



Football For Life Coaches

Description of project

We at the Malta Football Association are introducing Football for Life Coaches, recruited to work on a long-term basis with selected minority groups in partnership with social entities and official bodies. Combining our expertise with that of our partners, the idea is to use football to encourage integration within society, prevent sociological damage and provide a better quality of life for minorities. This is a long-term venture and to kick things off the Captains of Change project has been used for the employment, training and partnerships phase.

The Malta Football Association believes that football should be open to everyone, and Captains of Change invites us all to go beyond words and begin to take concrete action.



MFA motto

Objectives

In order to achieve the ultimate objective of directly providing football training and match opportunities to targeted minority groups, our first objectives were to:

- Recruit the right coaches with skills in the identified societal sectors
- Organise specialised training for the coaches
- Set up partnerships with the relevant social entities and official bodies

Results

Since this is a long-term project, the final results cannot be measured now, but we can attest to having:

- An exciting new project making football accessible, inclusive and safe for everyone
- Professional, trained and enthusiastic coaches (three individuals were employed for this section of the initiative)
- New relationships with social entities
- The promise of a better quality of life for the beneficiaries
- A healthier reputation for football

Tips for replication

Each country is in a different situation and although our project is ambitious given our limited resources, with the right team stumbling blocks become building blocks and vision can be made a reality!

Contact information

*Should you have any questions with regard to this project, please contact
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