



Open Fun Football Schools Programme

**Strategic Development plan
2010-2012**

CROATIA

National Strategic Targets 2010-2012

1. Development of relationship and partnership with Croatian FA (HNS) through grassroots activities (define status, financial support etc) with keeping the OFFS BRAND
2. To remain an integral part of the CCPA family and part of the regional platform, increase cross border cooperation and remain integrator in civil society
3. Continue education process and promote our fun football pedagogical approach. Good cooperation with FA Academy in education and rights that our trainers have opportunity to gain C-licence
4. Establish and nurture useful collaboration with different stakeholders on local, national, regional and international level.
5. Using media for visibility and introduction with our activities in order that present and future stakeholders/ donors/sponsors have transparent overview

Strategic Target #1

Development of relationship and partnership with Croatian FA (HNS) through:

- financial support for realisation of grassroots activities
- keep the values and program of our Project
- keep OFFS organisational principals
- respect our BRAND

	2010	2011	2012
S T R A T E G I C P L A N	<ul style="list-style-type: none"> • presentation of the OFFS on the HNS General Assembly • talks with decision makers about CCPA status • agreement about financial support for our activities • 16 OFFS (14 local and 2 cross border) • participation of the 3200 children age 6-12, 40% girls • 200 volunteers educated • 200 assistants • 1000 club assistants, parents and others • 50 cities, and 60 football clubs included • 2 display OFFS • 5 street sport activities • Women's football festival 	<ul style="list-style-type: none"> • regulation of the partnership and contract between HNS and CCPA Cro • talks about continues financial contribution • 20 OFFS (15 local and 5 cross border) • participation of the 4500 children age 6-12, 45% girls • 300 volunteers educated • 250 assistants • 1000 club assistants, parents and others • 56 cities, and 60 football clubs included • 3 display OFFS • 4 street sport activities • Women's football festival 	<ul style="list-style-type: none"> • agreement about activity plan • financial support according the grassroots activity plan • 24 OFFS (15 local and 5 cross border) • participation of the 5000 children age 6-12, 50% girls • 340 volunteers educated • 300 assistants • 1500 club assistants, parents and others • 60 cities, and 70 football clubs included • Women's football festival • 10 one day events

Strategic Target #2

To remain an integral part of the CCPA family and part of the regional platform

- in order to be part of the regional platform be present in all working groups, on the coordinators meetings , international instructors and trainers seminar
- sharing the experiences and promoting the importance of the regional cooperation as part of the stability process and improvement of relationships with neighbouring countries
- cross bordering cooperation , for CCPA family members , and for the other countries that express interest in our activities

	2010	2011	2012
S T R A T E G I C P L A N	<ul style="list-style-type: none"> • coordination meetings for directors of all countries and headquarters • participation on the regional and international seminars for instructors and staff • participation on the regional trainers seminars • participation in regional WG • 2 cross border cooperation / OFFS with Slovenia and OFFS with BiH • Active participation in other activities organised by CCPA org members (grassroots activities such as: tournaments, festivals etc) 	<ul style="list-style-type: none"> • coordination meetings for directors of all countries and headquarters • participation on the regional and international seminars for instructors and staff • participation on the regional trainers seminars • participation in regional WG • 4 cross border cooperation (Slovenia, BiH, Montenegro, Serbia) • Active participation in other activities organised by CCPA org members (grassroots activities such as: tournaments, festivals etc) • participation in UEFA conference for Women's football 	<ul style="list-style-type: none"> • coordination meetings for directors of all countries and headquarters • participation on the regional and international seminars for instructors and staff • participation on the regional trainers seminars • participation in regional WG • 10 cross border cooperation (Slovenia, BiH, Montenegro, Serbia, Hungary, Italy) • Active participation in other activities organised by CCPA org members (grassroots activities such as: tournaments, festivals etc)

Strategic Target #3

Education

- continues and strong education process based on our fun football concept and pedagogical approach
- continue cooperation with HNS Academy on education of our trainers for C-licence
- use support and resources of the HNS

	2010	2011	2012
S T R A T E G I C P L A N	<ul style="list-style-type: none"> • instructors and staff education according the CCPA programme with additional specific themes oriented on the OFFS + programs • education for volunteers/trainers according the CCPA programme with additional specific themes oriented on the OFFS + programs • educational activities implement according the planed and agreed mutual programs • continue cooperation with HNS Academy on the C-licence education 	<ul style="list-style-type: none"> • instructors and staff education according the CCPA programme with additional specific themes oriented on the OFFS + programs • education for volunteers/trainers according the CCPA programme with additional specific themes oriented on the OFFS + programs • educational activities implement according the planed and agreed mutual programs continue cooperation with HNS Academy on the C-licence education • to form advisory group responsible for realisation and coordination of the yearly planning of all education activities 	<ul style="list-style-type: none"> • instructors and staff education according the CCPA programme with additional specific themes oriented on the OFFS + programs • education for volunteers/trainers according the CCPA programme with additional specific themes oriented on the OFFS + programs • educational activities implement according the planed and agreed mutual programs continue cooperation with HNS Academy on the C-licence education • present our concept and book to the relevant ministries and institutions on order to enter in the formalised education (such as primary schools etc)

Strategic Target #4

Cooperation with stakeholders through implementation of the present (OFFS and OFFS+) and new programs and initiatives through strong network of the members on levels:

- ✓ local
- ✓ national
- ✓ regional
- ✓ cross bordering

	2010	2011	2012
S T R A T E G I C P L A N	<ul style="list-style-type: none"> • using our network to develop better and stronger cooperation with football clubs (M/F) , football teams and football schools on local level • Develop the collaboration with football subjects and with leaders, municipalities and parents. • establish better cooperation with county football federations using good relationship with HNS and interest of the football clubs for our activities • planed collaboration on the local and national level insure 1/3 funds • development of the OFFS+ programs (Healthy lifestyle, Non violent communication, Open days of big football clubs, women's football etc) 	<ul style="list-style-type: none"> • planed collaboration on the local and national level insure 1/2 funds • development and implementation of the OFFS+ programs • Improve the collaboration with football subjects and with leaders, municipalities • Emphasize on work with parents • promote grassroots activities on all levels • ensure and make stronger cooperation with institutions which could financially support OFFS+ programs • Form the Executive board and regulate it's rights and obligations • cross bordering cooperation could be financed from EU funds • starting with initiative for membership CCPA OFFS for organisations and individuals 	<ul style="list-style-type: none"> • planed collaboration on the local and national level insure 1/2 funds • further development and implementation of the OFFS+ programs • promote grassroots activities on all levels • Executive board should give us opportunity to establish the contacts with relevant institutions • improve cooperation with sport and education subjects • cross bordering cooperation financed from EU funds • establish the CCPA OFFS membership

Strategic Target #5

Media

- transparency to all stakeholders and users of our activities
- better visibility for potential donors/ sponsors /institutions
- make grassroots activities, OFFS and OFFS+ programs recognizable

	2010	2011	2012
S T R A T E G I C P L A N	<ul style="list-style-type: none"> • deliver important information about activities • web page improvement • sharing experiences and programs with other CCPA countries and organisations • transparency is essential • use our network 	<ul style="list-style-type: none"> • establish the cooperation with media on all levels • web page and internet excellent tool for communication and interaction • collaborations with well known companies and institutions would provide us with media attention 	<ul style="list-style-type: none"> • partnerships defines promotional activities • media could be helpful in our struggle to be and remain sustainable • recognizable brand is giving us stronger donors/sponsors opportunities • web page use as a tool for communication with all parties interested in our activities