



OPEN FUN FOOTBALL SCHOOLS BOSNA I HERCEGOVINA 2010.

OPEN FUN FOOTBALL SCHOOLS PROGRAM

STRATEGIC DEVELOPMENT PLAN
2011.-2013.

BOSNA I HERCEGOVINA

TROGIR-SARAJEVO, 15TH OCTOBER

SWOT analysis

<p>Strength</p> <ul style="list-style-type: none"> • FS concept (an innovative educational approach, open to all, bridging ethnic divisions, connecting people in conflict areas)• Mass effect (covering 95% of BiH) • Proven and continuous visible results (ethnic tolerance) <ul style="list-style-type: none"> • Quality of manual and educational materials • Strong network (the commitment, desire, ability reach entire BH) • Experience (management team, instructors) • Expanding knowledge using regional platform • Dependence of FA BiH on OFFS in order to receive grassroots money • Strong participation of women (children and leaders) • Strong brand awareness • Flexibility of the model (the ability for rapid development of the initiatives, the ability to process various social issues) 	<p>Weaknesses</p> <ul style="list-style-type: none"> • Lack of long-term financing <ul style="list-style-type: none"> • Lack of culture of volunteerism • The inability to select leaders and coaches (municipalities who pay, select) • Lack of communication skills within the network (computer skills, statistics received by mail) <ul style="list-style-type: none"> • Low level of correlation with FA BiH and the lack of activity in Grassroots football. • Low national media coverage • Economic instability of BiH (the lack of potential corporate sponsors) • Political divisions of Bosnia and Herzegovina(no state government) <ul style="list-style-type: none"> • Lack of co-operation with sports organizations and governmental institutions. • The local community does not continue to hold sports events after 5 days of OFFS • Commercialization of the project and the weakening of the principles of CCPA OFFS.
<p>Opportunities</p> <ul style="list-style-type: none"> • Formalize cooperation with Fa BH(become more integrated and fully financed, make a contact in order to ensure the funds to go to OFFS) • Make official coach education with the FA (C licence) • Find a famous person for ambassador • Increase female participation (leaders, coaches) • Increase approach towards children with special needs • Have a Grassroots center • Increase ability to raise money and social influence by offering wide aspect of focus on activities (eg. Addressing different social issues, as health, mine awareness, drugs , fan education etc.) • Partnerships and cooperation with other relevant organizations for tailor made schools • Increase fundraising and number of implemented schools through cooperation with private football clubs. • Commercial chances that bring profit (not by selling, but organizing profitable events etc.) • Cooperation with U.S. Embassy and other embassies in BH 	<p>Threats</p> <ul style="list-style-type: none"> • Inability of cooperation with FA BH and lack of funds for OFFS from their side. • Lack of motivation among volunteers , if the program becomes integrated in FA BH (if it for example leads to inadequate equipment distribution) • Risk of decreased quality due to constant ethnic balance (same nr. Of leaders and coaches from different ethnic groups) • Risk of decrease of quality by lack of professionalism on all levels of the organization. • By decreased municipality participation, we may experience loss of control over OFFS (increased nepotism, bias etc.) • Connection to the private football clubs may compromise OFFS principles (eg, private school pays for the OFFS, they bring the children club members, who pay the fee) • Corruption • Stay within the CCPA family and have , at the same time, autonomy in decision making process and ability to define our own ways • Sign a Letter of intent between CCPA Copenhagen and CCPA BH

National strategic goals 2011.-2013.

1. Maintain and respect principles and values of the OFFS, maintain regional platform and stay an integral piece of CCPA family.
2. Define and formalize the relationship with the FA BH in Grassroots football segment.
3. Increase the OFFS influence on matter of affecting different social issues and geographical prevalence
4. Formalize educational program with the FA BH - C licence.
5. Make a Grassroots football center BH.
6. Develop ability to fundraise and move towards financial sustainability.
7. Set up a cooperation with the embassies of foreign countries in BH (U.S. especially) , in order to raise money locally.
8. Offer additional activities to the Ministry of sport, such as projects : Schools plus, Healthy food-healthy lifestyle, Things talk, school and youth sport
9. Consider possibilities to raise fees from participants of the project and partial commercialization of the project.

Strategic goals	Key questions
<p>Maintain and respect principles and values of the OFFS, maintain regional platform and stay an integral piece of CCPA family.</p>	<ul style="list-style-type: none"> • Maintain balance among all ethnic groups, without influencing the quality. • Open for all children (not based on a talent) • Define how to stay part of the CCPA family , while have the ability to make decisions at the same time. • How to ensure that quality stays uncompromised by lack of professionalism and trust at all levels of the organization? • How to ensure basic values and their stability by involving private football schools?
<p>Define and formalize the relationship with the FA BH in Grassroots football segment.</p>	<ul style="list-style-type: none"> • Ensure that promised is delivered to the OFFS • Level of integration needs to be defined in order to ensure the continuation of the operations and volunteer motivation, and doesn't question basic principles of the OFFS or the fact that OFFS is part of CCPA • Sign the contract with the FA with the assistance of UEFA, for Grassroots activities. • Use the connection with the FA BH to solve the customs issue, or import equipment through the clubs.
<p>Increase the OFFS influence on matter of affecting different social issues and geographical prevalence</p>	<ul style="list-style-type: none"> • Development and implementation of tailor made programs, that address different social issues as health, environment, mines, drugs, fan education. • Set up additional possibilities to fundraise as a result of tailor made schools. • Make partnership and cooperation with the relevant organizations for tailor made OFFS. • Increase geographical presence from 95% to 100%. • Increase female participation girls/leaders/instructors. • Increase participation of children with special needs. • Spread influence to kindergarten children. • Increase influence by having a famous football person as CCPA OFFS ambassador. • Ensure continuous implementation of OFFS principles even after the schools (eg. OFFS concepts are used for further coaching in children's clubs) • Investigate possibilities of international expansion and implementation of cross-border schools.
<p>Formalize educational program with the FA BH - C licence.</p>	<ul style="list-style-type: none"> • Officialization of coach education (C licence) • Creation of CCPA certificates • How to ensure uniqueness between all the OFFS countries/offices • Develop new educational methods for tailor made schools.

	<ul style="list-style-type: none"> • Educate leaders and instructors to develop abilities to raise money locally. • How to ensure that quality is not compromised by the lack of professionalism on all levels of the organization?
Make a Grassroots football center BH.	<ul style="list-style-type: none"> • Make OFFS and Grassroots center with an office, pitch, seminar hall and library. • Where to locate, how to find a plot, how to finance? • Coach and leaders C licensing • Identify and develop possibilities to generate profit from grassroots center.
Develop ability to fundraise and move towards financial sustainability.	<ul style="list-style-type: none"> • Develop and educate leaders and instructors to fundraise at local level (including training for computer skills and languages). • Identify and ensure new partnerships (private and public sector) • Develop existing partnership and ensure their continuation (and possible increase). • Identify and develop means of profit generating and commercial possibilities (by organizing specific events). • Increase fundraising by implementing schools with private football clubs, while maintaining basic values and principles of OFFS. • Potential to ensure increase of municipality participation and at the same time avoid nepotism and bias.
Set up a cooperation with the embassies of foreign countries in BH (U.S. especially) , in order to raise money locally.	<ul style="list-style-type: none"> • U.S.Embassy , development of the programs that include police forces. • Organization of football tournaments
Offer additional activities to the Ministry of sport , such as projects : Schools plus, Healthy food-healthy lifestyle, Things talk, school and youth sport	<ul style="list-style-type: none"> • Projects Schools plus, Healthy food-healthy lifestyle , Things talk • Cooperation on development of schools sport and youth sport
Consider possibilities to raise fees from participants of the project and partial commercialization of the project.	<ul style="list-style-type: none"> • Group and individual fees, from all project members • Fees from clubs, football schools and companies-institutions. • Project commercialization

STRATEGIC GOAL NR.1

Maintain and respect principles and values of the OFFS, maintain regional platform and stay an integral piece of CCPA family.

	2011.	2012.	2013.
STRATEGIC PLAN	<ol style="list-style-type: none"> 1. Organization of 20 OFFS. 2. Maintain balance towards all ethnic groups 3. Define a way to maintain OFFS principles while involving private football schools. 4. Ensure that quality stays uncompromised by lack of professionalism at all levels of organization. 	<ol style="list-style-type: none"> 1. Organization of 20 OFFS. 2. Define how to ensure staying in CCPA while increasing possibilities to self finance and ability to make decisions. 3. Maintain principles of OFFS by participation of all private clubs. 4. Ensure that quality stays uncompromised by lack of professionalism at all levels of organization. 	

STRATEGIC GOAL NR.2

Define and formalize the relationship with the FA BH in Grassroots football segment.

	2011.	2012.	2013.
STRATEGIC PLAN	<ol style="list-style-type: none"> 1. Sign agreement or contract with the FA BH, with UEFA assistance, for Grassroots football. 2.. Ensure that agreement defines continuation of operations and volunteer motivation , that it doesn't question basic OFFS principles and the fact that OFFS is part of CCPA family. 3. By joined CCPA OFFS and FA BH efforts develop grassroots football. 4. Have more Grassroots committee members from CCPA 	<ol style="list-style-type: none"> 1. Continuing cooperation with FA BH 2. Use the collaboration with the FA BH in order to address customs issue, or import equipment through clubs. 3. Ensure that all defined by the agreement is realized. 4. Jointly attend all the educational and professional visits by the other FAs in the country. 5. Develop joined additional activities. 6. Develop female football in BH. 	<ol style="list-style-type: none"> 1. Continuing cooperation with FA BH 2. Use the collaboration with the FA BH in order to address customs issue, or import equipment through clubs. 3. Ensure that all defined by the agreement is realized. 4. Get necessary sports equipment and requisites over FA BH. 5. Develop and spread cooperation for better presentation of Grassroots football 6. Develop Fun football schools BH system 7. Develop our own OFFS concept

STRATEGIC GOAL NR.3

Increase the OFFS influence on matter of affecting different social issues and geographical prevalence

	2011.	2012.	2013.
STRATEGIC PLAN	<ol style="list-style-type: none"> 1. Try to ensure continuous implementation of OFFS principles after the school implementation. 2. Investigate possibilities of international expansion and implementation of cross border schools. 3. Increase influence by having a famous person as Grassroots football ambassador BH 4. Develop an educational plan for tailor made school , as well as different types of partnership, depending on tailor made school theme. 5. Increase number of females - instructors, coaches, leaders and girls. 6. Develop cross border activities and OFFSs 	<ol style="list-style-type: none"> 1. Increase geographical presence from 95% to 100% of BH. 2. Ensure continuous implementation of OFFS principles after the school implementation. 3. Implement cross border OFFS. 4. Increase participation of children with special needs and kindergarten children participation. 5. Implement tailor made schools. 6. Increase number of females - instructors, coaches, leaders and girls. 7. Cross border and international schools. 	<ol style="list-style-type: none"> 1. Ensure continuous implementation of OFFS principles after the school implementation. 2. Implement cross border OFFS 3. Increase participation of children with special needs and kindergarten children participation. 4. Implement tailor made schools. 5. Increase number of females - instructors, coaches, leaders and girls. 6. . Develop regional cooperation with program participants and FA.

STRATEGIC GOAL NR.4

Formalize educational program with the FA BH - C licence.

	2011.	2012.	2013.
STRATEGIC PLAN	<ol style="list-style-type: none"> 1. Develop new educational methods for tailor made schools. 2. Ensure uniqueness of educational program, while taking care of specifics of each country. 3. Develop educational system for healthy lifestyle, ecology and Things talk. 4. Police education through sport. 	<ol style="list-style-type: none"> 1. Officialization of coach education(C licence) 2. Creation of CCPA certificate 3. Educate volunteers for tailor made schools system. 4. Educate leaders and instructors for better ability to fundraise. 5. Ensure that quality of education doesn't depend on lack of professionalism on all levels of organization. 6. Have special recognition for long time members of the project. 7. Develop system of police education through sport. 	<ol style="list-style-type: none"> 1. C licensing and CCPA licensing 2. Educate volunteers for tailor made schools system. 3. Educate leaders and instructors for better ability to fundraise. 4. Ensure that quality of education doesn't depend on lack of professionalism on all levels of organization. 5. Educate specific and recognizable coach to work with OFFS kids. 6. Develop educational Sport for all system, with the FA

STRATEGIC GOAL NR.5

Make a Grassroots football center BH

	2011.	2012.	2013.
STRATEGIC PLAN	<ol style="list-style-type: none">1. Have conversations with relevant institutions in relation to building Grassroots center.2. Identify and develop possibilities to generate profit from Grassroots center.3. Make conceptual design of the house together with the Ministry of sport and culture.	<ol style="list-style-type: none">1. Depending on negotiation results with relevant institutions, begin the building of Grassroots center.2. Joined CCPA OFFS and FA BH activities for Grassroots center development, as a Center for children's and youth mass sports.	<ol style="list-style-type: none">1. Ensure successful realization of all programs of Grassroots center BH.2. Have cooperation with similar organizations in order to implement different projects.3. Ensure self financing of Grassroots football center.4. Connecting Grassroots football activities in BH with other countries in the region.5. Organization of grassroots football international tournaments.

STRATEGIC GOAL NR.6

Develop ability to fundraise and move towards financial sustainability

	2011.	2012.	2013.
STRATEGIC PLAN	<ol style="list-style-type: none"> 1. Develop a plan and the educational material for instructors and leaders on fundraising for project. 2. Identify and ensure new partnerships 3. Develop current partnerships and ensure their continuation (and possible increase). 4. Identify and develop a way to generate profit and commercial possibilities (such as organizing specific events). 5. Maintain contact with municipalities. 	<ol style="list-style-type: none"> 1. Identify and ensure new partnerships 2. Develop current partnerships and ensure their continuation (and possible increase). 3. Increase fundraising by implementation of schools with private football clubs , as long as OFFS principles stand. 4. Generate profit and commercial possibilities (such as organizing specific events). 5. Contact with municipalities, ensuring municipality participation, while avoiding bias and nepotism. 6. Commercialization of the project within the frames of OFFS and FA BH 	<ol style="list-style-type: none"> 1. Identify and ensure new partnerships 2. Develop current partnerships and ensure their continuation (and possible increase). 3. Generate profit and commercial possibilities (such as organizing specific events). 4. Increase fundraising by implementation of schools with private football clubs , as long as OFFS principles stand. 5. Contact with municipalities, ensuring municipality participation, while avoiding bias and nepotism. 6. Commercialization of the project within the frames of OFFS and FA BH

STRATEGIC GOAL NR.7

Set up a cooperation with the embassies of foreign countries in BH (U.S. especially) , in order to raise money locally.

	2011.	2012.	2013.
STRATEGIC PLAN	<ol style="list-style-type: none">1.Contact to the U.S Embassy Sarajevo and consider collaboration proposals.2.Project proposal 'Community policing'3.Development of Schools plus4.Contact with other embassies.	<ol style="list-style-type: none">1. Development of Community policing program and inclusion to the OFFS.2. Other means of cooperation with the US Embassy .3. Concrete suggestions of cooperation with other embassies.	<ol style="list-style-type: none">1. Joined activities in Sports for all and youth sport with the embassies.2. Education of young coaches.3. ,Volunterism development.

STRATEGIC GOAL NR.8

Offer additional activities to the Ministry of sport, such as projects : Schools plus, Healthy food-healthy lifestyle, Things talk, school and youth sport

	2011.	2012.	2013.
STRATEGIC PLAN	<ol style="list-style-type: none">1. Cooperation with Ministry of sport BH2. Cooperation with Ministries of sport of FBiH and RS.3. Development of projects of cooperation in Sport for all, schools sport and Things talk	<ol style="list-style-type: none">1. Educational process in elementary schools with fun football, Things talk and school sports.2. OFFS. Inclusion of teachers to project.	<ol style="list-style-type: none">1. Development of Kindergarten kids program.2. Inclusion of more parents and females in programs.3. Development of regional cooperation.

STRATEGIC GOAL NR.9

Consider possibilities to raise fees from participants of the project and partial commercialization of the project.

	2011.	2012.	2013.
STRATEGIC PLAN	<ol style="list-style-type: none">1. Introduce group and individual fees.2. Fees for all CCPA OFFS members.3. Fees from municipalities, clubs and companies.	<ol style="list-style-type: none">1. Develop project commercialization within CCPA OFFS.2. Fees for all CCPA OFFS members.3. Fees from municipalities, clubs and companies.	<ol style="list-style-type: none">1. Commercial project approach, within the FA BH.2. Fees for all CCPA OFFS participants.3. Fees from municipalities, clubs and companies.

