



ELITFOTBOLL DAM

30 March 2015

For the attention of:

Mr Michel Platini, UEFA President

Mr Gianni Infantino, UEFA General-Secretary

Dear Mr President,

Dear Mr Infantino,

It is with great concern that Elitfotboll Dam (EFD, Swedish Women's Football League*) learn that UEFA has decided to distribute more money to the UEFA Champions League (UCL) and the UEFA Europa League (UEL), and that the UEFA Women's Champions League (UWCL) will be expanded as to the number of participating clubs.

Our first concern is that these two decisions come almost at the same time, and a general understanding might therefore be that men's football is mostly about money while women's football is not.

The second, and more serious, concern about this announcement, is that it gives the impression that UEFA is reluctant to promote the UEFA Women's Champions League by not increasing its financial part. Most clubs participating in this competition are making a loss, and the only way to reach break-even or make a small profit is to win the UWCL.

EFD has on several occasions been invited by UEFA to discuss the development of the UEFA Women's Champions League. In these discussions, we have been very clear that an important step would be to centralize marketing and TV-rights in order to be able to finance the participating teams. Hopefully this would, in a not too distant future, also generate a good profit and engender more prize money for the finalists. All this is part of marketing and that UEFA does not seem to take this into consideration is another concern for EFD.

If we look back at the start of the UEFA Champions League, an initiative of the former UEFA President Mr Lennart Johansson, UEFA invested a considerable amount of money to promote the competition. Like in the initial phase of any business, you never know in advance if the money are well invested. UEFA was not sure that this UCL competition would pay off but it certainly did – it even became a huge success.

The situation today with the UEFA Women's Champions League is that UEFA seems to have the strategy that the competition will grow by itself, that there is no need for investment or marketing.



One of the problems with this approach is that some of the top clubs might choose not to participate. From a sporting point of view, it is of course good to have tough games for the development of your team. However, if that costs you 5 % of your turnover in loss, and, at the same time, you have a very competitive league with tight matches to play, it might not be worth it. We have already had this discussion amongst some of our clubs in Sweden.

Another concern for EFD is that there are not enough efforts spent on women's football neither in Europe, nor in the world. Today, women's' football is by far both the biggest and the fastest growing sport in the world, and therefore marketing and sponsorship must become an increasing part of the women's game. With the more and more prominent gender debate in many areas in today's society, EFD is sure that many of UEFA sponsors would be willing to also support women's football in order to appear as modern organisations in favour of equal opportunities for both genders. If UEFA had announced that 10 % of the money spent on the men's UEFA Champions League competition would be dedicated to the UEFA Women's Champions League competition, I am sure that the headlines and comments from your sponsors would have been very positive!

Yours sincerely,

ELITFOTBOLL DAM

A handwritten signature in blue ink, appearing to read 'Per Darnell'.

Per Darnell

President

cc.Mr Jean-Michel Aulas, Chairman, Women's Football Committee, European Club Association
Mr Michele Centenaro, General-Secretary, European Club Association
Mr Karl-Erik Nilsson, President, Swedish Football Association

* Elitfotboll Dam (EFD), the Women's Football League Association, represents the clubs playing in the two highest divisions in Sweden, Damallsvenskan and Elitettan. Women's football is well-established in our country and our top league is well-known and includes both national and international stars.

EFD was created in 1978 and has since been working to develop women's club football in all areas including finances, marketing, sponsoring, TV-rights, etc.

In 2014 EFD's turnover was EUR 4 million, of which more than 80% was distributed to the clubs. Also, EFD has a central TV-agreement for Damallsvenskan, and in 2014 one game per matchday was broadcasted by TV4.