Tournament review
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UEFA PRESIDENT’S MESSAGE

When describing any competition it is customary to wax lyrical with superlatives and extravagant adjectives. There is no denying, however, that the UEFA Women’s EURO 2013 set the bar extremely high and that European women’s football is now a major sport on more than one account: the number of registered players, technical quality, public interest and media coverage.

The supporters of the various national teams competing in Sweden were able to enjoy high-quality football played in front of big crowds. The final, which went right to the wire, involved two teams familiar with this kind of occasion, Germany and Norway, and our heartfelt congratulations go to Silvia Neid and her team, who added another piece of silverware to an already well-stocked trophy cabinet.

Their victory is all the more praiseworthy given the strength of the opposition, with numerous sides boasting the quality required to stake a claim for the title. Indeed, the significant improvement in the standard of play over the years has created a more level playing field, with every match closely fought in a very open tournament. The quality of the 2013 vintage demonstrates the wisdom of UEFA’s decision to expand the final round to 16 teams in 2017.

Standards were very high at this three-week tournament in Sweden, both on and off the pitch. We are deeply grateful to the Swedish Football Association (SvFF) and its dynamic president, Karl-Erik Nilsson, for ensuring the resounding success of the event, and to the seven host cities for the warm welcome they afforded to the supporters and teams from all over Europe. The enthusiasm of the numerous local spectators bears witness to Sweden’s passion for women’s football.

This message would be incomplete if I omitted to extend my sincerest congratulations to Karen Espelund, eloquent advocate of women’s football and chair of the UEFA Women’s Football Committee. Women’s football in general and the UEFA Women’s EURO in particular passed an important milestone in Sweden, giving us every reason to believe the future of the women’s game will be bright.

Tack så mycket Sverige!

Michel Platini
UEFA President

‘A resounding success’

“Happy memories”

What a wonderful summer we had in Sweden — sunshine, world-class football and a party called UEFA Women’s EURO 2013, which we will always remember.

There were so many positive aspects to this tournament. I think UEFA and the Swedish Football Association (SvFF) helped to take women’s football to a new level both on and off the pitch. We saw some fantastic matches and great individual performances in packed stadiums.

All this attention has left a number of legacies for the female game, and we have already noticed increased participation levels in girls’ football. It is also very important that young players, both girls and boys, have new female role models.

Moreover, I am convinced that our Swedish national team coach Pia Sundhage has encouraged and inspired many women to become leaders and coaches in the future.

I have so many happy memories of the championship, but as a Swede I must mention one in particular: the reception given to the Swedish side as they were congratulated on their bronze medal at half-time of the final in front of 41,000 spectators. That moment still gives me goose bumps.

Our vision for the tournament was Winning Ground. I really hope that we all – and here I mean all UEFA member associations – now realise the potential there is in women’s football from so many perspectives, not least commercially and on the media side. If we work hard together, we will certainly win ground in the future.

Karl-Erik Nilsson
Swedish Football Association President

‘Happy memories’

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‘Happy memories’
The tussle for European glory may have captured the lion’s share of attention during UEFA Women’s EURO 2013, but UEFA’s Respect campaign was another central pillar of the tournament activity in Sweden. Originally launched in 2008, the social responsibility initiative was a core feature of the competition, with a spirit of fair play dominating from start to finish and not a single red card shown in 25 games.

Off the pitch, UEFA gave prominent exposure to the ‘Make a healthy heart your goal’ campaign, the official community health education programme of UEFA Women’s EURO 2013, which encouraged women and girls to lead an active lifestyle and take part in sports such as football to reduce the risk of heart disease and stroke. To coordinate the campaign, UEFA and the Swedish Football Association teamed up with the World Heart Federation and the Swedish Heart-Lung Foundation, with HRH Prince Daniel of Sweden acting as patron and Sweden forward Lotta Schelin starring in a video aired at every match. A player from each of the 12 competing nations joined in the campaign and shared their own tips on leading a healthy lifestyle.

“Football is the number one team sport for girls and women in Europe and it can help combat the number one killer, heart disease,” said UEFA Executive Committee member Karen Espelund. ‘Make a healthy heart your goal’ took centre stage ahead of the semi-finals, with tournament ambassadors Steffi Jones and Patrik Andersson leading fan walks to the stadiums in Gothenburg and Norrköping from the city’s fan zones, where volunteers had received CPR training from the Swedish Heart-Lung Foundation. A heart-shaped banner was then unfurled before kick-off at both games. “UEFA would like to see each girl have the opportunity to play football in their neighbourhood and reduce their risk of heart disease at the same time,” said Jones.

As part of the ‘Make a healthy heart your goal’ campaign, Steffi Jones (above right) met supporters in the Gothenburg fan zone ahead of Sweden’s semi-final against Germany, while children enjoyed a fan walk to the Norrköpings Idrottsparken before Norway took on Denmark (facing page). Sweden forward Lotta Schelin played a key part in the promotion of the ‘Make a healthy heart your goal’ campaign.

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Steffi Jones, tournament ambassador
Technical report
Introduction

UEFA Women’s EURo 2013 was the eighth UEFA European Women’s Championship to be contested as a final tournament and the second — and last — to be disputed by 12 teams. The permanent record of the preceding final tournament, played in Finland in 2009, was divided into a number of post-event publications. For the first time, the final tournament was played in Sweden in July 2013. It is being reviewed in a single volume. This embraces a technical report on the technical, commercial and broadcasting aspects of the tournament, intended to inspire as well as inform. The publication aims to provide foundations on which the success of future events can be built. 

The blend of facts and observations related to the establishment or enhancement of the female game within their own spheres and territories.

Close analysis

The technical report on the championship was generated by a team of coaches with extensive first-hand experience of coaching in the women’s game and who were captained by UEFA’s chief technical officer, Ioan Lupescu.

Jarmo Matikainen (Finland)

Jarmo Matikainen started his coaching career at FC Viking in 1992, at the age of 32, having played for Helsingin Ponnistus 1887, FC Konttola, Ilk-Helsinki and Pallokoulu. After a year managing Ponnistus, he made his debut with the Football Association of Finland (CPL, Arby) in 1999 as head coach to the women’s age-limit teams and, in parallel, was SPL-FFB technical director from 2000 to 2009. He led the Under-19s to two European Final tournaments and the FIFA U-20 Women’s World Cup in 2006. In 2010, he left his native country to join the Football Association of Wales (FAW) as manager of the senior women’s and age-limit teams. More importantly, in the longer term, he is responsible for designing a strategy for the development of women’s football in Wales. Jarmo has acted as UEFA technical observer at a wide range of UEFA men’s and women’s final tournaments in recent years.

Anna Nõi (Belgium)

Anna Nõi won the Belgian league six times as a goalkeeper with Standard Fémina de Liège and lifted the cup four times — thrice with Standard and once with FC Liège-Wizelen. She captained the Belgian women’s national side in a career that spanned 650 international matches between the posts. She then began coaching with the national U19 squad in 1994 and, as from 1999, combined this with the role of head coach to the Belgian senior team. In the meantime, Anna was — and still is — teaching football at the Katholieke Universiteit in Leuven, working as a physical education teacher, and playing prominent roles in player development projects on a worldwide basis as a UEFA and FIFA instructor.

Anna Signeul (Sweden)

Anna Signeul made 240 appearances as a player with four different clubs in Sweden’s top flight and obtained her coaching licences so early that she spent the last decade of her career both playing and coaching. After five spells as head coach of four leading clubs (two at the team where she hung up her boots, Strömstads IP), she joined the Swedish Football Association (SFF) coaching set-up in 1996, was champion of Europe with the U19s in 1999, and worked with the senior national side until October 2004. She then moved from her native Sweden to assume the posts of technical director and women’s national team coach at the Scottish Football Association (SFA), guiding the seniors up to 23rd place in the FIFA world rankings. Anna completed a hat-trick at UEFA Women’s EURo 2013, having been a member of UEFA’s technical teams at the two previous final tournaments.

Béatrice von Siebenthal (Switzerland)

Béatrice von Siebenthal played 14 seasons of football at BSC Alemania Basel, 5V Sissach and FC Biel before she launched her coaching career immediately after finishing play. She was the only woman on the course in which she acquired her coaching credentials and became the only Swiss female to hold a UEFA Pro licence. After a year in regional football, she took over at FC Rot-Schwarz Thun and made her international debut when, in 1995, she combined her club duties with the position of coaching Switzerland’s women’s U19 team. Twelve months on, she joined the coaching staff at the Swiss Football Association (SFA-ASF) and was head coach of the senior women’s side from January 2005 to December 2011. Since then, she has been a member of technical teams at a variety of UEFA women’s tournaments.
**Route to the final**

“It was a fantastic atmosphere. The Swedes in the stands help us an incredible amount. It’s great fun”

Lotta Schelin, Sweden striker

The first 12-team final tournament in 2009 featured all eight finalists from 2005. And 11 of the 2009 finalists were back at UEFA Women’s EURO 2013, with Spain — absent from final tournaments since 1987 — replacing Ukraine on the starting grid. But when the ball started rolling in Sweden, it became obvious that continuity was no synonym for predictability or foregone conclusions. The form book would not have predicted that Hope Powell’s England, silver medallists in 2009, would be among the fallers in the group stage or that the Netherlands, semi-finalists in 2009, would lose all three of their group games and, against Norway, would suffer Sweden’s first final-tournament defeat in 17 years.

GROUP A

HOSTS HIT THEIR STRIDE

In stark contrast to 2009, when the opening 15 games failed to produce a draw, the first four matches in Sweden resulted in stalemates — two of them goalless. All in all, the 18-game group stage yielded seven draws. The first of them involved the host nation. Sweden’s first-night nerves were reflected by wavering passing and largely unfulfilled desires to win the ball in midfield and launch counters from there. Denmark, playing with confidence and skill, played out from their full-backs and, with well-timed passing and off-the-ball movement, created problems for the hosts. Even so, Pia Sundhage’s team could have pocketed three points had it not been for Danish keeper Stina Petersen, who saved penalties by Lotta Schelin and Kosovare Asllani during the second half. The Danes emerged with so much credit from the 1-1 draw that the haul of a single point from their ensuing two games was something of a surprise.

Also in Group A, Italy had probed like boxers but were unable to find a knockout blow during their goalless opener against a Finland side which focused on compact defensive industry, backed by the excellent Tinja-Riikka Korpela between the posts. Antonio Cabrini’s side, with assured combination play and good use of the flanks (notably by Melania Gabbiadini on the right), found their scoring touch in their next match against Denmark, who squandered chances and offered Italy generous amounts of space around their own penalty area. The 2-1 win and four points all but ensured Italy a quarter-final place and allowed Cabrini the luxury of making six changes for the final game against Sweden. For long spells they traded punches with the hosts, only to be floored by three goals during a spell which Cabrini called “15 minutes of madness” early in the second half. Sweden had upped their tempo and intensity in their second game against Finland, scoring three of their five unanswered goals from set plays. Third place in Group A was decided by a Denmark v Finland fixture in which the Danes ticked almost all the boxes — except for their passing and finishing work in the final third. They were leading 1-0 until conceding a header from a trademark Finnish corner in the 87th minute — a goal which left them in third place with only two points.

Melania Gabbiadini opened the scoring in Italy’s 2-1 win against Denmark

Stina Petersen’s late goal earned Finland a draw and left Denmark’s hopes of advancing in the balance

**GROUP STAGE**
Group B opened with defending champions Germany pitted against the Netherlands — semi-finalists in 2009 and keen to set new benchmarks in 2013. Silvia Neid’s team produced some neat approach play, with both full-backs bursting forward, but lacked precision in their finishing. The Dutch, combining speed and determination, defended stoutly and countered with menace — spurning a great chance to take three points with a lightning-fast break in the closing seconds. The 0-0 draw offered more satisfaction to the Netherlands than to Germany yet Roger Reijners’ team failed to capitalise on their encouraging start. They found it hard to get behind the well-organised defences of Norway and Iceland and a brace of 1-0 defeats sent them home.

Germany seemed to have reverted to title-winning mode with a high-tempo, fluent victory over Iceland, marked by effective high pressure and an impressive variety of attacking options. But their bid to maintain momentum ran into a resolute Norwegian team which defended deep (nine behind the ball), launched venomous breaks and scored the only goal of the game, Ingvild Isaksen’s long-range shot ending Germany’s 17-year unbeaten run. Even Pellerud’s side topped the group despite the disappointment of a 1-1 opening draw against Iceland, who emerged as the tournament’s surprise package. Sigríður Jóhannsdóttir’s team varied long passing with neat combination play, attacking and defending in a compact block. Their reward was a first ever victory at a final tournament, against the Netherlands, and a tally of four points which ensured a quarter-final place.

Group C was to prove equally surprising, with a variety of twists in the tale. In their opener against Spain, England race equalised and, when Laura Bassett made it 2-2 on the 89th minute, a point seemed assured. But after Spanish winger Alexia Putellas to break the winner with 90+3 on the clock, England drew the other side of the coin by coming back to 1-1 after 90+2 of the game against Russia — only to be soundly defeated by France in a must-win game and travel home without a victory.

The French emerged as the dominant force in Group C and, for many observers, staked firm claims to a place in the final. Playing with composure and outstanding levels of individual skill, Bruno Bini’s team offered the fans attractive, high-tempo football, blending one-two combinations with ability to run with the ball and win it back quickly when they lost it. They won the only team to post three straight wins, the narrowest of them being a 1-0 victory against Russia, and a tally of six points which ensured a quarter-final place.
In the first fixture of the knockout stage, Sweden came out with all guns blazing against the surprising Icelanders, quick transitions coupled with powerful running and finishing putting them 3-0 ahead within 20 minutes. With Iceland twice paying a price for pushing forward in numbers for set plays and leaving themselves vulnerable at the back, the hosts ran out 4-0 winners. Later that evening, a solitary scrambled goal gave Germany victory over Italy, who defended strongly with the full-backs neutralising threats on the wings. Germany, on the other hand, were alert to Italy’s counterattacks and coach Silvia Neid’s decision to play two central strikers paid dividends, as did the inclusion of Simone Laudehr on the left flank, the 27-year-old scoring Germany’s 26th-minute winner. Italian attacking was blunted by tight control on main striker Patrizia Panico, while Germany’s ability to keep possession in the final third led to frustration and five yellow cards for the Italians.

A day later, Spain dominated possession against Norway and produced some delightful combination moves — only to suffer moments of misfortune and fall two goals behind. Firstly, a cross-shot by Solveig Gulbrandsen was missed by a teammate but slid past a distracted goalkeeper into the far corner of the net. Secondly, Irene Paredes sliced a clearance over her keeper and into her own goal. To their credit, Igancio Quereda’s team remained faithful to their attacking credo with Verónica Boquete a constant menace in the final third — even after Ada Hegerberg struck a spectacular third goal. A slick combination allowed Jennifer Hermoso to hit an added-time consolation goal, which represented a just recompense for Spain’s attractive contribution to the tournament. Thanks to a misjudgement in the France defence, Denmark went 1-0 ahead for the third time in four games, and they held onto their lead until Louisa Necib’s penalty in the 71st minute. During the opening half-hour, France struggled against Denmark’s four-pronged attacks, prompting coach Bruno Bini to an early positional reshuffling of his front four, where Necib and Gaëtane Thiney were outstanding. But injury had deprived France of their attacking spearhead Marie-Laure Delie and, although the match statistics stacked up in their favour (26 goal attempts to Denmark’s four), 120 minutes of football failed to provide a winner. The Danes prevailed 4-2 in the penalty shoot-out to earn themselves an all-Scandinavian semi-final against Norway.

“IT’S NOTHING BUT FANTASTIC. AS A GOALKEEPER IT’S A WIN-WIN SITUATION; YOU CAN ONLY BECOME A HERO”

Ingrid Hjelmseth, Norway goalkeeper

First on stage were the hosts. Against Germany in Gothenburg, Sweden went into top gear after Dzsenifer Marozsán had toed the ball at action-replay speed into the net after 33 minutes. During the second half, Germany’s defensive qualities were subjected to sustained destruction-testing. Saskia Bartusiak produced an outstanding performance at centre-back, but Silvia Neid’s side survived a scare when Lotta Schelin’s ‘equaliser’ was ruled out by the referee and they held on for a 1-0 win which put them into their sixth successive final. Set plays marked the other semi-final, with Norway’s Mari Christensen bundling in a corner while the crowd in Norsborg were still settling into their seats. Denmark remained patient and faithful to their elaborate passing game and their persistence was rewarded when Mariann Knudsen headed in a free-kick with only three minutes remaining. As they had done against France, Denmark played out extra time with no further goals and, bearing in mind Stina Petersen’s record of penalty-saving in the tournament, went into the shoot-out as favourites — with the unlikely prospect of reaching a European Championship final without winning a game. However, it was her Norwegian counterpart Ingrid Hjelmseth who stole the show, flinging herself to her left and right to save from Line Røddik and Theresa Nielsen. The four Norwegians found the net to earn Even Pellerud’s team a repeat of the Group B fixture against Germany — this time in the final at the Friends Arena in Solna with the title at stake.
Angerer keeps Germany on top

The 11th final of the UEFA European Women’s Championship was the first in which three teams appeared on the field of play. During the half-time interval, the Swedish squad unfurled a banner thanking the fans for their support and were rewarded with rapturous applause as they completed a lap of honour at the state-of-the-art Friends Arena. The 41,301 fans fully deserved their homage. Never before had a final been watched by so many. The Swedish players, however, were crestfallen. In the semi-finals, they had been one of the four teams who failed to beat the German goalkeeper Nadine ‘Natze’ Angerer. But Norway, the only team to score against the defending champions, were their opponents for the second time in 11 days. The question as the red-shirted Norwegians lined up alongside the black-shirted Germans for the national anthems, was whether the Scandinavian side would savour victory again.

There were early hints that they would not. At 16:00 sharp, Romanian referee Cristina Dorcioman signalled the start. Her whistle was still echoing around the stadium when Dzsenifer Marozsán delivered a free-kick from wide on the right and midfielder Nadine Kessler connected with a header that Norway goalkeeper Ingrid Hjelmseth, just managed to touch onto the crossbar. Striker Célia Okoyino da Mbabi, back in the German lineup after a hamstring injury, then drifted wide to the left to open space for Marozsán through the middle before creating a shooting opportunity for herself — all within the opening five minutes.

Norway, with a day less to prepare and still carrying the physical and mental burdens of extra time and penalties against Denmark, struggled to get into gear. But their diesel engine steadily gained momentum. They remained faithful to their 4-1-4-1 structure but pushed it forward into a more attacking mode than the German coach, Silvia Neid, had expected. Even Pellerud had made one significant change to the Norwegian formation, dropping the experienced skipper, Ingvild Stensland, into the midfield screening role.

“It was back and forth: balls landing on the bar, balls on the post, a penalty missed, a penalty missed again, a goal disallowed — very intense.”

Even Pellerud, Norway coach

Nadine Angerer’s two penalty saves in the final ensured Germany retained the title.
to replace the younger IngIda Baksaas, who had run herself to exhaustion in previous matches. In front of her, Caroline Dijkershus teamed up with Silje S Gullbrandson in the engine room, with Caroline Graham Hansen and Kristine Hegland working hard on the flanks.

Once into top gear, Norway’s high pressure began to give Germany problems in building out of the back. With three players in disturbance mode high up the pitch and the central midfielders effectively attacking the second ball, the stand-ins immediately gained the upper hand, urged on by a crowd displaying Scandinavian favouritism or who may simply have been following the footballing tradition of favouring the underdog. Silje S Gullbrandson, bit like terriers. The initial flow of German attacks was halted by the Norwegian back four. Full-backs Leonie Maier and Solveig Gulbrandsen in the engine room, in front of her, Cathrine Dijkershus teamed up with Caroline Graham Hansen and Kristine Hegland with Solveig Gulbrandsen in the engine room, in front of her, Cathrine Dijkershus teamed up with Caroline Graham Hansen and Kristine Hegland to reassemble a squad to take to Sweden. The annals of football will probably be fond of playing together. The same applied to the final, where their substitutions had the desired effects of depleting Germany’s attacking options.

The final whistle took wind out of Norwegian sails, to the extent that Hjelmseth had to deal with five German goal attempts before the half-time whistle. During the interval, whilst the Swedish team were saluting the crowd, Neid made a change, bringing on Anja Mittag for Luna Lotzen “to swat a little more pressure on the right wing”. For four minutes, the right wing was irrelevant, as Norway came out of the traps fast and sent their defenders upfield for a pair of corners. The ball was cleared to the German left wing, where Okoyino da Mababi made ground and drove a low ball across the — for once — unguarded penalty area. Mittag struck it powerfully into the net to consummate a classic counter.

Neid’s finest hour

Winning UEFA Women’s EURO 2013 could be regarded as Silvia Neid’s finest achievement as a coach — even though she would be reluctant to say so. The arrival of football will probably be equally relevant. After all, as a coach, Neid had shrewdly designed a valid game plan and had made the right substitutions. The rest was provided by Angerer. When the final whistle was blown, the German squad raced to embrace her. Pellerud embraced Neid on the touchline, and the crowd gave rousing applause to the disconsolate Norwegians as they woreily completed a lap of honour. They had given their all, but it was not to be their day.

This tournament has made “a shaky start” against the Dutch — which, in turn, translated into a media pressure that was exacerbated by the 1-0 loss to Norway. Critics were quick to point out that it was Norway who stepped up and this time it was Angerer’s turn away Trine Rønning’s 29th-minute spot kick. Norwegian, however, were not sunk. Within three minutes, right back Maren Mjelde ran deep into the German area to cross to the far post, where Ada Hegerberg beat the seemingly unbeatable Angerer, only for Norway’s jubilation to be snuffed out by the assistant referee’s flag.

Although the introduction of Elise Thorsnes gave added bite to Norway’s attacking play, there was no reprieve. Germany had defended well at set plays, they had worked hard as a collective, pragmatic and from start to finish; and, even though they lacked the panache of the German teams of yesteryear, they won. Neid had shrewdly designed a valid game plan and had made the right substitutions. This translated into what Neid described as “a shaky start” against the Dutch — which, in turn, translated into a media pressure that was exacerbated by the 1-0 loss to Norway. Critics were quick to point out that it was Germany who

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* SWEDEN 2013 TOURNAMENT REVIEW

**THE FINAL**

**THE WINNING COACH**

Silvia Neid, Germany coach

Gabbadino by combining Jennifer Cramer and Simone Lauder on her left flank. It was symptomatic of the wisdom and bravery of her team selection and coolness in taking decisions which events then proved to have been correct.

At the same time, she was keeping everybody’s feet on the ground and stressing that the only recipe for victory was a blend of collective spirit and hard work. Before the semi-final against Sweden, she freely admitted Germany were facing “a team with world-class players in every position — and we don’t have that”. She predicted “we will work as a team to keep them out” — and they somehow managed to. The same applied to the final, where her substitutions had the desired effects of ‘bricking on reinforcements for counterattacks’ and ‘strengthening our defensive work’. At half-time, she asked her players for more power, more passion and more courage. She asked them to be more compact and to play with more pace. And she got what she asked for.

The same applied to the final, where her substitutions had the desired effects of ‘bricking on reinforcements for counterattacks’ and ‘strengthening our defensive work’. At half-time, she asked her players for more power, more passion and more courage. She asked them to be more compact and to play with more pace. And she got what she asked for. She had recognised the limitations of her squad but, with intelligence and pragmatism, she had built a team which, despite the pressures and against the odds, was able to lift the trophy.

It can be argued that football is all about players. But UEFA Women’s EURO 2013 also provided a showcase for Neid’s abilities as a coach.
‘Smiles and good football’

Pia Sundhage played in the Swedish team that won the first UEFA European Women’s Championship in 1991. Almost three decades later, she returned laden with trophies from the USA to lead the host country to UEFA Women’s EURO 2013. She had been playing and coaching for long enough to avoid the temptation of promising success. But, before the ball started rolling in Sweden, she promised that her team would offer ‘smiles and good football’.

Although some of the contenders might have ended their campaigns with momentary tears, Sundhage’s team would “offer smiles and good football”. Although some of the contenders might have ended their campaigns with momentary tears, Sundhage’s team would “offer smiles and good football”.

Smiles and good football

Henceforward

Sweden enjoy the moment after their resounding win against Iceland

The tournament illustrated the upward momentum of women’s national team football

When the first eight team final tournament was played in Norway in 1991, half of the teams deployed three central defenders and two wing-backs; half featured a sweeper. Since the turn of the century, defensive lines of four have become the norm, and, at the 2009 final tournament, five teams played a 4-4-2 formation and the other three a 4-3-3. In Finland in 2009, 4-2-3-1 got a foot in the door and this trend was extended in Sweden, where half of the finalists played in this formation at some stage. The last three words represent an important proviso, as Denmark, England (against France), Germany (against Italy) and even Spain adapted to 4-4-2 for a certain match or in response to a specific game situation. Finland, Iceland and Sweden maintained a 4-4-2 formation, while Italy, the Netherlands and Norway remained faithful to 4-3-3. The trend towards 4-2-3-1 led to an increase in the number of teams operating with two controlling midfielders – nine of the 12 finalists adopting this as their default setting.

The three coaches who preferred a single screening midfielder selected influential players for the role: the experienced Katrine Sandegård Pedersen (38) for Denmark; Daniella Sarchi (29) for Italy, and Ingrid Stolsen (26) for Norway, with Even Peereboom moving the more experienced Ingild Strand (31) into that role for the final against Germany.

For the coaches fielding twin screening midfielders, the challenge was to find the right balance and the right characteristics. Russia’s Sergei Lavrentyev opted for the hard-working pair of Valentina Savchenkova and Anastasia Kostyukova, with the emphasis on defensive screening activities. In the French lineup, Bruno Illini trained Élise Bussaglia with the immensely experienced Sandrine Boubyron – though usually replacing the 39-year-old with Élodie Thomis after the break. In the German lineup, Lena Goessling played an invaluable anchor role while Nadine Kessler buried cabins in a box-to-box role, supporting the attacking quartet. England tried to find a similar balance, with Dagny Brynjarsdottir giving priority to screening work, while Sara Björklund Gunnarsdottir was more readily to push forward in the English formation. The emphasis was on rotation among the three central midfielders and an equal share of workload and responsibilities. The tournament in Sweden illustrated to what extent the personalities of the players most likely to spot and deliver creative forward passes.

In the Swedish team, this responsibility fell on the shoulders of the two central midfielders in the 4–4–2 formation: Caroline Seger and Marie Hammarström. In the Italian lineup, the role was given to the two more advanced midfielders in the 4–3–3 formation: Alice Parisi and, to a somewhat lesser extent, Alessia Tuttino, with the screening midfielders, Daniella Sarchi, also looking to make penetrating passes from a deeper zone. Denmark relied on controlling midfielder Katrine Sandegaard Pedersen, a former defender whose priority was clearly not to leave the back four exposed. In the French formation, Louisa Necib, in the shadow-striker position, emerged as the closest approximation to a playmaker – and much the same could said of Jil Scott, the most accomplished organiser in the English midfield, who generally operated from the screening position.

Spain’s Virginia Bequerte possessed the vision, control and passing skills to warrant the playmaker label and was effective when dropping back from her strike role to areas where she had more forward-passing options. Otherwise, it was Skirla Mesadegh, with her ability to switch play with accurate long passes from her screening role, who had the greatest specific gravity in Spain’s approach work. Russia and Norway’s Noëls, Valentina Savchenkova and Solvig Gubrandsd, could be pencilled in as candidates for a playmaking label, but their contributions consisted mainly of linking the defensive and offensive departments with hard work and powerful running. In the champions’ lineup, it would be risky to single out anybody as Germany’s playmaker. There was, in consequence, an identifiable trend towards rational distribution of the ball by controlling midfielders at a tournament where it was easier to find leaders than playmakers.
Kosovare Asllani (right) had four assists for Sweden. Her strike partnership with Lotta Schelin proved the most effective at the tournament.

The Front Four

The FRoNt FouR

With nine of the contestants in Sweden operating 4-2-3-1 or 4-3-3-0 systems, team mechanisms tended to function on the principle of six outfielders prioritising defensive work and four bearing the burden of seeking rewards at the other end of the field. Effectively linking the two departments was one of the keys to successful teamwork. Front fours, however, were structured in different ways. Partnerships in 4-4-2 formations were generally built on a spearhead attacker with a shadow striker and midfielders dropping deep in the middle to provide the two centre-backs with targets. French pair Wendie Renard and Laure-Georges Brogaard contributed two goals), Finland (especially Tuula Huynen on the left), France (Laure Boulleau, also on the left) and Iceland (Halldóra Guðadóttir also on the left) providing outstanding examples.

By and large, central defenders were positioned disciplined unless summoned forward to participate in set plays. Occasionally, centre-backs such as the French pair of Wendie Renard and Laure-Georges Brogaard would be prepared to break out from defence with the ball under control and look for numerical advantages in midfield. However, a majority of the teams in Sweden relied on full-backs to support their attacking play. Denmark (left-back Mia Bieggaard contributing two goals), Finland (especially Tuula Huynen on the left), France (Laure Boulleau, also on the left) and Iceland (Halldóra Guðadóttir also on the left) providing outstanding examples.

The Back Four

THE BACK FOUR

Genuine predators, however, were thin on the ground, with only France’s Marie-Laure Delie (Russia’s Elena Morozova, Germany’s Célia Aboyade da Mabli) and, arguably, Spain’s Veronica Boquete fitting the bill, along with Dutch striker Manon Melis or Italy’s 38-year-old Patrizia Panico, neither of whom found the net during the tournament. In general, lone strikers coped with tremendous workloads (not least acting as the first line of defence) but struggled to make an impact against compact defensive blocks – to the extent that UEFA’s technical team felt that, given the job description, there were grounds to abandon the term striker and revert to one of athleticism, fitness and speed of reaction. In general, the goalkeepers in Sweden were quick to come off their line to play the libero role. Attack-to-defence transitions were generally rapid enough to prevent opponents from getting in behind back lines. There was enough deep defending by teams such as Finland, Iceland, Norway or Russia for the 25 games to produce only 90 offside decisions at an average of 3.6 per game. Swedish striker Lotta Schelin was flagged six times in three – modest figures which indicate that breaking clear of defenders and finding space to run at goal proved to be problematic.

Clean Sheets

In Sweden, 15 goalkeepers left the field of play with the satisfaction of having kept a clean sheet. It was symptomatic of rapidly rising standards in the art of goalkeeping – to the extent that narrowing the field to three for UEFA’s team of the tournament proved to be problematic. The unanimous impression was that the introduction of goalkeepers as – at club and national team levels – it palpably bearing fruit in terms of athleticism, fitness and speed of reaction. In general, the goalkeepers in Sweden were quick to come off their line to cover the area behind the back four and to play a role in building moves from the back via intelligent distribution of the ball. For the first time, a goalkeeper, Germany’s Nadine Angerer, was named UEFA’s player of the tournament.

Full-back Mia Bieggaard was a potent threat in Denmark’s attacking armoury.

THE PRESSURE GAUGE

Playing with adventurous full-backs allowed teams to have players in place for high pressing in the wide areas. However, only Germany, Italy, Spain and Sweden (except for their opening game against Denmark) consistently invested calories in ball-winning activities high in their opponents’ half. Sweden excelled at regaining possession in enemy territory and immediately launching direct passes and runs. England, France, the Netherlands and Norway focused on ball-winning in midfield areas (though not so occasionally) while Denmark, Finland, Iceland and Russia placed the emphasis on rapid transitions into a compact defensive block, with ball-winning concentrated in low areas. In many matches, there was immediate pressure on the ball carrier in high areas, but this tended to be isolated attempts ‘to disturb the opponents’ build-up play rather than high-intensity, collective attempts at ball-winning.
**DECISION-MAKING**

The members of the technical team were reviewing a DVD. One of them hit the pause button and invited her colleagues to predict what would happen next. It was a 3 v 2 situation in favour of the attacking team — and the ball carrier took a decision which was contrary to the best of the goalscoring team — and the ball carrier took a decision which was contrary to the best of the goalscoring possibilities. The tournament went on to produce myriad situations where the same ‘what happens next?’ question could have been posed. On the pitches of Sweden and Germany, the correct answer often proved elusive.

**FEWER COMEBACKS THAN FRANK SINATRA…**

Of the 23 games which produced goals, 16 (70%) were won by the team scoring first. On seven occasions, a side fought back to draw 1–1. But nobody came back from 1–0 down to win. Kenneth Heiner-Møller, coach of the Danish team, went 1–0 ahead three times yet failed to win a game. The Danish team ‘killed the game’. Before the final against Sweden, the correct answer often proved elusive: ‘we missed scoring chances through inaccurate passing and sloppy passes when there were strikers in the box who could easily have tucked the ball home’.

**FINISHING TOUCH**

The debate could be influenced by statistics. In Sweden, only 43% of the tournament’s 525 goal attempts were on target. Kenneth Heiner-Møller’s complaints about not ‘killing the game’ were underlined by the fact that, for every on-target goal attempt, Denmark sent two wide. Much the same could be said of Finland, Italy and England. Sweden were the only team to register more accurate goal attempts than those which failed to trouble the goalkeeper.

In individual terms, Sweden’s strike force of Lotta Schelin and Kosovare Asllani provided an exception to the rule by hitting the target with 18 of their 29 goal attempts. At the other end of the scale, Norway’s Caroline Graham Hansen sent 10 of her 29 attempts off target. Schelin and Asllani accounted for such a small percentage of the workforce, the art of finishing is not being practised in any of the 12 teams.

In Sweden, only 43% of the tournament’s 525 goal attempts were on target.
Finland's late equaliser against Denmark was a reward for mental strength and resilience of intense, evenly balanced games translated into concentration at an event where the high number was impressed by levels of mental strength and resilience. As the tournament unfurled, UEFA's technical team — emphasising the need to cope with playing or not playing; to deal with hostile media coverage. After Germany's half-time substitution during the final, Hope Powell remarked, “When you know that you've done in the rest of the game.” The players were not alone in requiring mental resilience. "It's a privilege to embrace this sort of pressure." Sundhage said as she prepared the host nation for battle: “When you come to a major tournament, the expectations are there.” England coach Hope Powell remarked. "When you know that there are 1.2 million people watching on TV, that's a lot of pressure." She was not alone in having to cope with under more pressure. The importance of concentration was underlined by Italy coach Antonio Cabrini after his side had conceded three goals in quick succession to Sweden. “It showed how crucial it was to sort out their feelings.” The importance of mental strength and resilience was highlighted by the tournament played before big crowds.

MIND GAMES

Finland coach André Jeglertz was among those who felt that psychological qualities should carry weight among the criteria for selection. "We wanted players who had enough mental strength to cope with playing or not playing; to deal with positive or negative reporting by the media; to feel motivated by the tournament and mentally prepared to play at their optimum level. For some, it was their first experience of this kind of environment and I needed to feel that they had the courage and bravery to perform at the highest level and to merge together as a team." He was one of the coaches who included a sports psychologist in his backroom staff — emphasising the need to prepare players mentally for big matches at a big tournament played before big crowds. As the tournament unfolded, UEFA's technical team was impressed by levels of mental strength and concentration at an event where the high number of intense, evenly balanced games translated into greater mental demands. Germany and Norway bounced back from disappointing starts, Denmark retained faith in their playing style when trailing Norway until the 79th minute of their semi-final and Sweden coach Pia Sundhage convinced players that it was a "pleasure to play under intense pressure." Russia's Sergei Lavrentyevs commented after the opening defeat by France: "We attempted to relax the team and reassure them that they were capable of playing good football. We didn't put them under more pressure — we gave them an opportunity to sort out their feelings." The importance of concentration was underlined by Italy coach Antonio Cabrini after his side had conceded three goals in quick succession to Sweden. “It showed how crucial it was to sort out their feelings.” The importance of mental strength and resilience was highlighted by the tournament played before big crowds.

"When you know that there are 1.2 million people watching on TV, that's a lot of pressure" Hope Powell, England coach

PLUS ÇA CHANGE?

Silvia Neid's half-time substitution during the final's 90+ segment to Sweden. The table below gives a breakdown of substitution times in 15-minute periods.

Substitution Times

<table>
<thead>
<tr>
<th>Time</th>
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<tr>
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FAIR PLAY AND FOULS

A tournament notable for the degree of respect shown by players and coaches towards match officials nevertheless produced a 47% increase in the number of cautions compared with UEFA Women's EURO 2009. The yellow card was shown 50 times at an average of exactly two per game and at a rate of one for every 96.4 fouls. The total for the 25-match tournament was 486 fouls, with the matches involving Germany punctuated at 1.40 of them. The fixtures involving France, who topped UEFA's Respect fair play ranking, yielded 52 fouls at only 1.3 per game. At UEFA Women's EURO 2013, the red card remained in referees' pockets.

RESPECT FAIR PLAY RANKING

Respect fair play assessments are made by the official UEFA delegates, based on criteria such as positive play, respect for the opponent, respect for the referee, behaviour of the crowd and team officials, as well as cautions and dismissals.

<table>
<thead>
<tr>
<th>TEAM</th>
<th>SCORE</th>
<th>MATCHES</th>
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<tr>
<td>SPAIN</td>
<td>8.455</td>
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<td>SWEDEN</td>
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<td>4</td>
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Not a single red card was shown in Sweden.
The most striking feature of a goal-related analysis of UEFA Women’s EURO 2013 was that the final tournament registered a steep descent in the goalscoring tally. Expressed as a percentage in comparison with the 75 goals scored in 2009, the final total of 56 represented a reduction of marginally over 25%.

As in most tournaments, the goals were unevenly shared among the contestants. But this time — unusually — the German champions were not the most prolific scorers. In winning the title in 2009, Silvia Neid’s team had scored 21 goals. In Sweden their total was six. In other words, the goalscoring deficit in relation to Finland was almost entirely attributable to Germany’s reduced striking rate. “The fact that fewer goals were scored,” Neid commented, “demonstrates the strong development tactically, physically and technically of women’s football.”

At the 2013 tournament, almost two-fifths of the goals were scored by Sweden and France. Expressed another way, 16.7% of the contestants accounted for 37.5% of the goals. As mentioned elsewhere in this report, UEFA’s technical observers felt that, among the factors underlying the decline in goalscoring, improvements in the arts of defending and goalkeeping should not be understated.

Whereas the 2009 final tournament produced only three draws, UEFA Women’s EURO 2013 featured seven — four of them in the opening games in groups A and B. The average scoring rate of 2.24 per match was the lowest since final tournaments were introduced and compared unfavourably with the 2.45 per game registered at the men’s UEFA EURO 2012 or the 2.94 average in the 2012/13 UEFA Champions League. The evolution at UEFA Women’s EUROS is traced out in the chart on the right.

**GOAL DROUGHT**

The fact that fewer goals were scored demonstrates the strong development tactically, physically and technically of women’s football”

Silvia Neid, Germany coach

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**GOALS PER UEFA WOMEN’S EURO**

<table>
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<th>YEAR</th>
<th>MATCHES</th>
<th>GOALS</th>
<th>AVERAGE</th>
</tr>
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<td>35</td>
<td>2.33</td>
</tr>
<tr>
<td>2001</td>
<td>15</td>
<td>40</td>
<td>2.66</td>
</tr>
<tr>
<td>2005</td>
<td>15</td>
<td>50</td>
<td>3.33</td>
</tr>
<tr>
<td>2009</td>
<td>25</td>
<td>75</td>
<td>3.00</td>
</tr>
<tr>
<td>2013</td>
<td>25</td>
<td>56</td>
<td>2.24</td>
</tr>
</tbody>
</table>

Defence prevailed over attack in Sweden.
Nine goals were scored from corners in Sweden, more than from all other types of set play combined.

**SET-PLAY GOALS**

Almost 27% of the goals scored in Sweden were derived from dead-ball situations. This was in line with the figure of 30% in Finland 2009 – especially taking into account the ‘accidental’ nature of the 2013 statistics. The total could have reached 34% but for the unusual fact that four of the six penalties awarded were not converted – or, to be more precise, were saved by the Danish and German goalkeepers. By way of comparison, set plays accounted for 21% of the goals at the 2011 FIFA Women’s World Cup and the 2012 women’s Olympic tournament, a figure which aligned with 20% at the men’s UEFA EURO 2008 and 21% in 2012. It is also in concordance with the UEFA Champions League, where the share of set-play goals dropped to marginally over 20% in 2011–13 from 23% in the previous season. In other words, dead-ball situations still carry a greater threat in the women’s game and, especially at UEFA Women’s EURO 2013, situations still carry a greater threat in the women’s attack. Short corners were a rarity in Sweden.

So were successful direct free-kicks. So rare, in fact, that the chart opposite reveals a total absence of goals scored in this fashion. UEFA’s technical observers pointed towards a tendency for referees to allow play to flow (which reduced the number of free-kicks) along with a shortage of genuine free-kick specialists, which generated a preference for deliveries into a crowded penalty area rather than direct strikes. In all of the 56 goals scored, only one was scored from a direct free-kick.

The fact that almost one-third of the open-play goals were derived from crosses or cutbacks emphasised the importance of exploiting the wide areas and delivering quality supply to the scoring areas. This was in line with UEFA’s women’s EURO 2009, where approximately 20% of the open-play goals had their origins in wing play. Even though the number of open-play goals decreased sharply from 53 in Finland to 41 in Sweden, the number of goals resulting from through-passes registered an increase (many of them through the channels between closely linked centre-backs and the full-backs). The number of goals derived from solo runs also increased, while the number of goals scored as a result of combination moves remained constant.

One significant feature was the sharp downturn in the number of goals struck from long range. This provides statistical support for the clear impression among the UEFA technical team that goalkeeping standards had risen noticeably during the four-year interval between Finland and Sweden.

In general, however, attack-to-defence transitions were rapid enough to defuse counterattacking possibilities and, occasionally, fast breaks were curtailed by fouls in advanced areas. On the other hand, the ability to launch fast counterattacking routes was an important weapon to have in the attacking armoury and most teams, on regaining possession, looked to see if a direct counterattacking route was open before opting to build more patiently from the back.

**OPEN-PLAY GOALS**

Counterattacking was not an especially successful goalscoring formula at UEFA Women’s EURO 2013, even though the title was ultimately decided by a classic fast break by Germany’s Célia Šašić. Okoyino da Mbabi down the left and a low centre delivered to Annja Mittag, unmarked in the centre of the Norwegian penalty area, after the central defenders had missed an opportunity for a succession of corners.

Eugénie Le Sommer also set up Louisa Necib during the counterattack which put Bruno Bini’s team 2–0 ahead against England. Spain’s high pressing also gave them opportunities to launch quick attacks on goal from advanced areas while opponents were trying to play their way out of the back. High-ball-winning and near combination play, for example, allowed Jennifer Hermoso to strike the consolation goal during the quarter-final against Norway. Sweden’s fast counters were usually derived from sharp ball-winning in midfield and rapid advances on the flanks.
The final tournament in Sweden reversed one of football's traditions in that the 56 goals were evenly shared between the first and second halves. At UEFA Women's EURO 2009, 33 goals were scored in the first half and 42 after the interval, following a well-established norm both in the men's and women's games. But one trend found continuity in Sweden: the opening 15 minutes of each half produced 34% of the tournament's goals, compared with 30% in 2005. At UEFA Women's EURO 2009, these opening periods had yielded only 24% of the goals. The fact that goalscoring was fairly evenly distributed over 90 minutes provides an indicator of higher fitness levels, in that the prevalence of goals scored in the closing stages was fairly evenly distributed over 90 minutes, only 24% of the goals. The fact that goalscoring was fairly evenly distributed over 90 minutes provides an indicator of higher fitness levels.

The goalscoring chart at UEFA Women's EURO 2013 provides food for thought. The first line creates a false sense of normality in that Swedish striker Lotta Schelin won the adidas Golden Boot award with her tally of five goals in as many matches. Her route to the final was followed by one of the goals of the tournament, Solveig Gulbrandsen's powerful run and finish against the Netherlands in the final. The second line creates a false sense of normality in that Sweden's Nilla Fischer took pride of place thanks to a superb bunker header from a near-vertical delivery into the Danish box. As it happens, all five were headers. The art of goalscoring is now being diversified throughout teams.

When the goals were scored

The moves took seconds to execute but it took UEFA's technical team hours of deliberation to select the best goals and saves of the tournament. The open-play section includes a full spectrum of moves ranging from the combination-play of the Spanish team and the finishing of Verónica Boquete to the classic counterattack which allowed Anja Mittag to clinch the title for Germany. Jill Scott provided a gem of a pass to allow England's Eniola Aluko to feature on the list, while the cutback by Élodie Thomis did likewise for France's Eugénie Le Sommer. Solo shots put two Norwegian players on the list, with Solveig Gulbrandsen producing a powerful run and finish and Ada Hogeborg driving a fierce shot into the far corner of the Spanish net. Denmark's Mia Børglum was the only defender to appear on the open-play list, but defenders dominated the set-play section, where Sweden's Nilla Fischer took pride of place thanks to a superb back header from a near-vertical delivery into the Danish box. As it happens, all five were headers. Selecting five outstanding saves was problematic. Nadine Angerer's reflexes and her ability to cope with 1 v 1 situations were reflected by two saves against the Netherlands. Denmark's Stina Pedersen — apart from her penalty saves — reacted quickly to thwart Norway, while Norway's Ingrid Hogdås and Sweden's Krista Le Hammerström produced acrobatics to deny Denmark and Germany respectively.

Schelin on target

The goalscoring chart at UEFA Women’s EURO 2013 provides food for thought. The first line creates a false sense of normality in that Swedish striker Lotta Schelin won the adidas Golden Boot award with her tally of five goals in as many matches. Below her, however, is team-mate Nilla Fischer, who moved up from her centre-back position to claim second place in the chart via set plays. She is one of three defenders among the 14 players who scored more than one goal, along with Danish left-back Mia Børglum and French central defender Wendie Renard. On this list of leading scorers, only four of the names are genuine strikers: Schelin, Verónica Boquete, Marie-Laure Delie and Célia Oyoo. Da Mota. It is also relevant to note that the final tournament’s 56 goals were shared among 36 different players, emphasising the fact that the art of goalscoring is now being diversified throughout teams who are aware that a lone striker cannot be relied upon as an exclusive source of goals.

This was statistically supported by the fact that, in Sweden, 16 goals were registered by strikers, 27 by midfielders and nine by defenders (with the two own goals excluded from the total). Of the 27 goals scored by midfielders, 13 were supplied by players deployed in central areas and 14 by players operating on the flanks. This is in stark contrast with the 2011 FIFA Women’s World Cup and the 2012 women’s Olympic tournament, where strikers accounted for just over 50% under the 50% mark respectively.

Best goals and saves

The best goals and saves

The best five open-play goals

The best five set-play goals

The best five saves

Best open-play goals

Best set-play goals

Best saves

Sweden's Lotta Schelin (left) and Nilla Fischer were the tournament's highest scorers.

Solveig Gulbrandsen's powerful run and finish against the Netherlands was one of the goals of the tournament.

Front top: Verónica Boquete, Nilla Fischer and Nadine Angerer all produced performances to remember.
The luck of the draw

The fact that the 12-team final tournament was the second and last of its kind meant that some of the questions raised in Sweden would be automatically answered by the imminent change to a 16-team event. On the other hand, the technical report on UEFA Women’s EURo 2013 can legitimately focus on some of the issues that emerged, rather than simply sweep them under the carpet.

The three-group format once again fuelled debate. And again, Denmark were at the epicentre as they had been in 2009. On that occasion, the Danes—drawn into Group A as they were in Sweden—were in a no-win situation. As UEFA’s technical team regarded the widespread implantation of scouting mechanisms as a highly positive factor—an indication that national associations are becoming increasingly convinced of the value of investing in support staff for women’s national teams. The taking point, however, is related to what happens to this match analysis material once the game and the tournament are over. By the time this technical report appears in print, will it already, figuratively speaking, be gathering dust in a cupboard? Or will someone have simply hit the delete button?

One of the facts to inject into the debate is that all eight of the 2005 finalists were in Finland in 2009 and that 11 of the 12 countries who competed in Finland were also in Sweden. This provides a clear indication that the majority of UEFA’s member associations have yet to enjoy the UEFA Women’s EURo experience. A number of questions therefore become relevant. How much of the material gathered in Sweden has been edited into material for use in the education of coaches or coach-re-education courses? In general, how much coach education material is prepared specifically for the women’s game? On how much material based on women’s football is being used in general coach education events for men and women? A lot of evidence was gathered by the scouting teams in Sweden. How much of this knowledge is being used for the longer term benefit of the national associations who are investing in it?

Knowledge sharing

For UEFA’s technical team, one of the salient features of the final tournament in Sweden was the amount of scouting which went into the thorough preparation of matches by the coaching staff team to know what to expect. The support squads in Sweden contained as many as six people involved in gathering and editing visual information on future or potential opponents.

The first talking point from a coaching perspective is where the line should be drawn with regard to alerting the players to the threats posed by the next opponents. As France coach Bini admitted when his team were preparing for their second game in Group G: “When our observers did the first half of their presentation on the Spain team, it lasted 90 minutes. I asked them before the second part to remind the girls that the world champions were Spain’s men’s team—not the women—because from what they showed us, the women looked unbeatable!” His remark highlights the relevance of presenting information in a way which serves to inspire the appropriate levels of respect without introducing a fear factor.

A no-win situation

The luck of the draw

Three of the quarter-finals were won by teams that held an advantage over their opponents in terms of rest-and-recovery time.

The first talking point from a coaching perspective is where the line should be drawn with regard to alerting the players to the threats posed by the next opponents. As France coach Bini admitted when his team were preparing for their second game in Group G: “When our observers did the first half of their presentation on the Spain team, it lasted 90 minutes. I asked them before the second part to remind the girls that the world champions were Spain’s men’s team—not the women—because from what they showed us, the women looked unbeatable!” His remark highlights the relevance of presenting information in a way which serves to inspire the appropriate levels of respect without introducing a fear factor.

Knowledge sharing

For UEFA’s technical team, one of the salient features of the final tournament in Sweden was the amount of scouting which went into the thorough preparation of matches by the coaching staff team to know what to expect. The support squads in Sweden contained as many as six people involved in gathering and editing visual information on future or potential opponents.

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A no-win situation

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A no-win situation

The luck of the draw

Three of the quarter-finals were won by teams that held an advantage over their opponents in terms of rest-and-recovery time.
At each of the 25 matches played in Sweden, at least two members of the UEFA technical team were involved in the selection of a player of the match. The winner was announced by the stadium speaker immediately after the final whistle. During the initial phase of the tournament, members of the technical team presented UEFA’s player of the match award to the winner during the post-match press conference. The formula was later modified to give the handover a higher profile, with the winning player receiving her award from either Steffi Jones or Patrik Andersson (UEFA’s tournament ambassadors) on the pitch immediately after the final whistle.

The awards represented recognition of an important or decisive contribution to the outcome of a particular game. But they also provided a significant pointer to the nature of the tournament, with 40% going to goalkeepers or defenders and only four to players who could be legitimately described as out-and-out strikers. Norwegian central defender Marit Christensen was the only player to be named more than once.

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For the first time at a UEFA Women’s EURO, the technical team also selected an overall player of the tournament. This award went to the German captain, Nadine Angerer. It is by no means commonplace for a goalkeeper to be distinguished in this way. At first glance, it might seem a reflex reaction to the 34-year-old’s decisive role in the final, where two penalty saves helped to earn her the player of the match award. The player of the tournament accolade, however, was based on her overall contribution to the German team’s success, rather than a single performance at the Friends Arena.

After the tournament, Silvia Neid commented that Angerer’s performances had been a reward for hard work done during the winter break. “You could see she was much better in terms of jumping ability and physical flexibility,” she remarked. In naming her for the award, UEFA’s technical team commented: “She maintained a very high level in every game; she made no mistakes and she gave no sign of weakness in any department. She inspired confidence in the whole of Germany’s defensive play.”

NADINE ANGERER (GERMANY)

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## Results and standings

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### NORWAY 1-1 ICELAND
11 JULY 2013

- Attendance: 38,857, Kalmar Arena, Kalmar
- Goals: 1-0 M. Hammarström 3, 2-0 Öqvist 14, 3-0 Schelin 24, 4-0 Schelin 25
- Cards: Yellow: Fridriksdóttir 50 (ISL)
- Referee: Steinhus A:Kisnorv, Karo

### NORWAY 3-1 SPAIN
15 JULY 2013

- Attendance: 5,190, Linköping Arena, Linkoping
- Goals: 1-0 Rasmussen 28, 1-1 Necib 71p
- Cards: Yellow: Landa 83 (ESP)
- Referee: Monzul

### SWEDEN 1-0 GERMANY
18 JULY 2013

- Attendance: 16,812, Gota Arena, Gothenburg
- Goals: 1-0 Schelin 60, 0-1 Schelin 87
- Cards: Yellow: Ørntoft 66, Tn ielsen 84 (DEN)
- Referee: Dorcioman

### SWEDEN 2013 tournament review

**Results and standings**

**Norway 3-1 Spain**

- Attendance: 16,359, Linköping Arena, Linkoping
- Goals: 1-0 Rasmussen 28, 1-1 Necib 71p
- Cards: Yellow: Denis 31 (HRG)
- Referee: Monzul

**Spain 0-1 France**

- Attendance: 16,812, Gota Arena, Gothenburg
- Goals: 0-1 Olsrud 45+1
- Cards: Yellow: Fridriksdóttir 50 (ISL)
- Referee: Steinhus

**France 3-0 England**

- Attendance: 16,812, Gota Arena, Gothenburg
- Goals: 0-1 Carney 24, 2-0 Carney 36, 3-0 Lawrence 62
- Cards: Yellow: Delany 90+2 (ENG)
- Referee: Dorcioman

**Italy 1-0 Germany**

- Attendance: 16,162, Gota Arena, Gothenburg
- Goals: 0-1 Bresolin 14, 1-0 Terekhova 44
- Cards: Yellow: Balear 77 (RUS)
- Referee: Steinhus

**Russia 1-1 Spain**

- Attendance: 16,812, Gota Arena, Gothenburg
- Goals: 1-0 Rasmussen 28, 1-1 Necib 71p
- Cards: Yellow: Denis 31 (HRG)
- Referee: Monzul

**England 2-3 Spain**

- Attendance: 5,190, Linköping Arena, Linkoping
- Goals: 1-0 Rasmussen 28, 1-1 Necib 71p
- Cards: Yellow: Denis 31 (HRG)
- Referee: Monzul

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**Competition Overview**

**Referees**
- Teodora Albón
  - 02/12/1977 (Romania)
  - Awarded FIFA badge: 2003
- Cristina Dorcioman
  - 07/08/1974 (Romania)
  - FIFA: 2002
- Kirsi Heikkinen
  - 26/09/1978 (Finland)
  - FIFA: 2005
- Katalin Kulcsár
  - 07/12/1984 (Hungary)
  - FIFA: 2004
- Kateryna Monzul
  - 05/07/1981 (Ukraine)
  - FIFA: 2004
- Jenny Palmqvist
  - 02/11/1969 (Sweden)
  - FIFA: 2002
- Silvia Spinelli
  - 29/10/1970 (Italy)
  - FIFA: 2003
- Esther Staubli
  - 03/10/1979 (Switzerland)
  - FIFA: 2006
- Bibiana Steinhaus
  - 24/03/1979 (Germany)
  - FIFA: 2005
- Carina Vitulano
  - 22/07/1975 (Italy)
  - FIFA: 2005
- Petruta Iugulescu
  - 20/09/1979 (Romania)
  - FIFA: 2006
- Helen Karo
  - 01/11/1974 (Sweden)
  - FIFA: 2002
- Judit Kulcsár
  - 27/04/1980 (Hungary)
  - FIFA: 2004
- Sian Massey
  - 05/10/1985 (England)
  - FIFA: 2009
- Tonja Paavola
  - 25/03/1977 (Finland)
  - FIFA: 2007
- Natalia Rachynska
  - 14/08/1970 (Ukraine)
  - FIFA: 2004
- Lucie Ratajová
  - 02/12/1979 (Czech Republic)
  - FIFA: 2009
- Romina Santuari
  - 14/03/1974 (Italy)
  - FIFA: 2004
- Hege Steinlund
  - 23/12/1969 (Norway)
  - FIFA: 1997
- Maria Súkeníková
  - 16/11/1975 (Slovakia)
  - FIFA: 2005
- María Luisa Villa Gutiérrez
  - 14/05/1973 (Spain)
  - FIFA: 2005
- Marina Wozniak
  - 07/09/1979 (Germany)
  - FIFA: 2008

**Fourth Officials**
- Esther Azzopardi
  - 12/12/1981 (Malta)
  - FIFA: 2005
- Monika Mularczyk
  - 28/06/1980 (Poland)
  - FIFA: 2008

**Match Officials**

**Final**

**Germany 1-0 Norway**
- 28 July 2013
- Attendance: 41,301, Friends Arena, Solna
- Goal: 1-0 Mittag 49
- Card: Yellow Krahn 70 (GER)
- Referee: Dorcioman
- ARs: Massey, Villa Gutiérrez
- FO: Heikkinen

“**We are a tournament team. We fought our way into the tournament and we improved at the right time. It was a fantastic team performance**”

Nadine Angerer, Germany goalkeeper

**Fourth Officials**

Esther Azzopardi (Malta)
- Awarded FIFA badge: 2002

**Assistant Referees**

Petruța Tăulescu
- 20/06/1974 (Romania)
- FIFA: 2006

Helen Karo
- 03/11/1974 (Sweden)
- FIFA: 2003

Esther Staubli
- 27/04/1980 (Switzerland)
- FIFA: 2004

Sian Massey
- 05/10/1985 (England)
- FIFA: 2009

Toni Paavola
- 25/03/1977 (Finland)
- FIFA: 2007

Natalia Rachynska
- 14/08/1970 (Ukraine)
- FIFA: 2004

Lucie Ratajová
- 02/12/1979 (Czech Republic)
- FIFA: 2009

Romina Santuari
- 14/03/1974 (Italy)
- FIFA: 2004

Hege Steinlund
- 23/12/1969 (Norway)
- FIFA: 1997

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- 16/11/1975 (Slovakia)
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Denmark’s Katarina Veje takes on Norway’s Ingvild Isaksen in the semi-finals

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Nadine Angerer, Germany goalkeeper

Sweden 2013 Tournament Review

Denmark celebrates their final triumph

Germany celebrate
TEAM PROFILE

DENMARK

GROUP A: Denmark, Finland, Italy, Sweden

TEAM SHAPE: 4-2-3-1

KEY FEATURES

- 4-2-3-1 or 4-4-2 formation
- Composed combination play
- Outstanding controlling midfielder and leader, Søndergaard Pedersen, balance and distribution
- Adventurous full-backs, strong vertical or diagonal runs to join attacks
- Good on-ball and off-ball play; central attackers Krudt, Harder
- Compact, deep defensive block, influential goalkeeper Petersen
- Intense pressure on ball carrier, good anticipation, interceptions
- Able to play out of tight situations; good switches of play
- Changes creativity, fluent approach work not always matched by finishing
- Excellent link-up play, passing options offered to ball carrier
- High levels of stamina, tactical awareness, disciplined, well-organised team

COACH

Knuthe Heiner-Müller

"When you are almost out of the competition, you start to appreciate all the things surrounding a EURO – the football, the media, the players being around our team-mates, we bounced back and I think we were happy with our performances. We showed ourselves and the spectators what kind of football we are capable of playing, a football I feel we can be happy with.

We worked and we fought as a team but we needed to excel up front if we were going to progress further – and I felt we lacked a cutting edge in that department. The players gave their all and worked extremely hard. We needed to excel up front if we were going to progress further – and I felt we lacked a cutting edge in that department. The players gave their all and worked extremely hard.

We were rewarded with only two points.”

FINLAND

GROUP A: Denmark, Finland, Italy, Sweden

TEAM SHAPE: 4-2-3-1

KEY FEATURES

- 4-4-2 formation operated with discipline and work ethic
- Outstanding goalkeepers an influential element in defensive play
- Compact, well-organised deep defending
- Emphasis on direct supply to target striker
- Full-backs tried to support attacks, especially Hyyrynen
- Pressure on opponents from centre circle; strikers the first line of defence
- Leaders in every line: Westerlund defence; Kuikkonen midfield; Sjöström attack
- Great at attacking set pieces; aerial power of Talonen, Westerlund, Sjöström
- Strong athletic qualities; game plans executed with commitment and patience

COACH

André Jeglertz

"Overall, we played well in parts and the draw against Denmark was our best performance of the tournament. The defence played with courage, despite conceding five goals against Sweden – which were mainly from set pieces. We worked and we fought as a team but we needed to excel up front if we were going to progress further – and I felt we lacked a cutting edge in that department. The players gave their all and worked extremely hard. We have a good set of players, including two of the best goalkeepers in Europe, and we were disappointed that they were rewarded with only two points.”
TEAM PROFILES

Italy

Group A Denmark/Finland/Italy/Sweden

TEAM SHAPE v SWEDEN

KEY FEATURES

- 4-3-3 with Stracchi anchoring the base of the midfield triangle
- Attacking ideology, play based on patient building from the back
- Counters based on quick supply to striker Pastici after his run
- Gabriani a threat on right; pace, finishing, dribbling, supply to forwards
- Good combinations by interchanging wingers, central midfielders, full backs
- Emphasis on quality passing on ground and changes of pace and direction
- 4-5-1 defending with covering by midfield
- Back four led by experienced D’Adda prepared to hold high line
- Tactically mature with game understanding, commitment, winning mentality

COACH Antonio Cabrini

“I was pleased with the work that the girls did and how they approached the UEFA. We were not clearly inferior apart from 15 minutes against Sweden. We created chances but we just couldn’t find our feet in front of goal against Germany. We created chances but we made wrong decisions in the final third. We gave the ball away in front of goal against Germany. We created chances but we made wrong decisions in the final third. I gave it everything: we tried our best, but sometimes it doesn’t work. There is more to come from this team.”

TEAM SHAPE v SWEDEN

KEY FEATURES

- 4-4-2 with twin screen, high ball-winning by Öqvist, Seger, Mauro Hammarström
- High-tempo attack-minded game, tried to play in opponents’ half
- Defence-to-attack transitions to dangerous finisher Schuls, provider Askari
- Power play aimed at getting behind defence, cutting back from byline
- Technically equipped to find short passing solutions to tight situations
- High pressing/defending as a unit with eight players quick to get behind the ball
- Purpose and pace on flanks, power runs with ball, good supply of crosses
- Dangerous set plays, aerial power at both ends of pitch, notably Fischer
- Keeper quick to cover behind well-organised zonal back four
- Outstanding athletic qualities, sustained high tempo, strong team ethic

COACH Pia Sundhage

“I was proud of the way we played. I can’t fault the effort of the players and the support of the big crowds. I was able to take positives from the way we played throughout the tournament and the way we responded to the pressures of the hosting team. You have to embrace pressure. We scored a lot of goals, but we just couldn’t find our feet in front of goal against Germany. We created chances but we made wrong decisions in the final third. We gave it everything; we tried our best, but sometimes it doesn’t work. There is more to come from this team.”
TEAM SHAPES

**Germany**

- **TEAM SHAPE**: 4-4-2
- **Key Features**:
  - Initially 4-2-3-1, transforming into 4-4-2, always with two towering midfielders.
  - Constructible builds up through midfield mixed with quick, direct attacking.
  - Good transitions to brave attacking or counterattacking of the ball.
  - Outstanding work rate in midfield, especially Gossling, Laudehr.
  - Effective use of flanks, dangerous deliveries to forwards and midfielders in box.
  - Top-class goalkeeper Angerer (on her line, forwards and midfielders in box).
  - Good use of free-kicks, especially Gessling, Laudehr, good covering, reading of game.
  - Intense pressure when ball lost; often four players round ball carrier.
  - High levels of athleticism, commitment, tactical flexibility and discipline.

**Iceland**

- **TEAM SHAPE**: 4-4-2
- **Key Features**:
  - 4–4–2 with the inside midfielders together for compact defending and attacking.
  - Play based on strong work ethic and quick transitions in both directions.
  - Space permitting, tried to build from back with combination play.
  - Also long passes to frontrunners with players pushing up for second ball.
  - Balance in central midfield, Sara Björk Gunnarsdóttir pushing up, Brynjarsdóttir anchor.
  - Dangerous counter-attacks especially on left, full-back Gisladóttir and Magnúsdóttir.
  - Good combinations in attack between strikers and forwads, immediate forward pass.
  - Strong team spirit, self-belief and never-say-die mentality.

COACH

**Silvia Neid**

“We started the tournament in a shaky manner and we fought our way back. From the quarter-finals, we found our way defensively and in attack. The tournament made me feel ten years younger because I was working with young players who showed passion and character. We grew closer day by day, not just the players and coaches but the rest of the staff as well. It was a heartwarming feeling, so the tournament and the title meant something special for me, especially as many people didn’t expect us to win.”

**Siggi Eyjólfsson**

“The preparations for this tournament were really difficult with some poor results and a few players picking up injuries. Expectations were low in Iceland but we had faith in our ability as a team. The team really pulled together and performed under pressure. I was very proud that we managed to get our first point, our first win and also to reach the quarter-finals for the first time. To be a part of it has been a dream come true.”

**GOLAKEEPERS**

- **Germany**
  - 1. Nadine Angerer
  - 2. Simone Laudehr
  - 3. Melanie Behringer
  - 4. Nadine Kessler
  - 5. Lena Lototska
  - 6. Melanie Leupolz
  - 7. Lena Goessling

- **Iceland**
  - 1. Thóra Helgadóttir
  - 2. Sílvia Gunnarsdóttir
  - 3. Glódis Jónsdóttir
  - 4. Ólafur Gudjonsson
  - 5. Hallbjörg Jónsdóttir

**GOALKEEPERS**

- **Germany**
  - 1. Nadine Angerer (10/11/78)
  - 2. Simone Laudehr (12/03/85)
  - 3. Melanie Behringer (18/11/85)
  - 4. Nadine Kessler (04/04/88)
  - 5. Lena Lototska (11/03/93)
  - 6. Melanie Leupolz (14/04/94)
  - 7. Lena Goessling (08/03/86)

- **Iceland**
  - 1. Thóra Helgadóttir (05/05/81)
  - 2. Sílvia Gunnarsdóttir (23/05/90)
  - 3. Glódis Jónsdóttir (28/01/90)
  - 4. Ólafur Gudjonsson (27/06/86)
  - 5. Hallbjörg Jónsdóttir (13/12/94)

**FORWARDS**

- **Germany**
  - 22. Laura Benkarth

- **Iceland**
  - 22. Rakel Hönnudóttir

**MIDFIELDERS**

- **Germany**
  - 19. Jennifer Leonhardsen

- **Iceland**
  - 14. Dagný Jónsdóttir

**DEFENDERS**

- **Germany**
  - 1. Nadine Angerer

- **Iceland**
  - 1. Thóra Helgadóttir

**TEAMS**

- **Germany**
  - 9 Dóra Maria Jónsdóttir

- **Iceland**
  - 10 Dóra Maria Jónsdóttir

**COACHES**

- **Germany**
  - Silvia Neid

- **Iceland**
  - Siggi Eyjólfsson

**GROUP B Germany/Iceland/Netherlands/Norway**
Netherlands

TEAM SHAPE 3-4-1-2

KEY FEATURES
- 4-3-3 with twin screening midfielders and two wingers.
- Well-organised zonal back four led by Koster; hard to get behind compact defence.
- Good balance in midfield, two effectively protecting back line.
- Tried fast counter; direct supply to wingers or hardworking striker Malis.
- Variation in attacking build-up: using diagonal passes to switch play.
- Good set-piece defensive

TEAM PROFILES

GOALKEEPERS

1. Leoes Gaurts
2. Siim Veenendaal
3. Angela Christ

DEFENDERS

1. Deyanne Bila
2. Eline Koster
3. Claudia van den Heiligenberg
4. Anneke Hoogendijk
5. Lauren Sloetder
6. Pimke Beuken

MIddLEFtERS

7. Svenja Spits
8. Danielle van de Donk
9. Mandy van Heuvelen
10. Renée Slegers
11. Sofie van der Linden

FORWARDS

12. Milou van Dongen
13. Rieke Post
14. Anouk Dekker
15. Mandy van der Heijden
16. Chiara de Ridder

COACH Roger Reijnings

“The problem was that we didn’t score a goal. We created chances and in the first match we played very well. The second was not that good and in the third we also created chances. Against Iceland, I changed our midfielders because they were too close to the defence and it was too easy for Iceland. Everybody needs luck but we have to look further than that. There were some positive things to take home with us and I said at the beginning of the tournament that we needed those kinds of games to continue our improvement, but we couldn’t be happy with the results.”

Numbers in the squad list refer to minutes played
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Norway

TEAM SHAPE 4-3-3

KEY FEATURES
- 4-3-3 with single screening midfielder; 1-4-4-1 defending
- Well-organised unit with clear game plans in attack and defence.
- Mix of builds-ups or long passes to striker, second-ball winning.
- Isaksen or Stensland in final key performers in protecting the back line.
- Galland and Van den Donk’s intelligent midfield; skill, intelligence, experience.
- Wingers good in 1 v 1; pace and crossing ability, occasional support by full-backs.
- Excellent back four; positional awareness and stretching 1 v 1.
- Collective pressure from midfield; looking for forward pass when ball wide.
- Aerial power; dangerous set plays set from any distance; long-range shooting.
- High level of athleticism, strong work ethic and commitment to cause.

TEAM PROFILES

GOALKEEPERS

1. Ingrid Hjelmseth
2. Silje Vestenbekke
3. Nina Gjøen

DEFENDERS

1. Merete Lund
2. Marta Christensen
3. Terri Aahaugen
4. Maren Mjølde
5. Nina Ramning
6. Nina Holstad

MIDFIELDERS

7. Kristine Børja
8. Caroline Graham Hansen
9. Linda Kvarn
10. Rebekka Bjønberg
11. Cathrine Dekkerhus

FORWARDS

12. Elise Thomassen
13. Carole Graham Hansen
14. Ida Kaurin
15. Rebekka Bjønberg
16. Kristine Hegland
17. Emily Haast
18. Aud Hegreberg

COACH Even Pellerud

“It was a surreal experience for women footballers to play at neutral grounds and still perform in front of huge crowds. I was happy and proud to be a part of it. I guess most people were surprised that we were in the final, as we were not among the favourites. We managed to reach a good fitness level, which was one of the main areas I focused on when I started in January, with a view to closing the gap with the best teams in the world. We had success with that and also with developing players from the youth ranks. We bounced back from a disappointing start and I was pleased with the way the players remained focused.”

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**England**

**Group C England/France/Russia/Spain**

**TEAM SHAPES**

**TEAM PROFILES**

**FORWARDS**

- Toni
- Rachel
- Ellen
- Eniola
- Kelly
- Jade
- Jordan
- Karen
- Fara
- Anita
- Jill

**MIDFIELDERS**

- Gemma
- Laura
- Casey
- Sophie
- Alex

**DEFENDERS**

- Siobhan
- Rachel

**GOALKEEPERS**

- Kim Little

---

**COACH Hope Powell**

“In the previous years, we had stamped our mark on women’s football globally and, when you reach major tournaments, there are expectations. But it was a tough tournament and we didn’t perform – especially against France and Spain, two very good teams who have progressed over the years. Our task is to stay with them. We are two very good teams who have progressed and our task is to stay with them.”

**KEY FEATURES**

- 4-2-3-1 with two controlling midfielders; 4-4-2 is last match v France
- Emphasis on combination moves built from back and played through midfield
- Looked for penetrating passes from midfield to attackers
- Constant positional interchanging in midfield but shape and balance maintained
- Scott (the leader), Asante linking play as controllers in central midfield
- Two (interchanging) wingers in advanced positions ready to run at defenders
- Forwards or overlapping full-backs supplying second-wave attacks from midfield
- Hard-working team with high-tempo off-the-ball movement
- Structured zonal-defending by back four led by Stoney
- Occasional high-pressing, if not, quick transition to deep defensive block

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**France**

**Group C England/France/Russia/Spain**

**TEAM SHAPES**

**TEAM PROFILES**

**FORWARDS**

- 4-2-3-1 with screening midfielders dropping deep, front four interchanging
- Attacking philosophy based on exceptional technique; one or two touch combinations
- Attack play focused on flanks; adventurous full-backs, notably Boulleau
- Variety of game-opening passes; ability to run with the ball
- Strong back four well organized as unit led by Renard, Georges

**MIDFIELDERS**

- Sandrine Boussaglia
- Laurence Boulleau
- Louisa Necib
- Jessica Houara
- Camille Abilly

**DEFENDERS**

- Céline Gondet
- Karima El Mahi
- Sandra Thomasi
- Sarah Bouhaddi
- Amandine Henry

**GOALKEEPERS**

- Delannoy
- Soyer
- Georges
- Abily

---

**COACH Bruno Bini**

“We were eliminated after winning three games and drawing one. We went to Sweden to win games and in our preparation games we tried different systems for doing so. Against Denmark, we didn’t deserve to go out. Their two extra days to recover meant a lot. Perhaps we were a bit tense as well, but we didn’t play well for the first 35 minutes, when they created problems between our lines. We adjusted and ended much stronger than them. In penalties, sometimes you win and sometimes the other team win. But the girls have nothing to be ashamed of and presented a fantastic image of women’s football.”

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**Russia**

**GROUP C ENGLAND/FRANCE/RUSSIA/SPAIN**

**TEAM SHAPE**

- **Defensive**
  - Rapid defense-to-attack transitions; counters a major weapon
  - Deep zone; dominant; confident; full-backs; individual marking by wide midfielders
  - Frequent use of direct passes from backline to central attackers
  - Excellent goalkeeper Todou covering well behind the line
  - Sachkheeva the industrious link between defensive and attacking units
  - Physically strong and athletic; aerial ability a danger at set pieces

**TEAM PROFILES**

- **GOALKEEPERS**
  - Elena Todou: 05/07/86, 50%
  - Maria Dyuchkova: 26/05/82, 60%
  - Olga Petrovets: 09/03/85
  - Yuliya Besoslova: 23/08/52
  - Annika Söderberg: 23/07/81
  - Natalia Pertseva: 04/06/84
  - Elena Melesh: 23/01/85
  - Ksenia Tyshchenok: 26/06/87
  - Darja Marakwenko: 07/03/92

- **DEFENDERS**
  - Yuliya Gudovskaya: 05/01/86
  - Maria Dyuchkova: 26/05/82
  - Olga Petrovets: 09/03/85
  - Yuliya Besoslova: 23/08/52
  - Annika Söderberg: 23/07/81
  - Natalia Pertseva: 04/06/84
  - Elena Melesh: 23/01/85
  - Ksenia Tyshchenok: 26/06/87
  - Darja Marakwenko: 07/03/92

- **MIDFIELDERS**
  - Elena Khokhlova: 12/08/93
  - Tetiana Skrotzka: 27/11/88
  - Anastasia Kostyukova: 15/05/85

- **FORWARDS**
  - Olga Kurechghina: 06/09/83
  - Ekaterina Sokolovskaya: 12/08/95
  - Natalia Shlyapina: 12/08/95
  - Nelli Korovkina: 01/11/89
  - Elena Morozova: 15/03/87

**COACH**

- Sergei Lavrentyev

**KEY FEATURES**

- Flexible 4-2-3-1 with two screening midfielders
- Rapid defense-to-attack transitions; counters a major weapon
- Deep zone; dominant; conservative full-backs; individual marking by wide midfielders
- Frequent use of direct passes from backline to central attackers
- Excellent goalkeeper Todou covering well behind the line
- Sachkheeva the industrious link between defensive and attacking units
- Physically strong and athletic; aerial ability a danger at set pieces

**GOALS**

- **England**
  - 90

- **France**
  - 78

- **Russia**
  - 68

Numbers in the squad list refer to minutes played

5 = Suspended; 1 = Taken off; 0 = Brought on

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**Spain**

**GROUP C ENGLAND/FRANCE/RUSSIA/SPAIN**

**TEAM SHAPE**

- **Defensive**
  - Accurate switches of play from flank to flank; wingers looking for 1-v-1
  - Quick transitions to defensive mode; tried to win ball in advanced areas
  - Emphasis on positional discipline in defence to compensate for lack of stature
  - Support from midfield for approach play, ready to shoot from long range
  - Strong team ethic, resilience and belief in clear playing philosophy

**TEAM PROFILES**

- **GOALKEEPERS**
  - Ibarra: 29/06/81
  - Besolova: 23/08/92
  - Ibarra: 29/06/81
  - Besolova: 23/08/92

- **DEFENDERS**
  - Adriana: 09/05/90
  - Adriana: 09/04/90
  - Adriana: 09/05/90
  - Adriana: 09/04/90

- **MIDFIELDERS**
  - Adriana: 09/05/90
  - Adriana: 09/04/90
  - Adriana: 09/05/90
  - Adriana: 09/04/90

- **FORWARDS**
  - Adriana: 09/05/90
  - Adriana: 09/04/90
  - Adriana: 09/05/90
  - Adriana: 09/04/90

**COACH**

- Ignacio Quereda

**KEY FEATURES**

- 4-2-3-1 adaptable to 4-4-2, always with two controlling midfielders
- Possession-based passing game; high levels of individual technique
- Patient buildup from back; emphasis on wing play supported by full-backs
- Boquets fast and skillful; the attacking reference

**GOALS**

- **England**
  - 90

- **France**
  - 78

- **Russia**
  - 68

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Event report
“At last we are here!” announced a jubilant Karl-Erik Nilsson on the eve of the tournament, the Swedish Football Association (SvFF) president summing up the swelling mood of expectation on the ground. Winners of the inaugural European Competition for Women’s Football in 1984, Sweden had never played sole host to the final tournament, but the wait proved worthwhile as the Scandinavian nation put on a magnificent show.

A hotbed of the women’s game, Sweden was an ideal setting, with glorious weather accompanying unprecedented levels of public interest. The home side themselves won “a big place in the heart of Swedish football spectators” according to Nilsson, with fans following their every move and spurring the players on to a place in the semi-finals. “They really are the ‘12th player’ people talk about,” said forward Jenny Hjohlman as the Swedish players adjusted to their moment in the spotlight. “I shivered when I walked onto the pitch,” remarked Jessica Samuelsson after Sweden’s opening draw with Denmark. “I’ve never played in front of so many people before.”

For Sundhage, the massive interest in UEFA Women’s EURO 2013 showed how far the women’s football movement had come since that inaugural competition in 1984. Sundhage herself scored the winning spot kick in the final against England to deliver that initial title to Sweden, and 29 years on the players from that first tournament – pioneers of the women’s game – could reflect on the immense strides their sport had taken.

“I am incredibly happy and proud. I’m living my dream”
Pia Sundhage, Sweden coach
Sweden puts on a show

When Germany goalkeeper Nadine Angerer held aloft the trophy at the Friends Arena on 28 July, it was hard to escape the feeling that Sweden 2013 had saved the best till last. The spectacular stadium, first opened in October 2012, hosted just one match during the tournament, but the thrilling tussle between the holders and Norway was a success in more ways than one — the tense football in the middle providing a fitting finale for a competition record crowd of 41,301. 

That represented over 12,000 spectators more than the previous high, set during UEFA Women’s EURO 2009, and was all the more remarkable given that the capacity for the Solna showpiece had initially been capped at 30,000. Not even Sweden’s semi-final exit dissuaded fans from making their way to the Arena in the suburbs of Stockholm, and one of the biggest cheers of the afternoon was reserved for the Blågult, who took to the pitch to thank supporters at half-time.

Indeed, by then the championship had long since gripped the entire country, with the six other venues welcoming teams and fans alike with open arms. Halmstad got the ball rolling with the opening game between Group A rivals Italy and Finland, and the delightful coastal city was overtaken with “football fever” according to local newspaper Hallandsposten — especially when the hosts were in town.

Lotta Schelin and Co beat Italy 3-1 at the same Örjans vall ground and would make a triumphant return there to pip Iceland to a semi-final spot, tickets for that last-eight encounter selling out in a matter of hours. “We’re so pleased to be back in Halmstad, where the crowd gave us a real boost last time out,” Sweden coach Pia Sundhage said at the time.

Before that, Sundhage’s charges had begun their campaign in Gothenburg, and Sweden’s second city was abuzz with excitement for its four matches, which included the semi-final between Sweden and Germany. “There was one moment at a corner when I shouted to Caroline Seger from ten meters and she couldn’t even hear me,” recalled midfielder Marie Hammarström after 16,000 fans crammed into Gamla Ullevi to see Sweden’s curtain-raising draw with Denmark.

Gothenburg’s fan zone also proved a major hit, enjoying a prime location in the city centre. “Just look at how packed this place is,” said fan zone manager Daniel Svenberg during the
festivities for the Swedes’ first game, pointing at a sea of blue and yellow. Not that supporters from further afield were under-represented. “There’s between 1,000 and 1,500 of us here,” explained Denmark diehard Jakob Lauersen over the din, his cheeks daubed in red and white.

The sight of so many people getting involved was particularly pleasing for tournament director Göran Havik, whose team’s hard work in the preceding years had paid off. “We managed to widely engage people, above all in the host towns. That is the key to it all,” he said. “We knew we could generate interest for Sweden’s matches, but for the tournament to be good it has to work well in every host town. You are supposed to be able to say afterwards, with pride, I was there when the EURo came to Linköping or Kalmar or Vaxjo. We worked to create this feeling and pride. Our host towns did this in a phenomenal way.”

Travelling fans brought plenty of colour to Group B settings Vaxjo and Kalmar, with Germany and the Netherlands attracting a particularly enthusiastic following. “I enjoyed playing in this stadium, there was a good atmosphere,” commented Germany midfielder Lena Goessling after the two nations contested an opening goalless draw at the recently inaugurated Växjö Arena.

As in Vaxjo, demand for tickets exceeded all expectations in Kalmar, the smallest of the cities to hold matches. No fewer than 10,346 people witnessed Norway’s historic group stage win against Germany, with supporters queuing outside from as early as 08.00 and receiving refreshments free of charge to stay cool in blazing sunshine.

“It’s a nice city, it’s cute,” she said. England took a trip to the fan zone in Linköping before their early exit. “It’s nice the locals come up and wish you luck for the game,” said midfielder Jill Scott. “It gives you a lift if you are feeling down about your result.” Only one squad could emerge as champions, but everyone who took part – whether on the field, in the stands or at the fan zones – went away with rich memories of a wonderful three weeks.

“Everybody is fanatical about this tournament,” said one of the lucky spectators, Mia Lindell. That was a tournament record crowd for a fixture other than the final and not involving the home side, and it was bettered five days later when 10,435 saw Norway beat Spain at the same venue. Norrköping and nearby Linköping soon became familiar to the teams in Group C, with France goalkeeper Sarah Bouhaddi a fan of the one-time industrial stronghold, which also staged the semi-final between Norway and Denmark: “It’s a nice city, it’s cute,” she said. England took a trip to the fan zone in Linköping before their early exit. “It’s nice the locals come up and wish you luck for the game,” said midfielder Jill Scott. “It gives you a lift if you are feeling down about your result!” Only one squad could emerge as champions, but everyone who took part – whether on the field, in the stands or at the fan zones – went away with rich memories of a wonderful three weeks.
**COMMERCIAL PROGRAMME**

**A winning team**

UEFA women’s EURO 2013 had a vibrant commercial programme comprising seven global and four national sponsors. This mix of brands enabled UEFA to balance the need for local market promotion - which draws people to the stadiums - with the broader objective of generating interest in the competition among an increasingly global audience.

The final tournament in Sweden was the first UEFA women’s EURO since the centralisation of the commercial rights for European Qualifiers - a change that has led to the creation of a national team football strategy which will include all of the following events from UEFA’s national team portfolio: the UEFA European Football Championship final tournament (EURO), the UEFA European Football Championship qualifiers, the UEFA European Women’s Championship (UEFA Women’s EURO), the UEFA European Under-21 Championship and the UEFA European Futsal Championship. By associating with this concept, UEFA’s partners will now benefit from a continuous stream of events, thereby ensuring their brands are constantly connected to, and synonymous with, the development of national team football.

**GLOBAL SPONSORS**

adidas

Coca-Cola

Carlsberg

GLOBAL SPONSORS

**NATIONAL SPONSORS**

**ADIDAS**

adidas provided the official UEFA women’s EURO 2013 match ball, incorporating the colours of the Swedish flag, as well as apparel for the tournament’s youth programme participants, volunteers and staff, with the uniforms reflecting the UEFA women’s EURO brand identity and colour. In conjunction with the Swedish Football Association (SvFF), adidas helped select the ballboys and ballgirls for the final tournament. adidas also supplied one of the biggest prizes of the championship – the adidas Golden Boot, awarded to the competition’s top scorer. Sweden’s Lotta Schelin (left) received the trophy from tournament ambassador Patrik Andersson at a ceremony after the final at Solna’s Friends Arena, having scored five times in as many appearances.

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adidas

Coca-Cola

Carlsberg

**GLOBAL SPONSORS**

**NATIONAL SPONSORS**

**CARDSPORT**

**ADIDAS**

adidas

**CARLSBERG**

Carlsberg recently renewed its long-standing association with the championship and it was fantastic news for the tournament that such an important partner and globally recognised brand had again chosen to join the scheme. Carlsberg made full use of its rights, including tickets and hospitality, while promoting its core brand and its responsibility messaging on perimeter boards, as well as providing Carlsberg products to key areas on site.

**Coca-Cola**

Once again a main supporter of European women’s football, long-term UEFA national team competition sponsor Coca-Cola delivered a complete service and drinks to quench the thirst of the teams, VIPs, the media, UEFA LOC staff, youth programme participants, referees, volunteers and spectators throughout all areas and venues at UEFA women’s EURO 2013. Via its sport brand Powerade, Coca-Cola also supplied extra services to the teams, with sport bottles and additional sport drinks helping them keep hydrated and maintain a high standard of play throughout the final tournament. Through its flag-bearers’ initiative, Coca-Cola offered once-in-a-lifetime opportunities for players from local women’s youth sides (aged 12-16) to be part of the pre-match ceremony, carrying national flags onto the pitch. Another Coca-Cola promotion gave competition winners complete behind-the-scenes tours prior to games.
GLOBAL SPONSORS

SHARP
This was Sharp’s first UEFA Women’s EURO tournament and it focused much of its local activation around business to business (B2B) promotion across its network of dealers and subsidiaries. Moreover, the company ran its Fan of the Match sole and exclusive programme, with competition winners receiving a fantastic prize and taking part in a pitchside shirt swap (left) 45 minutes before the final.

SOCAR
The newest of the global sponsors, the State Oil Company of the Azerbaijan Republic (SOCAR) signed up in 2013, with the tournament in Sweden an early step towards increasing the company’s brand awareness throughout the continent. This international exposure was more significant than any other cultural or sporting partnership SOCAR has been involved with previously, and its visibility in Sweden was maximised across several platforms, including media backdrops, perimeter boards and the UEFA.com website. As it was SOCAR’s second tournament in quick succession since joining the programme — following the UEFA European Under-21 Championship in Israel in June — it opted to change its perimeter board artwork and incorporate ‘Energy of Azerbaijan’ messaging, thereby using this core right to reinforce the company’s association with its home country in the most visible way possible.

HYUNDAI
The Korean car manufacturer played a vital role by providing 101 vehicles for use throughout the tournament. In addition, Hyundai activated its official match ball carrier programme as well as conducting experiential promotion across the commercial display areas. The newest feature of Hyundai’s activities, however, came at the final tournament’s opening fixture when it arranged for a flash mob of over 300 people (left) to help build the atmosphere within the stadium. Midway through the first half the mob – thus far inconspicuous – suddenly broke out in unison, playing instruments and changing outfits as one. After the match, footage of this episode was posted online and went viral, with more than 250,000 views to date.

MCDONALD’S
McDonald’s is a long-term partner of UEFA and sponsor of national team football. A key way of activating and associating with UEFA Women’s EURO 2013 was through its official Player Escort programme. This allowed over 200 children aged between six and ten the unique opportunity to accompany the best women’s players in Europe onto the pitch before every game. Internal crew incentives and reward programmes also meant local McDonald’s employees and local communities were given the chance to share in the excitement of the event.
EUROSPORT

Already strongly associated with UEFA through its coverage of youth and women’s tournaments and futsal, Eurosport became the first broadcaster to sign up as a sponsor of the UEFA Women’s EURO, demonstrating the increasing importance and popularity of the event. As host broadcaster, its huge reach guaranteed that the final tournament gained excellent exposure worldwide, with the quality of the coverage underlining the strength of the competition. In order to get further brand exposure, Eurosport took full advantage of perimeter boards, as well as entertaining spectators inside the grounds with video clips on the giant screens at half-time.

SBS RADIO – NRJ

SBS Radio, via its NRJ radio channel, actively promoted the finals in cooperation with UEFA, the LOC and the Swedish Football Association (SvFF). The Swedish radio station also gave hundreds of football lovers the opportunity to attend matches by offering tickets through radio promotions and on-air competitions. By dedicating more than 400 spots at both local and national level, NRJ was a central factor in the success of the promotional campaign for UEFA Women’s EURO 2013. It also provided music content to entertain fans during the pre-match build-up and supported the launch of the tournament’s official song, Winning Ground by Eric Saade.

SPORTBLADET

Sponsors of the UEFA European Under-21 Championship in Sweden in 2009, Aftonbladet once again proved a very valuable partner. Sweden’s leading daily newspaper, reaching over 1.3 million readers every day, Aftonbladet was crucial to the regional and nationwide promotion of the event through its sports paper Sportbladet. To make sure that as many Swedish fans as possible get to experience the excitement of the competition, Aftonbladet presented readers with the chance to win tickets through promotions. It was also active in each fan zone and at selected stadiums, running activities such as face-painting and distributing posters. Aftonbladet also backed the championship’s official song via its website.

INTERSPORT

INTERSPORT Sweden, the No1 sports retailer in the Scandinavian country, was selected as UEFA Women’s EURO 2013’s official sports shop. To make sure fans had the best access to licensed merchandise, INTERSPORT sold products through specially branded Women’s EURO sections in its retail stores, which were located in all seven host cities and at every venue of the tournament. The official licensed product range, which was developed specifically for the championship, consisted of a variety of adidas-branded and unbranded items as well as the replica shirts of the participating teams.
Peak viewing

UEFA Women’s EURO 2013 marked a turning point in the history of the competition with greater interest than ever, sending television viewing figures soaring. The TV audience totalled 1.39 million viewers during the tournament, more than double that of UEFA Women’s EURO 2009, while the final between Norway and Germany was seen live by over 15.9 million viewers, a 59% increase on the final in Finland four years previously.

The championship had a truly global footprint, reaching around the globe. Available on premium channels in key markets around the globe. The TV audience totalled 133 million viewers during the tournament, more than double that of UEFA Women’s EURO 2009, while the final between Norway and Germany was seen live by over 15.9 million viewers, a 59% increase on the final in Finland four years previously.

EUROPE

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<tr>
<th>Country</th>
<th>Broadcast Network</th>
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<td>Denmark</td>
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<td>United Kingdom</td>
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OUTSIDE EUROPE

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<th>Region</th>
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The Final in Finland four years previously.

The championship had a truly global footprint, reaching around the globe. The TV audience totalled 133 million viewers during the tournament, more than double that of UEFA Women’s EURO 2009, while the final between Norway and Germany was seen live by over 15.9 million viewers, a 59% increase on the final in Finland four years previously.

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Eurosport acted as host broadcaster for UEFA Women’s EURO 2013 and successfully supplied the technical and production facilities at all seven venues as well as providing full live broadcast coverage of every match to UEFA’s broadcast partners.

Two crews in separate OB vans travelled between the stadiums to produce each game and ensure every minute of every game was captured. The multilateral plan delivered ten-camera coverage of every group stage, quarter-final and semi-final match, and this increased to 14 cameras for the final, with a steadicam, behind-goal jib, and two reverse-angle cameras added to enhance the viewers’ experience.

In addition to the multilateral coverage, Eurosport also furnished the unilateral facilities booked at each venue by the on-site broadcasters. This included commentary positions, flash interview positions and one pitch view studio for the early rounds, increasing to three pitch view studios and one position in the stands for the final.

The number of unilateral broadcasters on site increased substantially compared with previous tournaments, with ZDF (Germany), TV4 (Sweden), BBC (UK),YLE (Finland), NRK (Norway), M6/W9 (France), and RUV (Iceland) all bringing their own production units to venues. Three UEFA producers offered support to Eurosport, with one on site at every game to oversee broadcast production and operations and ensure that UEFA’s production guidelines were followed.

In addition to the live coverage, UEFA provided broadcast partners with two promos and a comprehensive two-hour package comprising player interviews, coach interviews and footage of the host cities to assist their promotional work in the lead-up to the tournament.
COMMUNICATIONS

Extensive coverage

High Levels of Media Interest

There were over 1,000 media accreditations issued during the course of UEFA women’s EURO 2013. For the final there were 135 media bookings, with 16 nations represented, from Australia to the United States. With 222 requests for accreditation in Sweden alone, the tournament was publicised far and wide, with tournament sponsors Sportbladet and radio station NRJ in particular helping drive up interest in the hosts.

“We’ve realised now that this national team have taken a big place in the hearts of the Swedish football spectators,” said Karl-Erik Nilsson, president of the Swedish Football Association. “They really love this team. And we’ve got a very good media response — a lot of articles, a lot of TV coverage, and that is fantastic.”

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Record crowds

Record ticket sales for a UEFA European Women’s Championship and a record attendance for a UEFA Women’s EURO final – the figures added up to an extremely successful ticketing campaign in Sweden, with VIP packages further enhancing the range of available stadium experiences.

“This competition is the jewel in the crown of European women’s football,” were the auspicious words spoken by UEFA Executive Committee member and chairwoman of the UEFA Women’s Football Committee Karen Espelund at the start of the ticket sales process. Swedish Football Association (SvFF) president Karl-Erik Nilsson was equally prescient when he added: “I look forward to impressive turnouts and a great family festival of football at UEFA’s key national team tournament this summer. The tournament is for everyone and the affordable ticket prices reflect this.”

Consequently, the most expensive tickets, Category 1, cost only SEK 200 (€23); Category 2 tickets were SEK 150 (€17); Category 3 tickets could be bought for SEK 100 (€11.50) and under-16s were able to get in for just SEK 50 (€5.75). Fans could also apply for a maximum of six tickets per game in any given price category, while a special ‘Follow your Team’ package gave supporters an easy, cost-effective way to attend all three of their side’s group stage games – Category 1: SEK 450 (€52); Category 2: SEK 335 (€39); Category 3: SEK 225 (approx €26). Tickets were sold via the Ticnet agency at stadiums and through retailers in host cities, as well as on the ticnet.se website.

The pricing policy and excellent promotional work helped to attract terrific numbers of people to the final tournament. All seven host stadiums had dedicated, tournament-branded hospitality areas, with a mix of standing and sit-down tables where guests could enjoy music – much of it live – buffet food and drinks (provided by Carlsberg and Coca-Cola), as well as access to top-class seats. With an English-speaking master of ceremonies overseeing proceedings, the hospitality areas opened 90 minutes before kick-off and closed approximately 60 minutes after the final whistle. They were also open at half-time.

To access the hospitality, guests were issued with a VIP ticket, and as they came to the welcome desk at the hospitality entrance they received a wristband. As a way of heightening both security and brand visibility, it was decided to add a hospitality pass for the final in Solna, where guests were divided into VIPs (UEFA Women’s EURO Club) and VVIPs (UEFA Women’s EURO Lounge).

The pricing policy and excellent promotional work helped to attract terrific numbers of people to the final tournament.
Creating a buzz

Promotional activities in Sweden centred around the host nation’s tournament motto Winning Ground, which was also the title of the championship’s official song by Eric Saade, performed at the closing ceremony. The song was released on 28 May and proved a popular soundtrack to a glorious summer.

A large number of sporting figures were quick to put their names behind the cause. Germany great Steffi Jones and former Sweden international Patrik Andersson were influential tournament ambassadors while current players including striker Lotta Schelin also helped fly the championship flag. It was not only well-known faces willing to give their time to the initiative – the 1,400 tournament volunteers trytesting to the groundswell of support at grassroots level.

The host cities carried out extensive local promotion with the UEFA Women’s EURO brand being tailored for every location. A set of three alliterative words were attributed to each to strengthen their campaigns and reinforce the brand principles ‘Unique, united, unstoppable’ for Gothenburg; ‘Strong, stylish, skilled’ for Halmstad; ‘Athletic, ambitious, aspiring’ for Uppsala; ‘Fast, fair, fantastic’ for Kalmar; ‘Talented, together, true’ for Norrköping; ‘Driven, determined, dynamic’ for Linköping; and powerful, passionate, proud’ for Solna.

To underline the status of the players as role models for girls and women, visuals were developed for every host city featuring images of the stars that would be coming to the stadiums. These were adapted into posters, flyers, lamp-post banners, press adverts and web banners, with sponsors and partners taking the opportunity to incorporate them into their own promotional materials.

Sponsors also had a key role in publicising the event. Newspaper partner Aftonbladet, for example, ran ticket promotions alongside other coverage while radio partner NRJ delivered over 400 spots advertising the UEFA Women’s EURO as well as on-air competitions. Broadcast partners including Eurosport and TV4 in Sweden kept fans at home glued to their screens.

A trophy tour through each of the host cities in cooperation with Hyundai, NRJ, Sharp and the Swedish Heart Lung Foundation (SHLF) further enhanced the sense of occasion in the run-up to the finals. The SHLF worked with the World Heart Federation, in partnership with UEFA and the SHFF, to run the Make a healthy heart your goal campaign, the official community health education programme of UEFA Women’s EURO 2013. This initiative raised awareness of the importance of living an active lifestyle while keeping the focus firmly on UEFA Women’s EURO 2013 as an important vehicle for social change.

Event promotion

Record ticket sales, widespread media coverage, huge television figures and packed fan zones – Sweden 2013 took the UEFA Women’s EURO to new heights. While the host nation’s success on the pitch galvanised support across Sweden, off it promotional campaigns had got the ball rolling long before the opening whistle blew.

Major milestones leading up to the event included the final tournament draw on 9 November 2012 and the ticket launch on 14 February. Thirty thousand tickets were snapped up within 24 hours of sales starting as home fans rallied behind the champions. Promotional events included a huge television figures and packed fan zones – Sweden 2013 took the UEFA Women’s EURO to new heights. While the host nation’s success on the pitch galvanised support across Sweden, off it promotional campaigns had got the ball rolling long before the opening whistle blew.

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Other social media platforms such as Facebook were also used to stir up interest in the finals, and a Swedish language website launched in the days after the draw provided a regular flow of tournament news and information, complementing the coverage on the championship’s official website UEFA.com.

The popular Sweden 2013 T-shirt served as a key promotional tool and helped spread the UEFA Women’s EURO brand as far and wide as possible. Additionally, around the world campaign on sweden2013.com encouraged readers to send in photos of themselves wearing the T-shirt and people from 80 different countries took part. More traditional media tools also played an important part in getting the word across, such as a mailshot to all 3,500 football clubs in Sweden explaining how to purchase tickets.

The UEFA Women’s EURO brand encapsulates the values of the competition: an inclusive, empowering and competitive game played in the spirit of fair play. It offered a strong platform for all stakeholders to communicate in a united voice with a unique look. The brand identity took its visual cue from the dynamic and stylish shape of the trophy. The brand colours (red, brown, orange and yellow) symbolise passion, pride and the sense of a new dawn within the competition, while the various figures depict the skills of the players and the fluidity and elegance of the game.

From top: Women’s Germany were welcomed home to a huge reception in Frankfurt; the red Sweden 2013 T-shirt was a key symbol of the tournament; branded posters and flags adorned each host city.

Fan zone first

Fan zones were introduced for the first time at a UEFA Women’s EURO and proved an instant hit, drawing 271,000 people in the seven host cities over the course of the tournament. A record 19,000 visited the Gothenburg fan zone on 24 July. Matches were shown live on giant screens, sponsors laid on numerous activities, and a variety of family-oriented entertainment – from beach football to samba dancing, live music and even sumo wrestling – kept supporters coming back for more. The popularity of the fan zones also helped boost ticket sales, and the organised fan walks from the fan zones to the grounds became a popular feature of the matchday experience.
A bright future

Sweden 2013 was the last 12-team UEFA Women’s EURO and demonstrated how the championship had found a new maturity as it turned 30.

With nearly half a million people attending a match or visiting a fan zone, the tournament was taken to heart by the Swedish people. Their passion was contagious, with huge levels of media and television interest also reflecting the growing appetite for, and appreciation of, women’s football around the continent.

The interest, and the fact no team went home without at least a point, illustrates that the finals are ready to expand to 16 teams for 2017, an event which seven countries have expressed an interest in hosting. With UEFA women’s EURO 2013 catching the imagination, it is no surprise nations from Scotland to Israel are considering bids to stage the kind of championship that made Sweden a focus of attention in July 2013.

It was certainly an occasion Sweden will never forget. “It’s been the best EURO and I can say that because I’ve been involved in all since 1987,” UEFA Executive Committee member and UEFA women’s Football Committee chairwoman Karen Espelund said. “It’s the first time we’ve had fan zones and they’ve been packed — with all types of people, from small children to grandparents and grandmothers. And I’ve seen boys in their 20s happy to follow the Swedish team and the tournaments.”

Sweden coach Pia Sundhage was given a rapturous reception at half-time in the final as she and her squad took a lap of honour and she made it clear that the priority is to consolidate that success to keep the women’s game at the forefront: “We need to go from good to better.”

This is something the Swedish Football Association (SvFF) and launched locally by national newspaper Aftonbladet. “The tournament, ‘UEFA Women’s EURO 2013’ and then what?’, looked at how to build on the EURO, with its Open Goal initiative inviting clubs, its support ways the event could help with leadership, player recruitment and training methods. Visits to matches served as inspiration and an important learning tool. The 12th Player campaign, meanwhile, raised interest in the Swedish team before the EURO and continues to work on establishing long-term support.

The positive atmosphere in the stadiums and on the road to the Euro finals, with Saade and Sundhage’s rapturous reception at half-time in the final as she and her squad took a lap of honour and she made it clear that the priority is to consolidate that success to keep the women’s game at the forefront: “We need to go from good to better.”

Most importantly perhaps, said tournament director Göran Havik, “the tournament has taken women’s football to a new level in people’s minds. The positive atmosphere in the stadiums and fan zones has been embraced by the media and commercial partners and is something to build on.”

That “positive atmosphere” has long been gathering around the women’s game. Record attendances at UEFA Women’s EURO 2013 follow a trend, with unprecedented crowds at the 2011 FIFA World Cup. 2012 UEFA Women’s Champions League final and London Olympia. Highlighting the surging interest, UEFA women’s football development programme, meanwhile, is helping strengthen the sport from the grassroots up, with funding for projects throughout the 54 member associations designed to boost the game at all levels.

Crucially, UEFA women’s EURO 2013 also helped establish role models for girls around Europe — from the scoring touch of Ada Hegerberg to the dramatic saves of Nadine Angerer or defensive prowess of Wendie Renard. As the technical report in this review underlines, standards across the board have risen both individually and collectively. That, combined with a growing media presence and commercial interest, ensures the UEFA Women’s EURO can look forward to 2017 with every confidence.

“Legends”

Women’s EURO 2013 final.

Sense of occasion

Major international football tournaments such as the UEFA European Women’s Championship come along every only four years and that sense of occasion gives fans a real appetite for licensed products and memorabilia, with official caps and T-shirts sure to get plenty of wear long after the final. Sweden’s passion for women’s football and the excitement of local fans about staging UEFA Women’s EURO 2013. INTERSPORT stocked a range of these products in all of its retail outlets in Scandinavia. An upbeat tune perfect to play in stadiums, Winning Ground shared its name with the championship’s motto and was released in May, two months before the finals. It was promoted with a video produced by the Swedish Football Association (SFF) and launched locally by national newspaper Aftonbladet. “The tournament, ‘UEFA Women’s EURO 2013’ and then what?’, looked at how to build on the EURO, with its Open Goal initiative inviting clubs, its support ways the event could help with leadership, player recruitment and training methods. Visits to matches served as inspiration and an important learning tool. The 12th Player campaign, meanwhile, raised interest in the Swedish team before the EURO and continues to work on establishing long-term support.

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Bilan de l'EURO féminin de l'UEFA 2013

Bilan du tour final