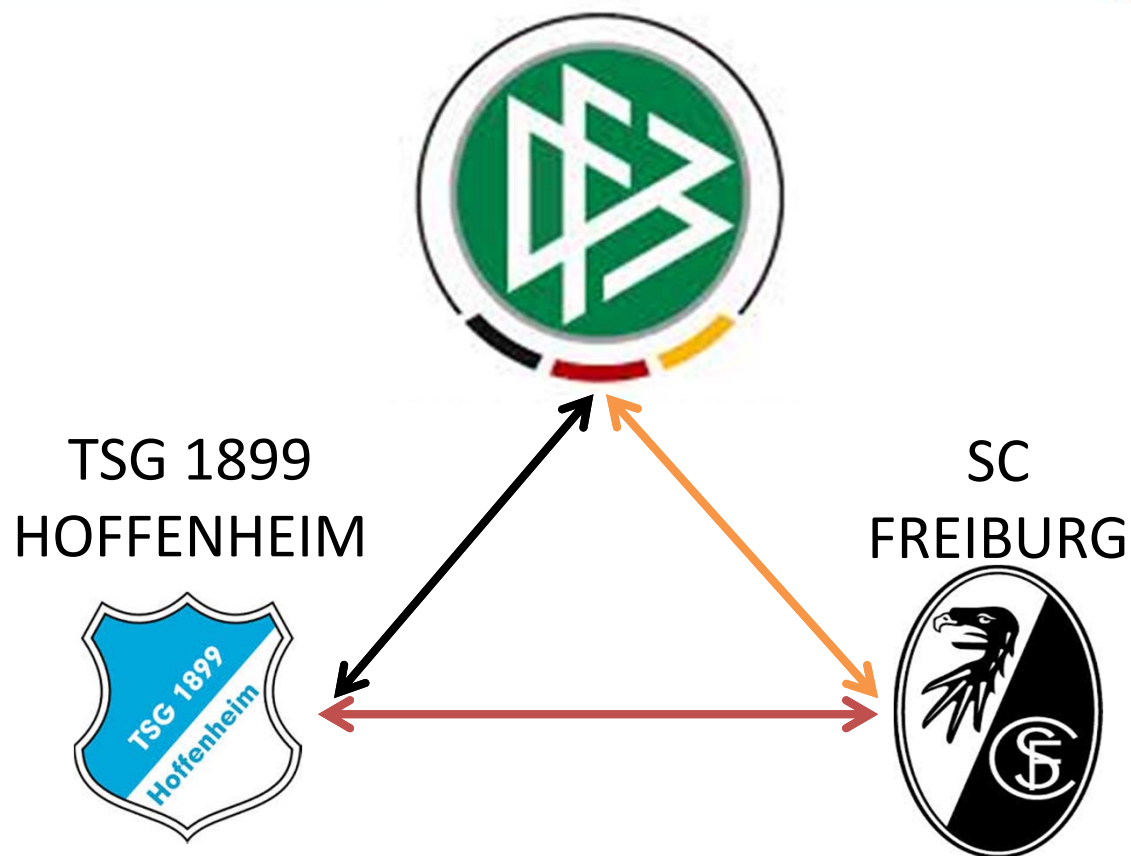


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The Evolution of Youth Academy Programs 2001-2013

SECTION I



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GERMAN FOOTBALL FEDERATION Deutscher Fussball Bund

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DEUTSCHER
FUSSBALL-BUND

DFB - HEADQUARTERS

1. *Talent Identification*
2. *Talent Development*
3. *Academy Certification*
4. *Competition Structure*
5. *Coaching Development*

MON. 14-OCT.

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DFB Academies- a progression of change...



FAILURE

EURO 2000

-Did not advance past
the Group Stage

2000

CREATION

LEAGUE ASSOCIATION

(36 Clubs)

Bundesliga 1

Bundesliga 2

2001

EVOLUTION-CHANGE

✓400 Centers for Talent

✓1,000 Mini-pitches

✓U19 Bundesliga

✓U17 Bundesliga

✓U12 Competency Centers

✓Elite FB Schools (29)

✓Primary School Program
(20k FB Teachers)

✓Training Centers
(14-17 years old)

...2011



2013...

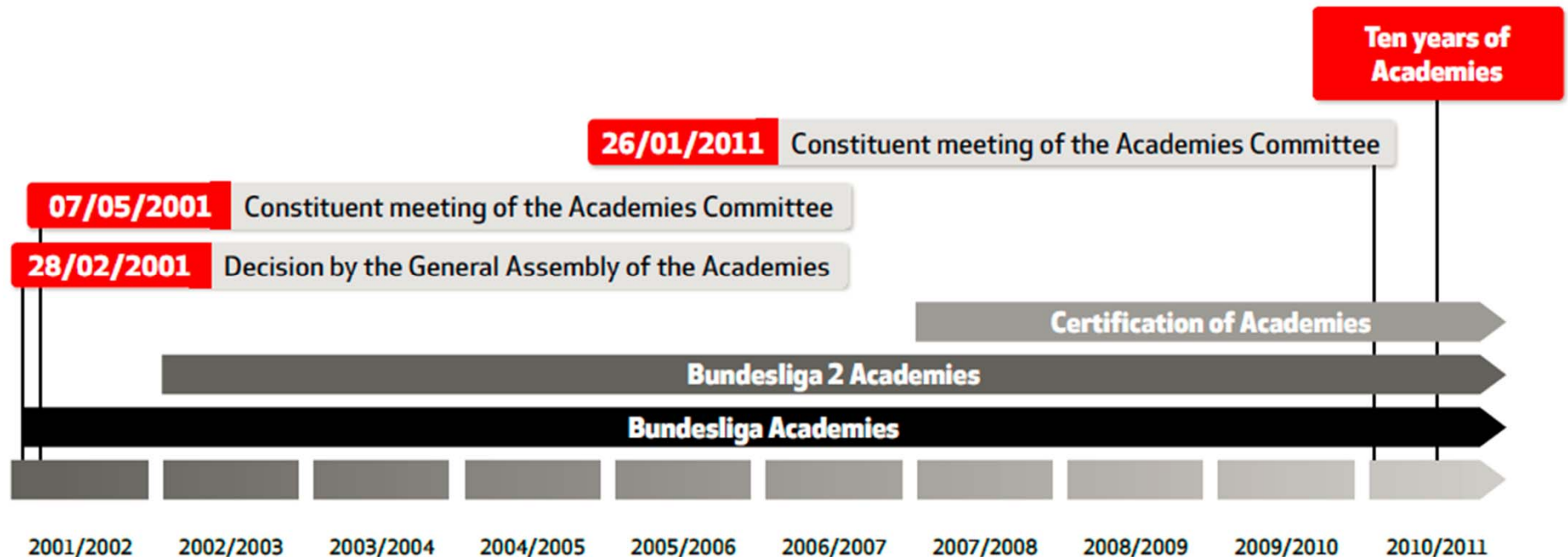
DFB- Academies
Milestones

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DFB FACTS: The Academy System- 10 year Time-Line



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DFB FACTS: The Scale and Structure of the Federation

A structure similar to the US...

5 Regions
21 State Associations
2.5 million Players
70,000 Coaches



SOURCE: DFB Presentation M. Weideman Oct. 2013

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TAKE-AWAY #1: AN INVESTMENT IN YOUTH DEVELOPMENT

- ✓ A record of progressive increases in Academy financial investments.

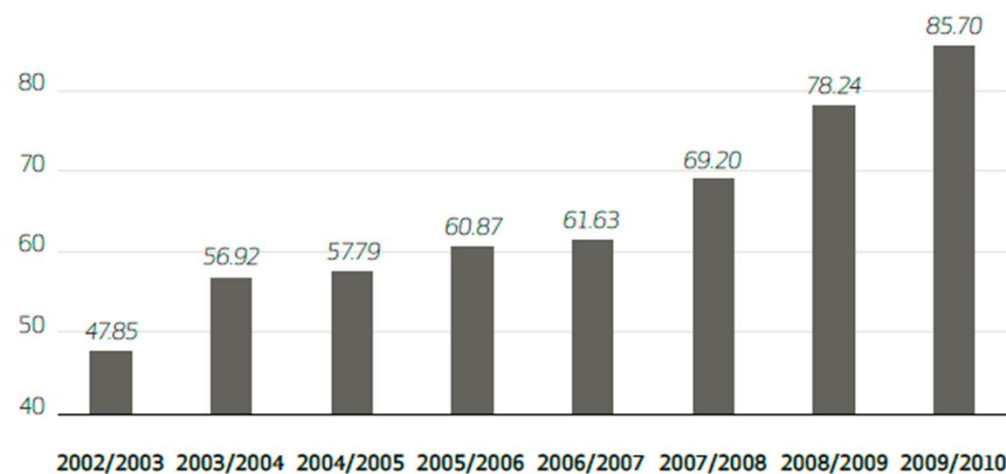
FOR EXAMPLE:
One of the more modest
Academy Programs...

BUDGET
ALLOCATION- 2013

50.m € Gen. Budget
4.2m € Academy

Club investment into the academies

in € million



Total investment: approx. €520 million

SOURCE: [Academy Report of 10 Years](#) (Bundesliga-DFB)

€ 85.7m



€ 47.85m

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TAKE-AWAY #2: A FOCUS ON YOUTH TALENT DEVELOPMENT

- ✓ Provide single age-group programs in every Academy.

Youth players

at the academies of the 36 professional clubs

2010/2011	Teams	Players
U23	35	710
U19/18	39	843
U17	35	721
U16	33	645
U15	35	687
U14	35	658
U13	35	613
U12	35	568
Total	282	5.445

SOURCE: Academy Report of 10 Years (Bundesliga-DFB)

✓ Academies are **REQUIRED** to provide the full spectrum of single age group programs. (U12-U19)

✓ Each Academy has an internal, well-defined elite player development plan.

✓ Support Programs for Academic success and Social development increase the retention and enhance the development of the players.

✓ The academy collaborates with the local school to align schedules, provide mutual support and mutual programs. (Example: The DFB trains physical education teachers to teach age-appropriate football skills and concepts)

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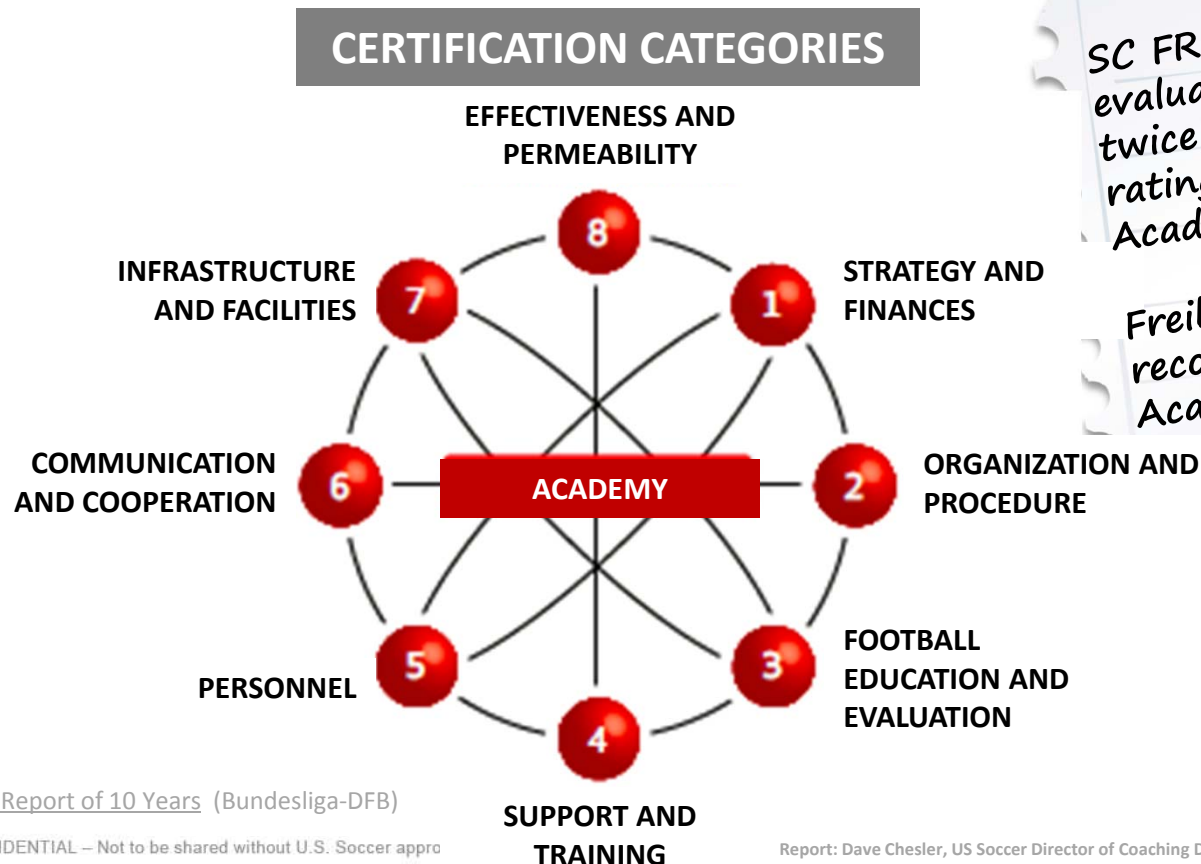
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TAKE-AWAY #3: QUALITY CONTROL, STANDARDS & CERTIFICATION

- ✓ Every 3 years an on-site, comprehensive assessment is performed.
- ✓ This assessment is executed by a 3rd party firm- Double-Pass
- ✓ Financial awards are made based on a 1, 2 or 3 Star rating system.



SC FREIBURG- In 3 evaluation periods has twice earned the top-rating among all Academies.

Freiburg is generally recognized as a 3-Star Academy.

SOURCE: [Academy Report of 10 Years](#) (Bundesliga-DFB)

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Report: Dave Chesler, US Soccer Director of Coaching Development November 2013

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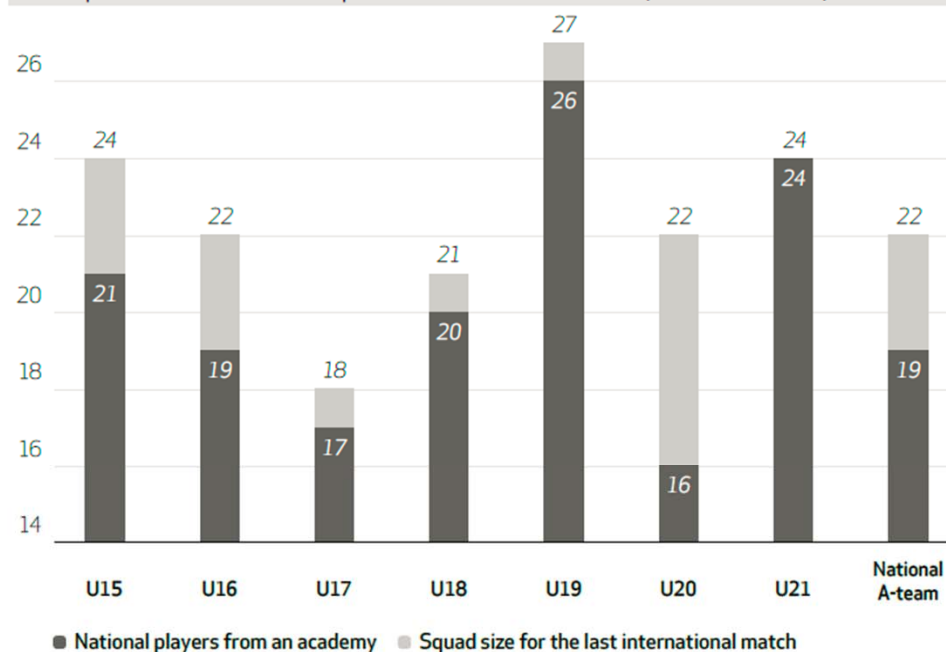
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TAKE-AWAY #4: A PATHWAY FROM ACADEMY TO NATIONAL TEAM.

- ✓ A high % of Academy players progress to the National Teams.
- ✓ A steady 11 year increase in home-grown, elite talent.

National players from the academies

in comparison with the chosen squad for international matches (as at March 2011)



SOURCE: [Academy Report of 10 Years](#) (Bundesliga-DFB)

✓ A conscious commitment to identify and develop youth talent from within the country.

✓ Coherent identification and development process between Clubs, Regions, Academies and National Teams.

✓ A structured system of development...Competency Centers, Center of Excellence each with specific content and objectives.

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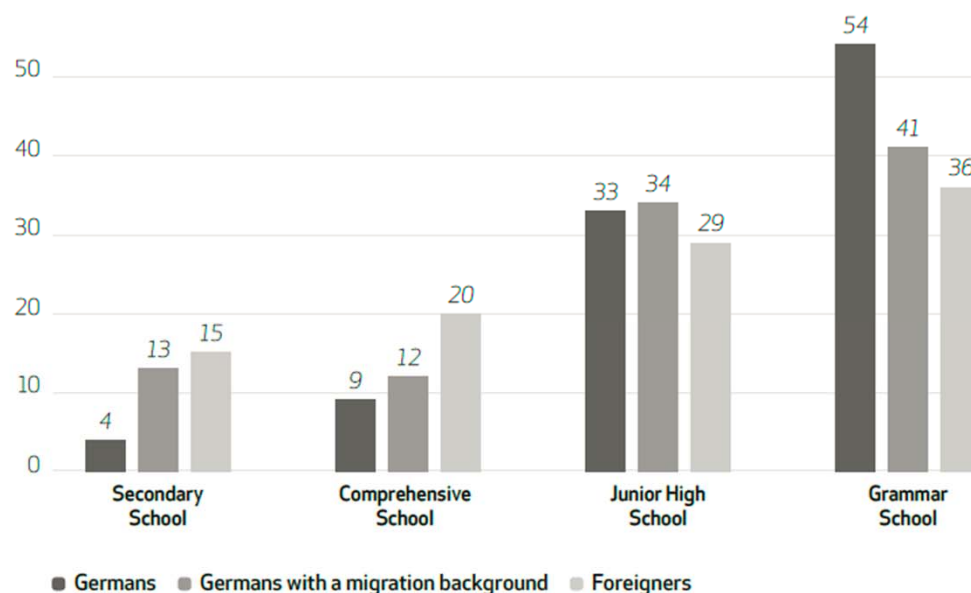
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TAKE-AWAY #5: ATHLETE “DUAL” EDUCATION

- ✓ Holistic youth development is an academy core value.
- ✓ Football development + Personal development.

Educational qualifications Types of school attended by players from the academies (%)

Study: 'Integration through professional football' (EBS, Faculties of Economics and Law)



- ✓ A Pedagogical Team of Tutors and Teachers are employed on-site at each Academy.
- ✓ Partnerships are formed with schools in the vicinity of each Academy.
- ✓ The DFB has trained and placed football teachers at many of the primary schools throughout Germany.
- ✓ Academy Certification includes academic success components.

SOURCE: Academy Report of 10 Years (Bundesliga-DFB)

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Report: Dave Chesler, US Soccer Director of Coaching Development November 2013

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TAKE-AWAY #6: COACHING DEVELOPMENT IS A PRIORITY

- ✓ Required Academy Coach Licensing established in 2001.
- ✓ Compliance is a component of the Academy Certification process.

Qualifications of coaches at the academies of the licensed football clubs

Effective from: 2010/2011 season

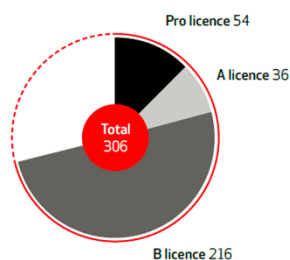
	Full-time	Part-time	Pro	A licence	B licence	C licence	No licence	Total clubs*
Academy Sporting Director	52	1	27	17	1	3	5	35
Coach, U23s	42	10	25	21	3	2	1	35
Coach, U18s/19s	34	20	16	31	4	3	0	35
Coach, U16s/17s	27	59	10	51	19	3	3	35
Development coach, U14s/15s	25	66	5	46	27	7	6	35
Development coach, U12s/13s	6	73	2	29	33	13	2	35
Academy goalkeeping coach	26	45	3	18	22	22	18	35
Total	212	274	88	213	97	53	35	35

*35 clubs, since the youth academy of one of the clubs is still being set up.

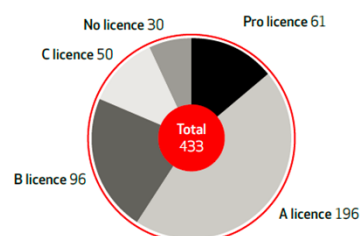
Qualification of the 433 youth coaches in the academies

Bundesliga and Bundesliga 2 in the 2010-11 season

Required state



Actual state



✓ The DFB increased the frequency of "B" level courses to facilitate compliance with licensing standards.

✓ The minimum standard for an Academy Coach (Trainer) is a "B" License.

✓ Most Academies have exceeded the minimum licensing standards. (bottom graphic)

✓ Most Academies implement advanced, supplemental, continuous coach development programs.

SECTION II



100 YEARS
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SC FREIBURG
Youth Academy

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SC FREIBURG

1. *Fussballschule Overview*
2. *Program & Talent I.D.*
3. *TRAINING U14 + U15)*
4. *TRAINING U13*
5. *TRAINING U12)*

TUE. 15 OCT.



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US SOCCER – TECHNICAL DIRECTOR COURSE

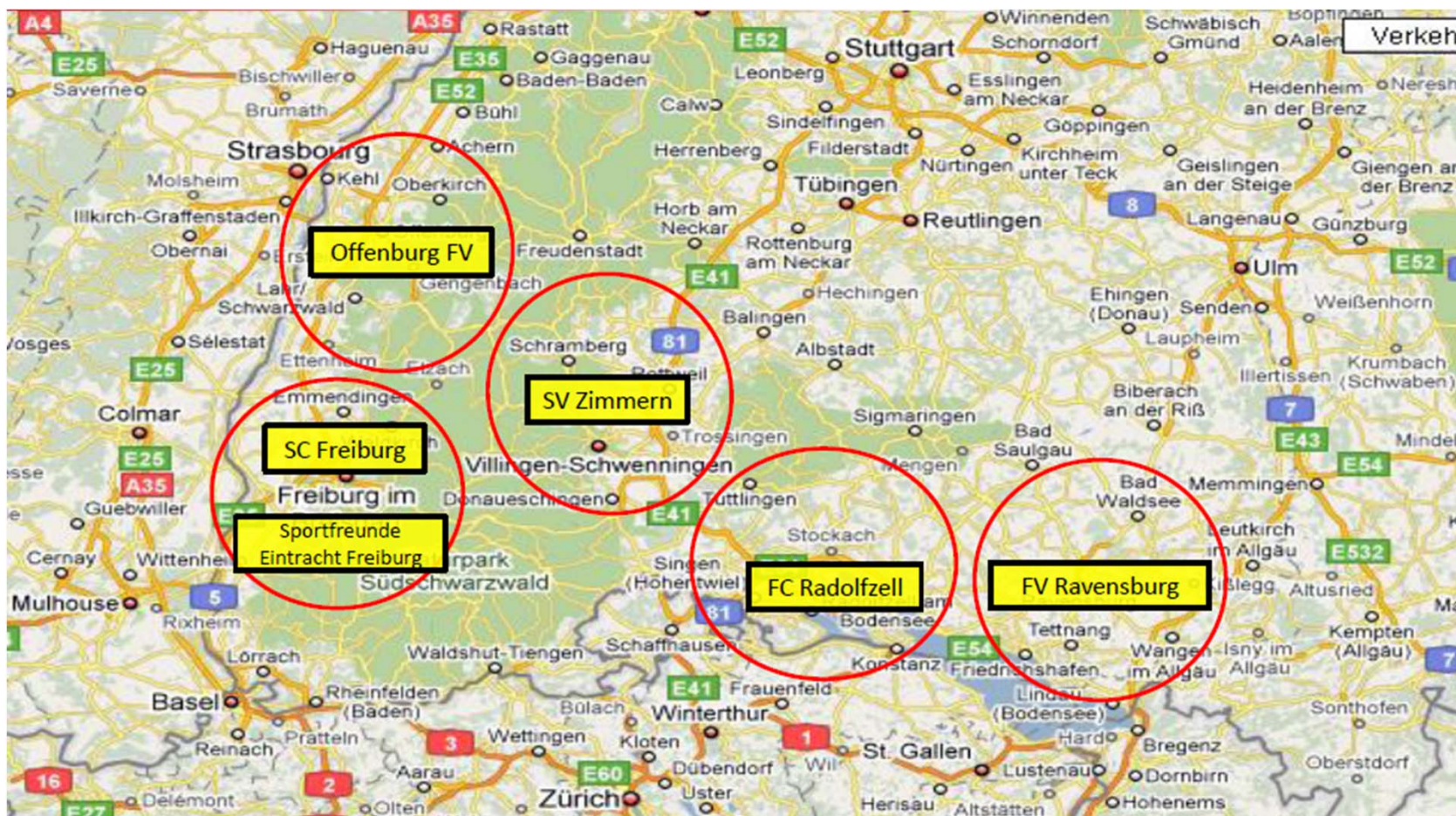
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DEMOGRAPHICS- CLUB COOPERATIVES



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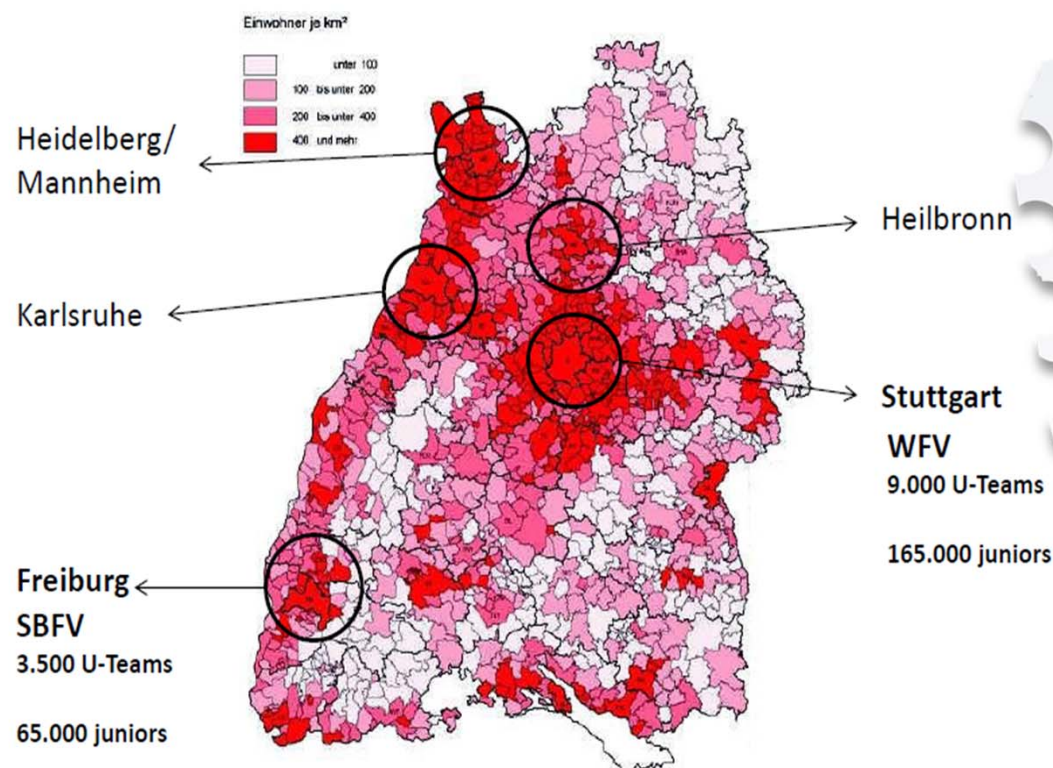
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DEMOGRAPHICS- COMPETITION



✓ SC Freiburg is a relatively small Academy of 3,500 youth teams within its cooperative Club system- this may be put into perspective by comparison with nearby Stuttgart with 9,000 teams and 165,000 junior players within its system.

✓ SC Freiburg is focused on developing players with a very cohesive technical philosophy and very efficient use of modest resources.

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FACILITIES-PHYSICAL SETTING

(2001) 12m € investment to create the Freiburg Football School.



- U23 Reserve Team / U19 Stadium
- 2 Grass Fields
- 1 Artificial Turf Field
- Residential facilities for 19 players.
- Integrated Sports Hall (Offices/Tutors/Locker-rooms)
- Soccer-court, Beach-volleyball, Basketball Court
- Weight Room and Physiotherapy
- Sauna
- Bus Pool (5 busses)
- Indoor Futsal Court

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ACADEMY TARGETS

GUARANTEE STATUS OF 1st TEAM

Maintain 1st team status in DFB Bundesliga.

IDENTITY= “TALENT PROMOTION” ACADEMY

A trademark for promoting individual youth players.

CONSISTENT FOCUS

Highly qualified, focused and responsible youth development.



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PHILOSOPHY

SCHOOL ("Schule")

Academic progress is a Core Value
2 Pedagogic for 13 Residents

THE PLAYER ("Spieler")

Leaders in promotion of individual youth players.

THE CHILD ("Kind")

Place high value on connections with home, family and friends.



"All in All"

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STAFF EFFICIENCY- DUAL ROLES

Person	Position FFS	Position first team	Working for the club since	Hometown
Christian Streich	Head of football/ U19-Coach 2001 - 2011	Assistant Coach 2007 – 2011 Head coach since 2012	1997	Eimeldingen
Lars Voßler	Coach 2005 - 2012	Assistant coach since 2012	2005	Emmendingen
Patrick Baier	Coach 2001 - 2009	Assistant Coach since 2009	1999	Freiburg
Simon Ickert	Athletics trainer 2001 - 2011	Atheltics trainer since 2007	2001	Bad Krozingen
Klemens Hartenbach	Head of Scouting seit 2001	Head of Scouting since 2007 Sports director since 2013	1999	Gottenheim
Jochen Saier	Academy director since 2003	Sports director since 2013	2003	Offenburg
Stefanie von Mertens	Pedagogical team since 2001	German teacher since 1997	1997	Tuttlingen

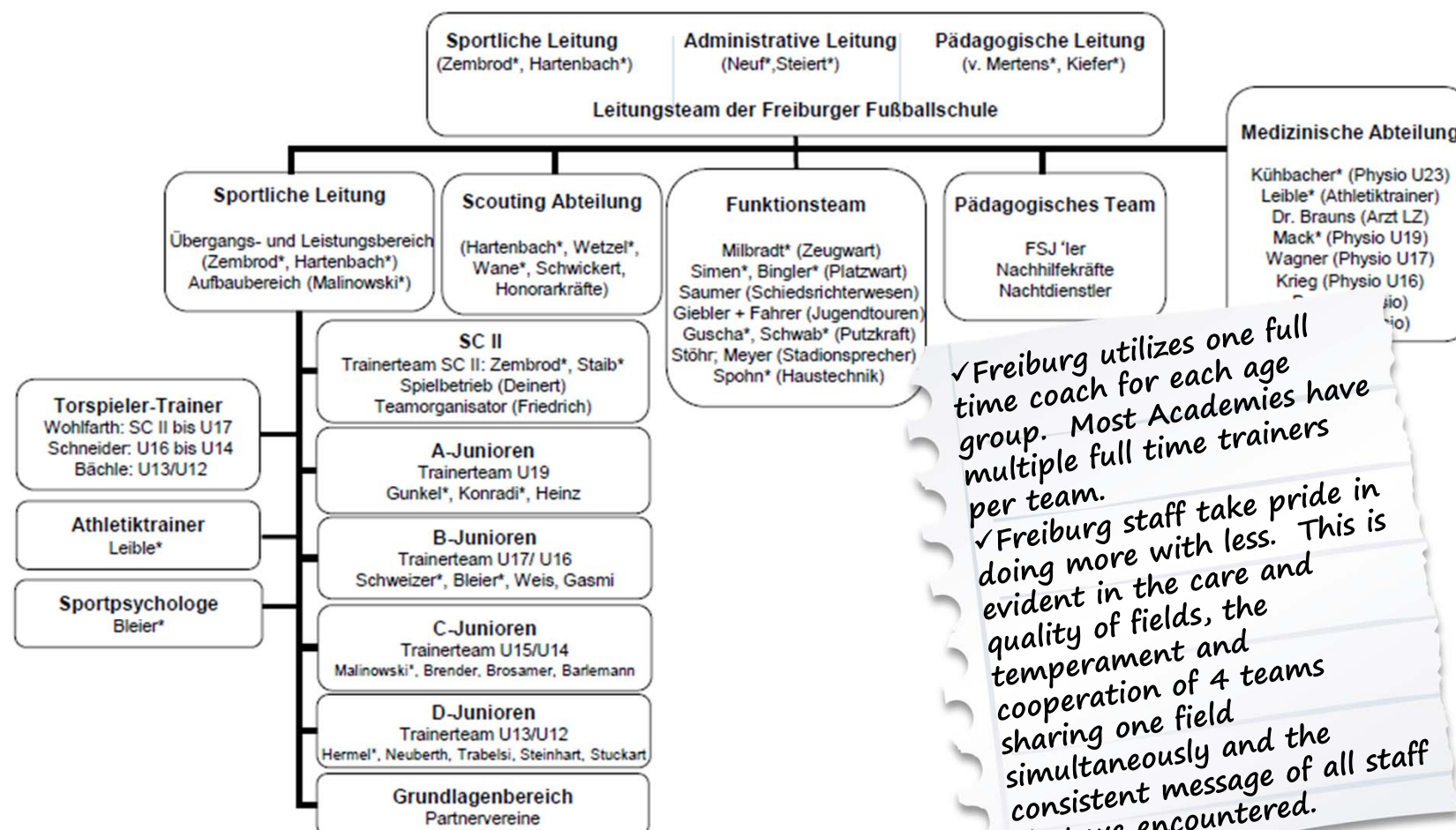
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ORGANIZATIONAL CHART



✓ Freiburg utilizes one full time coach for each age group. Most Academies have multiple full time trainers per team.

✓ Freiburg staff take pride in doing more with less. This is evident in the care and quality of fields, the temperament and cooperation of 4 teams sharing one field simultaneously and the consistent message of all staff that we encountered.

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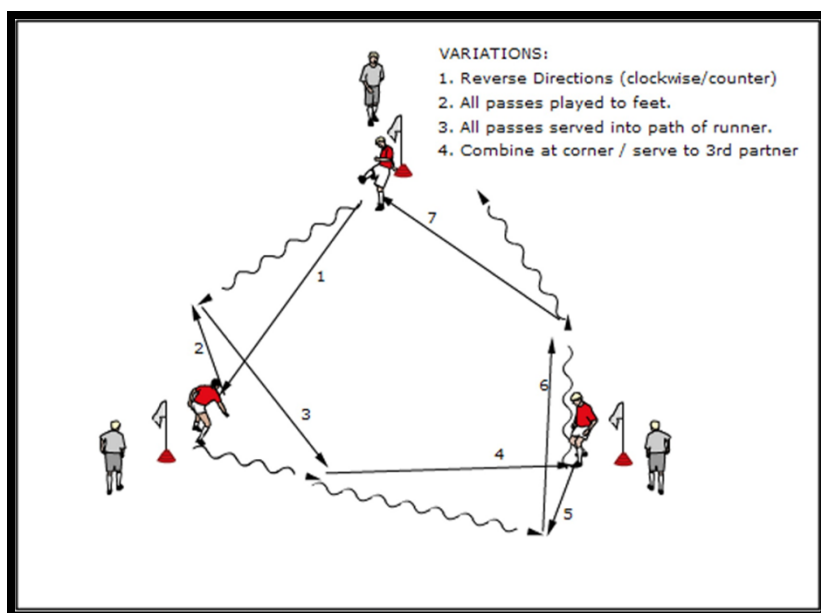
ACADEMY OVERVIEW- OBJECTIVES



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TRAINING SESSION- U23 (SAMPLE)



FORM 1: Technical Passing Exercise
Coordinated ball and player movement.