



CONIFA ACTIVITY REPORT 2025

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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, 6th July 2013, so 2025 has been our twelfth year of operation. During this year we've managed several topics with purpose to strengthen our organization and our continuous work to deliver values to members and stakeholders. Here's a quick overview of some of the important activities.

Asia Cup 2025

In the beginning of July, the 2nd edition of our Men Asia Cup took place in London. Asia Champions: Tamil Eelam FA

Friendly matches

Europe has a excellent growth in terms of friendly matches during the year

Fairs and teaching the world about CONIFA

Three delegates at the SoccerEx MENA in Kario, Egypt and two delegates present at the SoccerEx Europe in Amsterdam, The Netherlands. Presence at the Africa Coach Convention in Casablanca, Morocco and the "Women in Football" symposium in Dublin, Ireland.

Major Event International

In 2025 we've deepened our partnership with MEI London. We've conducted a couple of video meetings and participated in the Host & Federation Summit in Lausanne, Switzerland with two delegates. In december, the MEI portfolio were distributed to 1 000 locations worldwide with offer to host the CONIFA Men and Women World Football Cup.

New Continental President NAC & Social Media Manager

We introduced and assigned a new Continental President for North America & Caribbeans in Jaclyn Guenette from Edmonton, Alberta, Canada. In terms of strengthening our Media ability, we assigned Alex Visoni Calliari, Brazil as SM manager.

Investment focus 2025: Africa and Asia

Our main investments from a financial perspective has been focused on Africa and Asia in 2025. "Looking back in the mirror", we can determine that it has been a good decision and we can see operational growth within both Continents.

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 is 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 twelve years, and the costs grown – which makes the day-to-day management a challenge 365 day per year.

After 5 ½ years, we finally received a Macedonian court decision in the "never ending" legal process against Hotel Continental Skopje. The court strangely decided i favour of our counterpart and we now appealed the decision, so we´re still in a "waiting mode". 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. 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 2025 has in general been an great year of joy, friendship, engagement, development and a real springboard towards a brighter future, more then ever before.

It´s when we working together, we become strong !

Looking back at 2025, we can determine that we have a good engagement in almost all Continental Committees, our tournament and event ambitions are higher then ever and we´re building up the organisation with the right people in the right place. CONIFA is today a "**PowerHouse in Football**" with appreciated 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 2025



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 2025:

President:	Per-Anders Blind, Sweden
1 st Vice President:	Kristóf Wenczel, Hungary
2 nd 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
Development Director:	Bhu Tenzin Rinchen Lama, Tibet
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 Philippines
Continental President, Europe:	Alberto Rischio, Italy
Continental President, North America & Caribbean:	Shaun Harris / Jaclyn Guenette
Continental President, South America:	Diego Bartolotta Camarillo, Mexico

The Africa Committee 2025:

President:	Ngala Maimo Wajiri, Cameroon
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The Asia/Oceania Committee 2025:

President:	Ruby Ann Kagaoan, Philippines
Sustainability Manager:	Dr. Thomas Gillman

The Europe Committee 2025:

President:	Alberto Rischio, Italy
General secretary:	Piotr Podlewski, Poland
Cultural Director:	Matteo Melodia, Italy
Cultural Manager:	Stefano Vai
Media Director:	Chiara Bazzani, Italy
Social Media Manager:	Matteo Orizio
Women Football Director:	Håkan Kuroak, Sweden
Women Football Manager:	Khursana Tairova
ECT Director:	Givi Todua, Abkhazia
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 2025:

President: Jaclyn Guenette
Director: Shaun Harris

The South America Committee 2025:

President: Diego Bartolotta Camarillo, Mexico

The Referee Committee 2025:

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

The Global Media Team 2025:

Media Director: Vacant (interim: Global President)
Social media Manager: Alex Visoni Calliari, Brazil

MEMBERS – new members 2025/2026

In 2025/26 we've welcomed new members to our global family of friendship. During the year, we've received nine membership applications and the Executive Committee approved six, denied one and two are still in pending mode:

	<p>Dadaab Refugees - DARLON (Africa) - approved</p> <p>Dadaab Refugee Complex is one of the largest refugee settlements in the world, hosting a predominantly youthful population with a deep passion for football.</p> <p>Across the camps, football is more than a sport, it is a lifeline for mental health support, social cohesion, conflict prevention, trauma healing, and youth empowerment. We currently have 334 active football teams, all operating without external support. These teams fall under both junior and senior categories,</p>
	<p>Rojava FA (Asia) - approved</p> <p>Represents Syrian Kurds, mainly from northeastern Syria. Also called Western Kurdistan, with a population between 1,5 – 3,5 million people.</p>
	<p>Greenland FA (Europe) - approved</p> <p>We develop, lead and strengthen football in Greenland. KAK is responsible for the development of Greenlandic football. We always strive to create a safe environment and want to constantly act in accordance with the highest ethical standards.</p> <p>Through football, we want to build a healthy, safe and strong community. We believe that through football we can create an environment where both talent and diversity can thrive and contribute to community, national health and national identity.</p>
	<p>Palestinian Refugee Football Initiative (Asia) – approved</p> <p>PRFI represents Palestinian refugees, especially displaced people from Gaza, currently residing in Egypt, with a future vision to expand representation to Palestinian refugee and diaspora communities in other countries.</p>
	<p>Ni-Wakati Sports FC (Africa) – approved</p> <p>Ni-Wakati Sports FC represents the Pokot and Maasai people. The Maasai are a Nilotic ethnic group inhabiting southern Kenya and northern Tanzania: representing ~1,2 million people. The Pokot people live in West Pokot County and Baringo County in Kenya and in the Pokot District of the eastern Karamoja region in Uganda: representing ~1 million people</p>

	<p>Cumann Sacair Gaeilge (Europe) – approved</p> <p>Gaelic FA represents the “Gaeilge” speaking communities both inside and outside the official “Gaeltacht” region in Ireland.</p> <p>39,8% of the population (~1.9 million) in the Republic of Ireland can speak Irish (Gaelic), though only about 72 000 speak it daily.</p>
	<p>Khalistan FA (Asia) – pending status</p> <p>The KFA has been established to represent the footballing aspirations of the Sikh people, a distinct ethno-national people with a global diaspora.</p> <p>The entity represented by the KFA is a de-facto independent territory: Khalistan represents the historic and ongoing liberation movement for Sikh national self-determination, rooted in Sikh sovereignty.</p> <p>The Khalistan cause is represented by organisations affiliated with the Unrepresented Nations and Peoples Organization (UNPO), with which we are currently pursuing formal affiliation.</p> <p>The Sikh people are a recognised ethnic and linguistic minority, as recorded by the Minority Rights Group International, and their language, the Punjabi (Gurmukhi script) is a distinct language listed under ISO 639.2.</p>
	<p>Ngaloburi FC (Africa) – pending status</p> <p>Ngaloburi Football Club represents refugees and displaced persons living in Kalobeyei Refugee Settlement, particularly youth from marginalized and sportingly isolated communities.</p> <p>As of March 2023, the population of the Kakuma-Kalobeyei refugee hosting area is over 250 000 people according to the UNHCR.</p>
	<p>Forvik WFC (Europe) – denied</p> <p>The Forvik WFA represents (members), and their reasons for becoming members of Forvik, of whom which may believe one or more of the following</p> <ul style="list-style-type: none"> -the belief that Shetland is not part of, or has ever been proven to be part of the UK -Everyone has the right to a nationality. No one shall be arbitrarily deprived of his nationality nor be denied the right to change his nationality' Article 15 https://www.un.org/en/about-us/universal-declaration-of-human-rights -the right to self governance and independence https://www.colombohurdlaw.com/montevideo-convention-on-the-rights-and-duties-of-states/

Africa (6)

Kabylie, Biafra, Katanga, Daddab, Ni-Wakafi and Yoruba. Six members, representing approx. 113,5 million people.

Asia (11)

Kashmir, Kurdistan, Tamil Eelam, Tibet, Panjab, Hmong people, East Turkistan, Girl Power FA (Afghanistan), Rojava, PRFI and Pakistan. Eleven members, representing approx. 550,1 million people

Europe (19)

South Ossetia, Kernow, North Cyprus, Szekelyland, Karpatalja, Chameria, Abkhazia, Raetia, Greenland, Rouet Provence, Two Sicilies, Sapmi, Padania, Ellan Vannin, Gozo, Occitania, Canton Ticino, Agro Pontino and Gaelic FA. Nineteen members, representing approx. 56,0 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, 48 CONIFA members representing approx. **938,9 million people** (0.94 billion)

PRESIDENTIAL OFFICE & GENERAL SECRETARIAT ACTIVITY REPORT 2025



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 2025 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 10 Global Executive Committee meetings.

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

Main focus areas

- Annual General Meeting 2025, Genoa, Italy
- Supporting Comitée activities and their events
- Participation at SoccerEx MENA, SoccerEx Europe and MEI H&F Summit.
- Accounting
- Meeting administration
- Legals, strategies and external stakeholder communication




Accounting

CONIFA still haven't apponted a Finacial 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 collabortation with a accredited audit firm.

Media

The vacancy as Media Director is still unsettled, which forced the President to act as a Interim Media Director in 2025,

External representation by members of the Presidential office and General secretariat

		
<p>General secretary at the SoccerEx Europe in Amsterdam, Netherlands</p>	<p>Vice President at the SoccerEx MENA in Cairo, Egypt</p>	<p>President at the Host & Federation Summit in Lausanne, Switzerland</p>

Continental & Committee reports will be presented separately.

CONIFA Asia and Oceania 2025 ACTIVITY REPORT



Ruby Ann Kagaoan
Intercontinental President
CONIFA Asia and Oceania

23-26 February - CAIRO: SoccerEx MENA Launch, Sports Expo Egypt 2025

CONIFA had a significant presence at the launch of SoccerEx MENA. The Intercontinental President of CONIFA Asia and Oceania sat alongside the Minister of the Egyptian Ministry of Youth and Sport, the President of the Egyptian Olympic Committee, and the presidents of the national sports federations during the opening session of the Sport Expo Egypt 2025 in Cairo. This moment was captured by news and media outlets, highlighting the female leader of CONIFA Asia and Oceania sitting next to the most prominent sports leaders of Egypt. It was featured as a major story across several sports news platforms, symbolizing Egypt's commitment to women's leadership in sports. This moment also represented a victory for the advancement of women in sports and aligned with the UN Sustainable Development Goal 5, which is on gender equality.

The connections formed by CONIFA Asia and Oceania with sports leaders and figures in Egypt during the inaugural edition of SoccerEx MENA have paved the way for the potential hosting of the next CONIFA World Football Cup in Egypt.

1-4 July - CONIFA ASIA CUP LONDON

The second edition of the CONIFA Asia Cup took place in Walton-on-Thames, London, and was hosted by the Tamil Eelam FA and sanctioned by the English Football Association (FA), the inventor of football and a pioneer of its international game. Eleven referees from the Surrey FA officiated this groundbreaking continental championship, which has since become a prestigious and flagship event for CONIFA.

The tournament featured the 2023 CONIFA Asia Cup champions, Tamil Eelam FA, along with the East Turkistan FA and the Tibetan National Sports Association, collectively representing 52 million people. The footballers hailed from 35 communities across Asia, Europe, and North America. The three teams played according to the Rules of the Game established by the FA

and the CONIFA tournament regulations, demonstrating that CONIFA teams can compete at the standard of FIFA member associations.

The CONIFA Asia Cup London marked the first time the East Turkistan FA, representing 40 million Uyghurs, played and raised the East Turkistan national flag on an international platform. The Tamil Eelam FA emerged as the back-to-back champions, while the East Turkistan FA finished as runners-up, and the Tibetan NSA took third place. Eight months later, CONIFA Asia made another breakthrough with CONIFA's first player transfer: an East Turkistan FA footballer, who participated in the CONIFA Asia Cup London, transferred to the Singapore Premier League, marking a dream achievement and a milestone for both the Uyghurs and CONIFA.

The four reels posted by the CONIFA Asia and Oceania President on various social media platforms, which featured an interview with East Turkistan FA President Elshat Eslam, quickly went viral and amplified the voice of the previously voiceless nation of East Turkistan. Additionally, a 26-page digital magazine about the CONIFA Asia Cup London, co-produced by the CONIFA Asia and Oceania President in collaboration with HashTag Media, has become a valuable collection of highlights and stories from the tournament.

Further important information regarding the CONIFA Asia Cup London is in the attached document. This document was submitted to the United Nations Department of Economic and Social Affairs (UNDESA) by the President of CONIFA Asia and Oceania, based on the survey inputs she provided for the UN Secretary-General's Report.

16 December - DUBLIN, the first Women in Football Symposium

CONIFA was prominently featured at the inaugural "Women in Football" Symposium held at the Technological University of Dublin (TUD). This event aimed to spark discussions about women in football in anticipation of the FIFA Women's World Cup 2027 in Brazil. The CONIFA Intercontinental President for Asia and Oceania was the first of 22 speakers selected from around the world. In her presentation, she unraveled the efforts of CONIFA and its member associations that have women's teams to advance inclusion and gender equality in football. Before the presentation of President Kagaoan, the attendees and organizers were largely unfamiliar with CONIFA. The feedback from both the academic organizers and participants was overwhelmingly positive, with many expressing their appreciation for the insights shared, to quote:

Feedback on your presentation was very positive and we would hope very much that you would be able to join us in person at our next iteration of this symposium, which will most likely be in December of this year. We haven't yet put out a call for papers, but we will make sure that you receive it when we do. (Mullaly, A., personal communication, February 16, 2026)

~Professor Dr. Anna-Maria Mullally, lead organizer, TUD

Hi Ruby! I just wanted to send a message that I really enjoyed your presentation at the Women in Football conference yesterday. Wish I could have met you in person! ... I was not

aware of CONIFA before your talk - it is such interesting and important work :) (Dhaliwal, N., personal communication, December 17, 19, 2026)

Neha Dhaliwal

PhD Researcher, Ulster University School of Sport |

MSc Global Migration, UCL | Women's Football Researcher

President Kagaoan announced the plans for the upcoming third CONIFA Women's World Football Cup, scheduled to take place in Paris in 2027 or 2028. This women's world championship exemplifies CONIFA's commitment to inclusion on two levels: it provides underrepresented nations with an international platform for competition, allowing them to showcase their ethnolinguistic identities and stories, and it offers girls and women from these nations the opportunity to express themselves through international football.

2025-2026 NEW CONIFA ASIA MEMBER ASSOCIATIONS

In 2025 and 2026, three new members joined CONIFA Asia. These members are:

1. The Rojava Football Association, which represents the Syrian Kurds.
2. The Palestinian Refugee Football Initiative, based in Egypt, which aims to develop into a football association for Palestinian refugees worldwide.
3. The Kurdistan Football Association, which is returning to CONIFA to represent the Kurdistan Region, the largest stateless nation in the world.

Collectively, these associations represent over 19 million people, increasing CONIFA Asia's total representation to 520.35 million individuals. This accounts for 60% of the total population served by CONIFA globally.

CONIFA Asia Member Associations

Currently, there are 11 nations or people groups represented in CONIFA Asia, listed in this report alphabetically along with their population data for 2026:

Member Associations	2026 Population (millions)
Afghanistan Women's Diaspora FA	22.3 (49.51% of total Afghanistan population)
East Turkistan FA	35
Hmong FF	12
Kashmir FA	15.6
Kurdistan FA	9
Pakistan All-Stars (league)	259.3

Panjab FA	150
Palestinian Refugee Football Initiative (club)	6
Rojava FA	4.05
Tamil Eelam FA	3.5
Tibetan National Sports Association	3.6

TOTAL	520.35 million people represented
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YOUTH FOOTBALL REPORT

given by Youth Football Director, Olufemi Emmanuel Olugbodi

In Collaboration with: All CONIFA Continental and Intercontinental Presidents, CONIFA Women Football President, and the CONIFA Development Director.

1.0 Executive Summary

2025 marked a transformative and foundational year for CONIFA Youth Football. Under the guiding principle of "Football for All," we successfully expanded our operational footprint, enhanced global visibility, and deepened engagement across all continents. Through close collaboration with the Intercontinental Presidents (Africa, Americas, Asia & Oceania, Europe) and the CONIFA Development Director, we have solidified a model focused on inclusivity, talent development, and community empowerment. This report outlines our key achievements, the strategic lessons learned, and presents an ambitious, actionable plan for 2026 and beyond, aimed at building a sustainable and impactful global youth football framework.

2.0 Key Impact

The year was defined by the successful execution of our plans of the Continental Youth Cup series, creating unprecedented competitive platforms for youth from underrepresented football communities.

Continental Cup Series:

- CONIFA U19 Africa Cup: Celebrating the diverse footballing talent across the African continent, fostering unity and pride.
- CONIFA U19 Americas Cup: Connected youth teams from North, Central, and South America, building bridges across the hemisphere.
- CONIFA U19 Asia Cup: Engaged youth players from Asia-based member associations, reinforcing CONIFA's global family.
- CONIFA U19 Europe Cup: Showcased Europe's rich football heritage and fostered lasting cross-cultural friendships.
- CONIFA U19 World Championship: Established the pinnacle event, bringing together regional champions and runners-up on a global stage.

Partnerships & Sponsorship: In collaboration with the CONIFA Development Director, actively seek commercial and institutional partnerships to secure funding for the 2026/27 CONIFA Youth Tournaments and ongoing development programs.

Strategic Development: In addition to tournaments, Youth Development Clinics were integrated, offering technical training and personal development for players and local coaches.

Operational Growth: Enhanced collaboration between the Youth Directorate, Intercontinental Presidents, and the Development Director created a more cohesive and effective global management structure.

3.0 Strategic Objectives for 2026-2027

Digital Expansion & Storytelling

Launch of CONIFA Youth Digital Hub: A dedicated section on the CONIFA website for youth news, resources, and registration.

Dedicated Social Media Channels: To directly engage youth audiences, highlight tournaments, and share player stories.

"Future Stars" Weekly Spotlight: A series profiling emerging youth talents from across our member associations.

Online Resource Platform: Development of a secure portal for youth players to access training modules, tactical videos, and wellness resources.

Program Development & Inclusivity

CONIFA Youth Football Growth Plans:

Goal: Double the number of youth teams (male and female) participating in CONIFA events by the end of 2026.

CONIFA Female Youth Cup: To be launched as a landmark event, in collaboration with CONIFA Asia & Oceania And CONIFA Women Football President.

Global CONIFA Youth Festival: A proposed biennial event combining football, workshops, and cultural exchange, involving all continents.

Community & NGO Partnerships: Collaborate with NGOs to deliver football programs in refugee, displaced, and underserved communities, integrating university students, schools, and local clubs.

Sustainable Foundations: Engaging and Encouraging Youth to Volunteer in CONIFA Events and CONIFA's global network for coaching, scouting, and event organization.

Continental Growth Plans

CONIFA Africa: Plan for a youth mini-tournament in Nairobi, Kenya (Sept 2026). Focus on integrating university students and engaging schools/local clubs.

CONIFA Asia & Oceania: Capitalize on the successful integration of young players in senior teams. Directive to all member FAs to form dedicated youth teams, with a key focus on advancing women's youth football structures.

CONIFA Europe: Following the President's directive, Support all member FAs in establishing youth projects and teams, actively planning for a European Youth Tournament in the near future.

CONIFA Americas: Build on to expand membership, establish more youth projects, and create a frequent competitive calendar to strengthen youth pathways.

4.0 Operational Requirements & Support Sought

To realize this roadmap, we seek the AGM's endorsement and active support in:

Budgetary Allocation: For digital platform development, tournament subsidies, and youth football growth initiatives.

FA Engagement: Urging all member associations to prioritize the formation of registered youth teams (male and female).

Volunteer & Expert Networks: Mobilizing CONIFA Volunteers team and CONIFA's global network for coaching, scouting, and event organization.

Marketing & Advocacy: Amplifying our story to attract partners, sponsors, and media coverage.

5.0 Conclusion

CONIFA Youth Football stands as a beacon of hope and opportunity in the global football landscape. The achievements of 2025 prove the model works. The ambitious plans for 2026 are designed to scale this impact, ensuring we deliver life-changing experiences for young athletes and foster genuine development within our football communities. With the collective support, strategic insight, and shared passion of this AGM, we can build a robust, sustainable, and truly global youth football framework for all CONIFA stands for.

Together, we kick down barriers and build dreams.

MEDIA & SOCIAL MEDIA REPORT 2025

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 parallell, the President interviews and introduced a new Social Media Manger – Alex Visioni Calliari from Brazil.

We´ve started to build a more solid and professional media strategy for 2026, so we´re looking forward to a more pro-active social media precense in 2026, supporting our planned events, our members and partners.

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 but we´ve also seen a growth in Africa now which is fantastic.

Our collaboration with DRIBL, SportAll and MargaTV continues and we´re especially looking forwar dto work together with our newest partner, OneAllSports in 2026.

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 set continious focus in 2026, 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
- Photograhers (still and video photo)
- Statistics & Data Manager

The CONIFA Website (www.conifa.org)

In 2024, the CONIFA website had 44 422 unique visitors, 162 000 page views and 59 351 sessions. 98 % of the visitors are "New visitors" which shows an increased global interest in CONIFA.



The Top 10 countries visiting our website in 2025.

- | | |
|-----------------------------|-----------------|
| 1. United States of America | 6. Turkey |
| 2. United Kingdom | 7. Germany |
| 3. Indonesia | 8. France |
| 4. Brazil | 9. Italy |
| 5. China | 10. Switzerland |



The visitor peaks has been in June/July and October which shows that when we have our event and/or announce new members, the global interest raises for information.



Facebook hold the most of our followers (31 767), but this is not reflected in the engagement. The number of audience has decreased in 2025, which is a direct consequence of an under staffed committee and no Media Director in place.

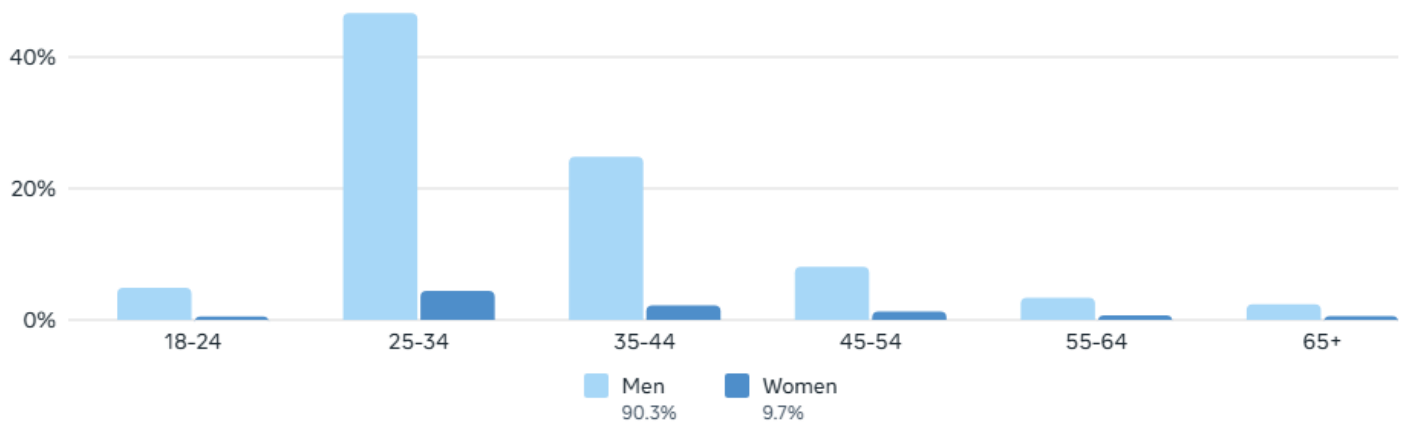
Facebook followers, 2025:	31 767 followers
Facebook Page reach in 2025:	131 830
Interactions:	5 903
Audience:	90.3 % men and 9.7% women.
Most reached post:	New member: Rojava FA (28 984)
Visitors:	18 588

Followers ⓘ

Lifetime

31,768

Age & gender ⓘ



The Top 10 countries visiting our Facebook in 2025.

1. Mexico
2. Somalia
3. Algeria
4. Iraq
5. Italy
6. United Kingdom
7. Nepal
8. France
9. Germany
10. United States

Instagram

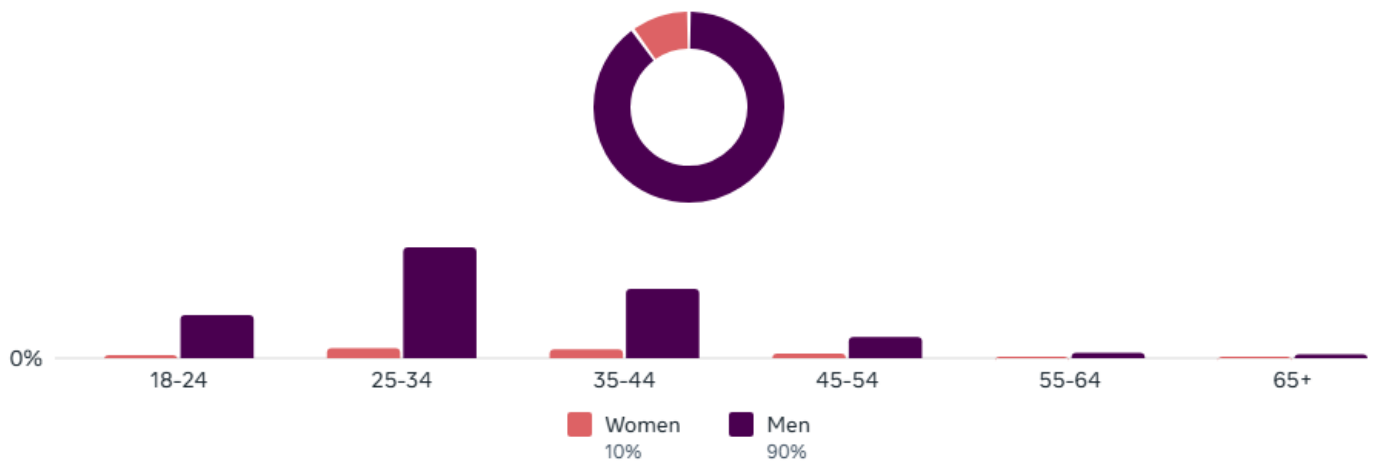
Instagram followers, 2025: 10 257 followers (+398)
Views: 664 305
Interactions 2025: 4 292
Instagram reach in 2025: 35 785
Audience: 90,0% men and 10,0% women.
Most reached post: KAK, new member (16 378)

Audience on Instagram:

Instagram followers ⓘ

10,257

Age & gender ⓘ



The Top 10 countries visiting our Instagram in 2025.

1. Brazil
2. Mexico
3. United Kingdom
4. Italy
5. United States
6. Indonesia
7. Argentina
8. Chile
9. France
10. Germany



We have 19 600 followers on X/Twitter

	Tweets	Impressions
Jan	1	2 477
Feb	-	-
Mar	-	-
Apr	-	-
May	10	25 082
Jun	12	38 886
Jul	5	12 218
Aug	3	3 864
Sep	5	9 339
Oct	2	3 625
Nov	1	797
Dec	-	-
SUM21:	79	720 400
SUM22:	97	1 048 500
SUM23:	70	497 500
SUM24:	168	537 756
SUM25:	39	96 288



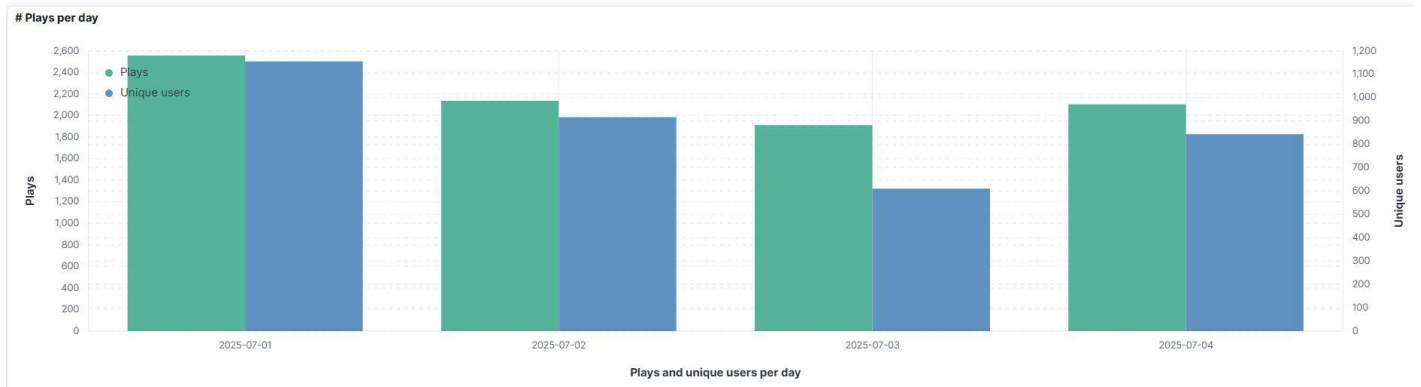
The CONIFA LinkedIn page have had 1 078 page visits during the year (478 unique visitors). The LinkedIn page has 726 followers, a increase in number of followers. 120 new followers during the year. The Top 10 Visitor demographics represented by Industry:

1	Business development, 22,5%	6	Community and Social Services, 3,1%
2	Media and Communication, 8,2%	7	Education, 2,8%
3	Sales, 6,8%	8	Program and Project Management, 2,0%
4	Operations, 5,2%	9	Engineering, 1,9%
5	Marketing, 3,5%	10	Administrative, 1,8%

Our content gained 12 799 impressions and 40 reposts.

CONIFA TV (www.conifatv.com)

This year was the third 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.



*) Focus: Asia Cup 2025

Main stats 2025:

Live events:	2
Plays initiated:	12 860 (6 947 live)
Unique viewers:	2 998 (2 289 live)
Hours watched:	2 083 (1 703 live)
Average effective playtime on live:	52 minutes

Evolution since 2023 (the beginning):

	2023	2024	2025
Fans	4 244	5 190	7 941
Unique users	3 568	1 451	2 998
Plays	37 165	6 706	12 860

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 2025.

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 good growth tendency – 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.