business partners.

Unfortunately, our major international event, the Men's World Cup, was canceled. A lost opportunity to relaunch our international image, reinforce relationships among our members and activate new business opportunities.

Just in November, I led the establishment of a commercial partnership with Major Events International. MEI is a management consultancy who specialises in helping all organisations succeed in the global events market: from commercial companies, rights holders, government agencies to host organisations. MEI will support CONIFA in finding international destinations willing to host our sports events.

### **Activity plan 2025**

- Working with MEI to place our major sports events at sponsoring cities, to have in 2025 either a World and/or few Continental Cups.
- Continuing the business advisory service for members and confederations: for 2025 I will make myself available to advise the business management of events, members and confederations. The goal is to manage more professionally our activities, turning our events into commercial products, to become attractive for sponsors and business partners.
- Looking for a main corporate sponsor for CONIFA international competitions.
- Negotiating new business deals to license CONIFA media and image rights for the 2025 competitions.
- Supporting the business organization of Continental Cups (tentative the Euro and Africa Men Cups), No Limits "Mix Gender Youth Exhibitions" in 2025. (Youth Mixed Gender Football aims to break down barriers between boys and girls, cancel the stereotype of females practicing sports, educate boys and girls playing football in the same team)
- Relaunching the charity project "Boots for Africa & Asia".

# EUROPE ACTIVITY REPORT

given by Continental President, Alberto Rischio



**Football can open horizons, where diplomacy cannot reach #wearEurope**

## The European Committee

President:	Alberto Rischio, Italy
General secretary:	Piotr Podlewski, Poland
Cultural Director:	Matteo Melodia, Italy
Cultural Manager:	Stefano Vai
Media Director:	Chiara Bazzani, Italy
Media Manager:	Cecilia Mercatore
Social Media Manager:	Matteo Orizio
Referee Manager:	Daniel Curcio
Women Football Director:	Håkan Kuroak, Sweden
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ECT Manager:	Andrea di Maggio
ECT Manager:	Enrico Izzo
Operations Manager:	Vincenzo Sollitto, Italy
Tournament Director:	Gianluca Novelli, Italy
Tournament Manager:	Gabrielle de Gennaro
Football for Pan-Disabled Director:	Simon York, United Kingdom

## Meetings

The European Committee conducted nine (9) Committee meetings in 2024. In addition to this, 7 other meetings conducted for both internal and external purposes. In total, there were 16 European operational meetings, 15 meeting minutes, 7 activity reports and 19 documents created with 1 500 hours spent by volunteers.

## Europe 2024

No major events have taken place in Europe during 2024 – the year has been filled with future value creations. There has still been several friendly matches amongst our members which the Euro Comm supervised. We've also conducted several official visits in Europe, such as Gozo and Scotland and met the Ambassador of Kurdistan as examples. European Committee members also supported the CONIFA Women World Football Cup 2024 in Bodö, Norway with volunteer forces. Another milestone reached was the launch of the CONIFA European Ranking System for both Men and Women in Europe.

## **Europe 2025/26**

- Men's European Championship 2026
- No Limit Championship
- Increase the friendly games calendar
- Support the growth of Women's football
- The first edition of ECT – European Club Trophy
- Conduct Continental meetings for FA's.

# NORTH AMERICA & CARIBBEANS ACTIVITY REPORT

given by Continental President, Shaun Harris



2024 Activities Report and 2025 and 2026 Continental Planning:

## REGION/S and Populations:

### **North America & Caribbean**

2024 - (5) ISCA, Cascadia, Kuskatan(I), ANBM and Kiskeya(I)  
Five members, representing approx. 644 million people.

### **South America**

(6) Mapuche(I), Rapa Nui(I), Maule Sur(I), FAD, Esperanto(I), Aymara(I), Guna Nación(I) and Armenio(I). Six members, representing approx. 210 million people.

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## LEADERSHIP:

- Shaun Harris - ExCo Member and North and Central America and Caribbean President
- Francis LeTourneau - Canada Committee Member
- Alejandro Maciel - Mexico and Central America Committee Member

## CONTACT/S:

Email: [NCAC@conifa.org](mailto:NCAC@conifa.org)  
X @ConifaNORTH

## 2024 RESUMÉ:

Jan/Feb: Aaron Johnsen resigned from Conifa and Conifa and North America thanks Aaron for his many years of service within Conifa.

March: Shaun Harris was appointed to ExCo and elected NCAC President

Summer: Membership was the focus, to strengthen and realign with current members and create an opportunity for members to play a future in what America looks like for Conifa. With the key on solidifying current members and creating a process to generate new members. Also

Conifa NCAC elected Francis-Canada and Alejandro in Mexico and Central America as official committee members.

Fall: Conifa North America officially expanded into Canada with the addition of ISCA in the Alberta province as its newest member. And also working with Jaclyn the ISCA Executive Director collaborating with Francis to build a plan to continue to expand Canada in 2025.

<https://www.conifa.org/en/members/isca/>

<https://www.conifa.org/en/wp-content/uploads/2024/12/Final-Press-Release-CONIFA-ISCA-2024.pdf>

Winter: The media support around the progress and growth of Conica NCAC in 2024 was very positive (see below):

<https://rg.org/news/soccer/waking-a-sleeping-giant-shaun-harris-vision-for-conifa-future>

### **Next Steps... 2025-2026**

1. Look to continue to develop, expand and strengthen membership
2. We will continue to support the next Women's World Football Cup. We look to support a positive outcome toward the next Men's World Football Cup, as well as the building of Conifa Youth across all continents.
3. Connection and/or Collaboration to merge the America's
4. Continental event by end of 2025 - Conifa America's
5. Expand categories and offerings Men, Women and Youth (U15-u19's)

With work that is planned in 2025 - Conifa America's will look to host WC26 event (before/during/after) in Los Angeles, CA that once developed will be inclusive for any "active" Conifa member to participate with Conifa America's leading this process within the America's. (May-August, 2026)



# YOUTH FOOTBALL REPORT

given by Youth Football Director, Olufemi Emmanuel Olugbodi



## ACTION PLAN AND PRIORITY

CONIFA Federation Youth Football Framework's action plan and priorities are designed to implement its vision and mission systematically, ensuring that youth football catalyzes positive change. This comprehensive action plan outlines the steps and priorities necessary to achieve the framework's objectives, focusing on key areas such as program development, community engagement, and sustainability.

## FEDERATION STRUCTURE FOR YOUTH FOOTBALL DEVELOPMENT

The CONIFA Federations Youth Football Framework emphasizes the importance of a well-organized and structured approach to youth football within each federation. This structure is crucial for the effective development and management of youth football programs, ensuring that young players receive the support and opportunities they need to thrive.

### Establishment of a Youth Football Body

Each federation under CONIFA is required to establish a dedicated youth football body. This body oversees all aspects of youth football within the federation, from grassroots initiatives to elite youth development programs. The youth football body ensures a clear and consistent approach to developing young talent and promoting the sport among children and adolescents.

## ACTION PLAN AND PRIORITIES FOR FA YOUTH FOOTBALL FRAMEWORK

### 1. Establishing Youth Football Bodies:

- Action: Each federation under CONIFA will establish a dedicated youth football body responsible for overseeing all youth football activities. Appointment of key personnel (Youth Football Director, coaches, Other officers).
- Priority: High. This is the foundational step to ensure structured and consistent management of youth football programs.

### 2. Developing Comprehensive Youth Programs:

- Action: Design and implement age-appropriate football programs that cater to various skill levels, from grassroots to elite development.

- Priority: High. Providing structured pathways for player development is crucial for nurturing talent and promoting long-term engagement in the sport.
- 3. Training and Certifying Coaches:**
- Action: Develop and deliver training programs for coaches, ensuring they are equipped with the latest coaching techniques and methodologies.
  - Priority: High. Quality coaching is essential for the effective development of young players and the overall success of the programs.
- 4. Maintaining Facilities:**
- Action: Invest in developing and maintaining safe and accessible football facilities, including playing fields and training grounds.
  - Priority: Medium. Adequate facilities are necessary to support the growth of youth football but require significant resources and planning.
- 5. Promoting Inclusivity and Diversity:**
- Action: Implement initiatives to ensure youth football programs are inclusive and accessible to all, particularly marginalized and disadvantaged groups.
  - Priority: High. Promoting inclusivity is essential for achieving the framework's mission of engaging ethnic minorities and fostering social cohesion.
- 6. Engaging the Community:**
- Action: Partner with local organizations, schools, and community groups to promote youth football and encourage participation.
  - Priority: Medium. Community engagement is vital for building support and ensuring the sustainability of youth football programs.
- 7. Ensuring Safety and Well-being:**
- Action: Establish and enforce safety protocols, including proper training for coaches and referees, safe playing environments, and injury prevention measures.
  - Priority: High. The safety and well-being of participants are paramount and must be prioritized in all activities.
- 8. Integrating Educational Components:**
- Action: Incorporate educational initiatives into football programs, providing resources and support to help young athletes balance sports and academics.
  - Priority: Medium. Education is crucial for the holistic development of young players and their success off the field.
- 9. Promoting Sustainability:**
- Action: Implement environmentally friendly practices in all football activities, such as using sustainable materials, Edo promoting recycling
  - Priority: Medium. Sustainability ensures that future generations can enjoy the benefits of youth football.

## **10. Monitoring and Evaluation:**

- Action: Regularly assess the progress and impact of youth football programs, using feedback to make continuous improvements.
- Priority: High. Monitoring and evaluation are essential for ensuring the effectiveness and success of the programs.

## **11. Facilitating International Collaboration:**

- Action: Encourage participation in international tournaments and exchange programs to broaden the horizons of young footballers.
- Priority: Medium. International collaboration fosters mutual understanding and provides valuable experiences for young players.

## **12. Securing Funding and Resources:**

- Action: Develop a clear financial plan and secure funding from various sources, including sponsorships, grants, and community fundraising.
- Priority: High. Adequate funding is necessary to support the implementation and sustainability of youth football programs.

## **Implementation timeline**

### **Short term (0 – 1 year)**

- Establish youth football bodies in each federation.
- Begin training and certifying coaches.
- Develop initial youth football programs.
- Start community engagement initiatives.

### **Medium term (1 – 3 years)**

- Expand and refine youth football programs.
- Invest in the development and maintenance of facilities.
- Implement inclusivity and diversity initiatives.
- Integrate educational components into programs.

### **Long term (3 – 5 years)**

- Ensure the sustainability of youth football programs.
- Facilitate international collaboration and exchange programs.
- Continuously monitor and evaluate program effectiveness.
- Secure ongoing funding and resources.

In summary, the action plan and priorities for the CONIFA Federations Youth Football Framework provide a clear roadmap for achieving its vision and mission. By focusing on key areas such as program development, coaching, facilities, inclusivity, safety, education, sustainability, and community engagement, the framework aims to create a supportive and inclusive environment for young footballers. This structured approach ensures that youth football can be a powerful tool for positive change, promoting health, well-being, and social cohesion.

# MEDIA & SOCIAL MEDIA REPORT 2024

given by Global President Per-Anders Blind



The media side of our organisation are still understaffed. Our Global President tried to operate as a Interim Media Director between other duties. In the Media Committee. Mazimillian "Max" Goodman has operated as social media manager whilst Ryan Murray has been appointed as Content Director. Both these gentlemen did great during the year with the resources available, but couldn't due to personal matters be available all the time.

What we can see, is that the social media presence and activity amongst the Continental Committees own social media channel has increased a lot during the year, especially in Europe and Asia.

In 2023, CONIFA established a relationship with the Australia based company DRIBL and a agreement has been signed 2024. This gave us, members and partners a unique opportunity to increase the fan engagement all over the world. A perfect "DRIBL pilot project" was the CONIFA Women World Football Cup in 2024 which became a success and provided statistics from each game, available for everyone.

During the Women WFC 2024, we collaborated with the Swiss based company, MargaTV who produced all games for livestreaming – with highlights and "best of" clips.

**Solid, high quality internal/external information and communication is one of the most crucial and most important key pillars for continious expansion and success.** Therefor, CONIFA need to put focus in 2024/25, to find and recruit competences in the following fields:

- Media Director
- WordPress Management (website)
- Video editor (CONIFA TV and Social Media production)
- Art Director
- Content editors, Story writers
- Photographers (still and video photo)
- Statistics & Data Manager

## The CONIFA Website ([www.conifa.org](http://www.conifa.org))

In 2024, the CONIFA website had 54 139 unique visitors, 187 194 page views and 72 837 sessions. 98 % of the visitors are "New visitors" which shows an increased global interest in CONIFA.



### The Top 10 countries visiting our website in 2024.

- |                             |              |
|-----------------------------|--------------|
| 1. United Kingdom           | 6. France    |
| 2. Brazil                   | 7. Indonesia |
| 3. United States of America | 8. Norway    |
| 4. Morocco                  | 9. Italy     |
| 5. Germany                  | 10. Canada   |



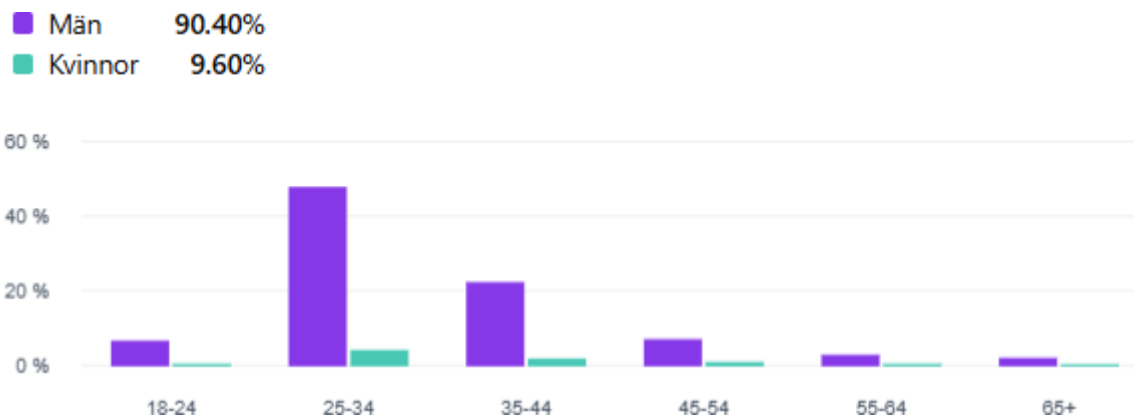
The visitor peaks has been in June and July which shows that when we have our tournaments, the global interest raises for information.



Facebook hold the most of our followers (32 156), but this is not reflected in the engagement. The number of audience has increased in 2024, which is a direct consequence of an under staffed committee and no Media Director in place.

Facebook followers, 2024:	32 156 followers (+ 1 000)
Facebook Page reach in 2024:	324 200 (growth: +506,4%)
Interactions:	17 200 (growth: +332,5%)
Audience:	90.3 % men and 9.7% women.
Most reached post:	Highlights Final Women WFC. (60 600)
Visitors:	59 500

### Audience on Facebook:



Video reach: 1 60 252  
Photo reach: 221 058  
Links: 16 104  
Others: 15 305  
Text: 4 032  
Reels: 2 447  
Live: 807

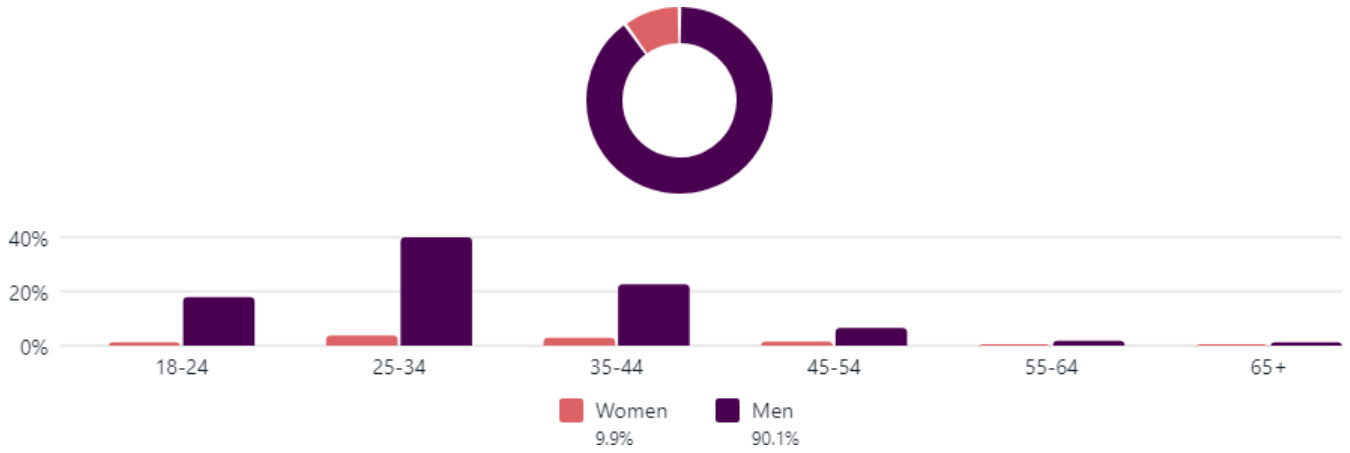
### Conclusion:

Using videos and photos increases the engagement x 10



Instagram followers, 2024:	9 859 followers (+624)
Interactions 2024:	984
Instagram reach in 2024:	55 300 (+35 300)
Audience:	90,1% men and 9,9% women.
Most reached post:	New members (6 800)

**Audience on Instagram:**



**X / Twitter** 

We have 19 900 followers on X/Twitter

	<b>Tweets</b>	<b>Impressions</b>
Jan	0	0
Feb	19	241 700
Mar	2	5 700
Apr	1	28 000
May	17	71 910
Jun	126	185 686
Jul	0	0
Aug	0	0
Sep	0	0
Oct	0	0
Nov	0	0
Dec	3	4 760
<b>SUM21:</b>	<b>79</b>	<b>720 400</b>
<b>SUM22:</b>	<b>97</b>	<b>1 048 500</b>
<b>SUM23:</b>	<b>70</b>	<b>497 500</b>
<b>SUM24:</b>	<b>168</b>	<b>537 756</b>
<b>DIFF:</b>	<b>+ 98</b>	<b>+ 40 256</b>

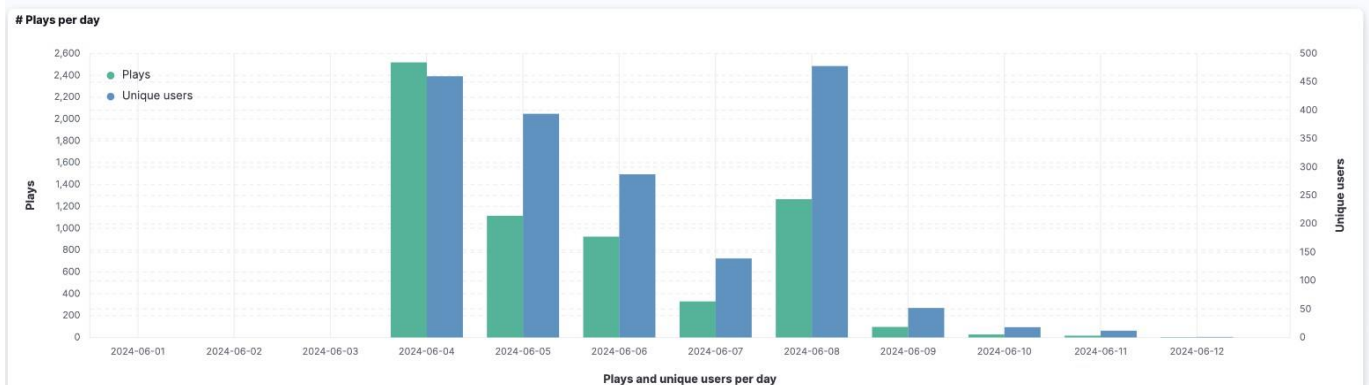


The CONIFA LinkedIn page have had 1 295 page visits during the year (623 unique visitors). The LinkedIn page has 606 followers, a clear increase in number of followers. 105 new followers during the year. The Top 10 Visitor demographics represented by Industry:

1	Spectators, sports 16,2%	6	Radio & Television Broadcasting 5,7%
2	Research services 12,4%	7	Translation & Localization 5,7%
3	Chemical Manufacturing 11,4%	8	Hospitals and Health Care 4,8%
4	Sports Teams and Clubs 10,5%	9	Performing Arts and Spectator sports 4,8%
5	Appliance, Electrical Manufact. 8,6%	10	Language schools 3,8%

## CONIFA TV ([www.conifatv.com](http://www.conifatv.com))

This year was the second year we used the CONIFA TV platform for real. We are still in a build up and learning phase when it comes to the platform. CONIFA want to especilly send a big thank you to Chiara Bazzani who was a key person in the communication between our platform provider, SportAll and our streaming partner, MargaTV during the CONIFA Women World Football Cup 2024:



Total # Plays <b>6,294</b>	Total # Subscribers <b>894</b>
Total # Unique users <b>1,332</b>	Hours played <b>965</b>

Vidéo	Unique Users	Plays	Hours played	Average view per user
Tamil Eelam FA vs Székely Land LE	590	2,467	196.62h	25.69 min
Final CONIFA Women's World Cup	445	1,077	270.86h	38.51 min
FA Sapmi vs Tamil Eelam FA	248	559	123.78h	32.43 min
FA Sapmi vs Székely Land LE	247	934	112.75h	32.82 min
Székely Land LE vs Tamil Eelam FA	215	534	132.29h	38.90 min
Tamil Eelam FA vs FA Sapmi	198	424	84.87h	27.82 min
Székely Land LE vs FA Sapmi	119	294	44.09h	29.72 min
FA Sapmi vs Tibet NSA	4	5	0.00h	-
<b>Total: 6,294</b>		<b>Total: 965.26h</b>		



## Summary

We can see a growth in all our social media channels, both in numbers of followers and engagement. Especially Facebook/Instagram + CONIFA TV has descent grown in 2024.

We are getting more and more comfortable with our streaming platform (CONIFA TV) and in comparsion to our first year of operations, the platform has an enormous growth – even if we still are in a learning- and build up phase.

We still have a journey to go when it comes to attracting women in our channels – but we are actually on our way, slowly slowly we increase the numbers of follwers and engagement for them.

So the interest in CONIFA is growing instantly all over the world. The organisation need to put focus and energy to recruit and staff the Media Committee with more resources (Human Resources and financials).

We also need to continiously explore other social media channels for "not yet reached" audiences, like SnapChat, TikTok or similar.