CONIFA

Football Strategy Days
7-8 November 2026

Culture means promoting our traditions - the key to success for a CONIFA event

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Culture refers to the collective **beliefs**, **values**, **customs**, and **practices** that characterize a particular group or society. It encompasses **language**, **art**, **religion**, and **social norms**.





Our mission: bring and showcase your culture.

Please understand CONIFA as a space to let people from around the world know about your culture.



This makes us who we are.



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Bringing culture onto the football pitch
is a win-win-win situation for:

Football federations
CONIFA as the organization
People you represent and local authorities



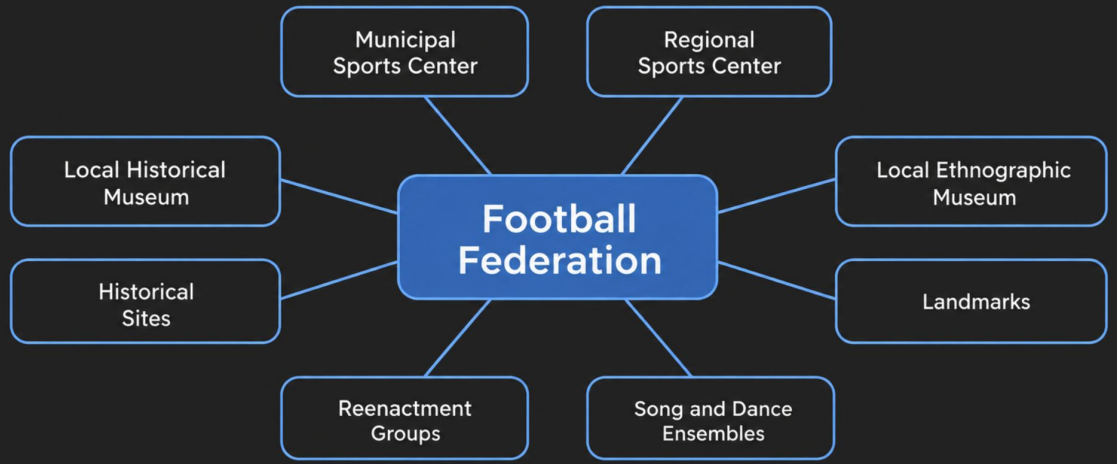
Pragmatic approach - what to do to promote your culture and let culture help you?

1. Create local network of connections
2. Let local authorities help you
3. Let CONIFA help you



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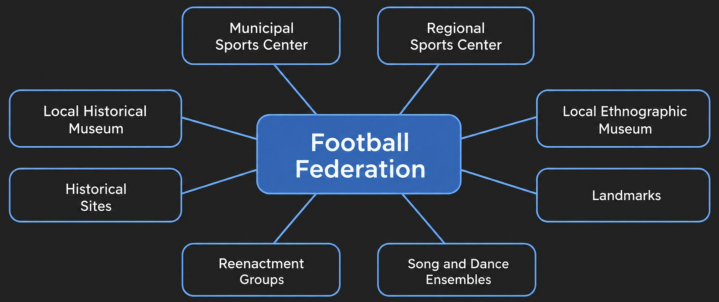
1. Create local network of connections



Pragmatic approach - what to do to promote your culture and let culture help you?

2. **Let local authorities help you**

Different parts of budget - **sports**, **culture**, **promoting the city abroad** - you have it all!





Pragmatic approach - what to do to promote your culture and let culture help you?

3. **Let CONIFA help you**



Cultural days, presentations, concerts, daily activities

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Four key takeaways

Culture makes CONIFA who we are.

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Culture makes CONIFA who we are.

Focusing on culture is a win-win-win situation.

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Focusing on culture is a win-win-win situation.

Creating a culture network and being a hub of it will help you raise funds.

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Creating a culture network and being a hub of it will help you raise funds.

Poland has delicious cookies with a plum filling called **pierniki**.



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Thank you!

Piotr Podlewski
CONIFA Europe Secretary