

Tournament review



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'A resounding success'

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

"The quality of the 2013 vintage demonstrates the wisdom of expanding the final round to 16 teams in 2017"



'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. The event was embraced not just by people in the host cities, but by the Swedish public at large. If you count both stadium and fan zone attendances, then about 480,000 visitors came to the host cities because of the UEFA Women's EURO.

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 Sweden 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

"We helped take women's football to a new level both on and off the pitch"

In good heart

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.



Sweden forward Lotta Schelin played a key part in the promotion of the 'Make a healthy heart your goal' campaign



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)



"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"

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 played in Sweden in July 2013 is being reviewed in a single volume. This embraces a technical report on the 25 matches and full coverage of the commercial, marketing and broadcasting components which added up to the success of a memorable 19-day event staged in seven cities spread widely across the Scandinavian country. Sweden had previously

held FIFA World Cups for both men and women, a UEFA European Football Championship, the final round of the 2009 UEFA European Under-21 Championship, and a number of final tournaments in UEFA's age-limit competitions. UEFA Women's EURO 2013 carved benchmarks in many organisational and promotional areas, as this publication will reveal. The technical report on UEFA Women's EURO 2013 sets out to present a permanent record of the 25 games played during the finals in Sweden. It also offers reflections, statistics and debating points which, it is hoped, will be of value to those working on the front line of coaching at club and national team levels within women's

football and to the coaches, technical directors and youth development coordinators engaged in the establishment or enhancement of the female game within their own spheres and territories. The blend of facts and observations related to the technical, commercial and broadcasting aspects of the tournament is intended to inspire as well as inform. The publication aims to provide foundations on which the success of future events can be built in terms of promoting and upgrading the competition and also to supply a range of debating points and reflections which can be used as valuable tools by all those who are committed to nurturing and accelerating the rapid growth of women's football.



The opening ceremony in Gothenburg on 10 July heralded the start of an exciting and memorable tournament



From left to right: Ioan Lupescu, Anna Signeul, Anne Noë, Jarmo Matikainen, Béatrice von Siebenthal, Stéphanie Tétaz, Graham Turner, Frank Ludolph

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 Viikingit in 1992, at the age of 32, having played for Helsingin Ponnistus 1887, FC Kontu Itä-Helsinki and Malmin Palloseura. After a year managing Ponnistus, he made his debut with the Football Association of Finland (SPL-FBF) in 1999 as head coach to the women's age-limit teams and, in parallel, was SPL-FBF 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.

Anne Noë (Belgium)

Anne Noë 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 FCL Rapide Wezemaal. She captained the Belgian women's national side in a career that spanned 60 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 Belgium senior team. In the meantime, Anne 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, Strömsbo IF), she joined the Swedish Football Association (SvFF) coaching set-up in 1996; was champion of Europe with the U18s 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 BCO Alemannia Basel, SV Sissach and FC Bern before she launched her coaching career immediately after finishing playing. 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 (SFV-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

Lotta Schelin celebrates scoring Sweden's second in their 3-1 win against Italy

"It was a fantastic atmosphere. The Swedes in the stands help us an incredible amount. It's great fun"

Lotta Schelin, Sweden striker



Stina Petersen (right) was Denmark's hero on opening night



Annica Sjölund's late goal earned Finland a draw and left Denmark's hopes of advancing in the balance

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 1997 – 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 head home without scoring a goal. Or that Germany, champions of the previous five editions, would fail to score in two of their three group games and, against Norway, would suffer their 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 wayward 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 of 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



Norway savour the moment after their historic victory against Germany

“At some point we knew that Germany would put pressure on us – and they did. But we had the calmness to stop them. I’m very proud to be the coach of these great players”

Even Pellerud, Norway coach

GROUP B
NORWAY SURPRISE GERMANY

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, Ingvald 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. Siggí Eyjólfsón’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.



Dagný Brynjarsdóttir’s powerful header against the Netherlands propelled Iceland to the quarter-finals for the first time



GROUP C
FRANCE TURN ON THE STYLE

Group C was to prove equally surprising, with a variety of twists in the tail. In their opener against Spain, England twice equalised and, when Laura Bassett made it 2-2 in the 89th minute, a point seemed assured – only for Spanish winger Alexia Putellas to head a winner with 90+3 on the clock. England saw 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-touch combinations with ability to run with the ball and win it back quickly when they lost it. They were the only team to post three straight wins, the narrowest of them being a 1-0 victory against Spain thanks to an early success from a set play.

Spain, equally gifted technically, evoked comparisons with the men’s team in terms of adhering to a well-defined playing philosophy, and a 1-1 draw with Russia in their closing game allowed Ignacio ‘Nacho’ Quereda’s team to fulfil their ambition of reaching the last eight. Russia, although hard-working in defence and menacing in the final third – where striker Elena Morozova emerged as one of the tournament’s star performers – earned only two points. Lady Luck then deserted them in the draw to decide the second-best third-placed team and, while they headed for home, Denmark could turn their team bus round and prepare for a quarter-final against France.

Louisa Necib’s touch and skill on the ball were key to France’s fluid passing game



Simone Laudehr hooks in Germany's winner against Italy



Norway's Ingvald Isaksen and Silvia Meseguer of Spain compete for the ball



Denmark celebrate Johanna Rasmussen's opener against France

QUARTER-FINALS
DRAMA INTENSIFIES

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 team-mate 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, Ignacio 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

Ingrid Hjelmseth dives to her left to keep out Line Røddik's spot kick as Norway hold their nerve to defeat Denmark and reach the final

SEMI-FINALS
EXPERIENCE TELLS

First on stage were the hosts. Against Germany in Gothenburg, Sweden went into top gear after Dzsener 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 Marit Christensen bundling in a corner while the crowd in Norrköping were still settling into their seats. Denmark remained patiently 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 Norwegian takers 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



Nadine Angerer's two penalty saves in the final ensured Germany retained the title



Anja Mittag shoots Germany in front shortly after coming on as a half-time substitute

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

"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

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 Dzsennifer 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 Céilia 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



At half-time Sweden thanked their fans for their incredible support



Caroline Graham Hansen runs at the German defence



Leonie Maier keeps a step ahead of Kristine Hegland

to replace the younger Ingvild Isaksen, who had run herself to extenuation in previous matches. In front of her, Cathrine Dekkerhus teamed up with Solveig Gulbrandsen 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 from the back. With three players in disturbance mode high up the pitch and the central midfielders effectively attacking the second ball, the red shirts inexorably 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 underdogs who, in every tackle or divided ball, bit like terriers. The initial flow of German shooting opportunities was not extinguished – but it was stemmed.

Neid's team remained loyal to their game plan and to a 4-2-3-1 structure. They were always ready to throw four players forward to compete with the Norwegian back four. Full-backs Leonie Maier, on the right, and Jennifer Cramer, on the left, overlapped enthusiastically, leaving Germany's defensive anchor as a triangle formed by centre-backs Saskia Bartusiak and Annike Krahn, with Lena Goessling acting as guardian angel, protecting them tirelessly in a 'windscreen wiper' role. To the crowd's delight, the game opened up into a thrilling end-to-end spectacle.

Prior to the final, Neid had named a priority: preventing Norway from taking the lead and then switching to deep-defending mode. Immaculate in a 'latte macchiato' suit, she showed no outward sign of being ruffled when, just before the half-hour mark and after Okoyino da Mbabi had tackled Dekkerhus, a penalty was awarded. Trine Rønning took a two-step run-up – and Angerer, despite diving to her left, raised her right boot enough to prevent the shot from hitting the centre of the net.



Nadine Angerer turns away Trine Rønning's 29th-minute spot kick

The mental blow 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, while the Swedish team were saluting the crowd, Neid made a change, bringing on Anja Mittag for Lena Lotzen "to exert 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 Mbabi 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.

Norwegian sails were again deflated, and Hjelmseth had to keep them afloat with a series of competent saves until they were thrown another lifeline when Bartusiak brought down Hansen and a second penalty was awarded. This time it was Gulbrandsen who stepped up and this time it was Angerer's right hand instead of her foot which repelled the

spot kick. Norway, 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 unit 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. 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 wearily completed a lap of honour. They had given their all, but it was not to be their day.



Germany won a sixth straight title, their eighth overall



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 annals of football will probably be equally reluctant. After all, a sixth successive UEFA European Women's Championship title for Germany hints at a routine victory. But this was far from the case. Neid and her squad had to work exceptionally hard for it.

The five previous titles added up to pressure and gigantic expectations. But Neid – backed by her 111 international matches, 48 goals and three European titles as a player for Germany, the best part of a decade as second-in-command to Tina Theune, and victory at the 2007 FIFA Women's World Cup and UEFA Women's EURO 2009 as Germany coach – is well aware that pressure and expectations are endemic to the job. Her admission, after the final whistle at the Friends Arena, that "this title means something special to me" is a reflection of the extraordinary challenges she had to face during and prior to the tournament.

Every coach acknowledges that injuries are a fact of life. But life can become difficult when they arrive in droves. As she prepared for the final tournament, Neid needed more than one hand to count them. As a consequence, she had to reassemble a squad to take to Sweden. The result was a team which was not especially

young (the average age of her starting lineups was 25) but which was shorter than she would have liked on experience in the major competitions. And, evidently, it was a team which had a short track record in terms of playing together.

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's first defeat at a European Championship in 17 years and equally quick to raise questions about a team which had failed to score in two of their three group games. To her credit, Neid paid no attention to the pressure gauge. Instead, she set about preparing for a quarter-final against Italy, during which she switched from 4-2-3-1 to 4-4-2 and stifled the menace of Melania

"This tournament has made me ten years younger, working with these young players, who showed passion and character"

Silvia Neid, Germany coach

Gabbiadini by combining Jennifer Cramer and Simone Laudehr 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 "bringing 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.



Sweden enjoy the moment after their resounding win against Iceland

‘Smiles and good football’

Pia Sundhage played in the Sweden team that won the first UEFA European Women’s Championship in 1984. Almost three decades later, she returned laden with trophies from the USA to lead the host country into 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 words could be applied to the whole of a 25-match tournament which offered enough smiles and good football to happily illustrate the upward momentum of women’s national team football.

Levels of technique had palpably risen – to the extent that they no longer needed to be regarded as the absolute priority among selection criteria. Coaches were noticeably able to take certain standards for granted and declared preferences for other assets such as international experience, competitive spirit, mental strength and personality. Italy coach Antonio Cabrini, for example, felt that, even though he did not face an embarrassment of riches in terms of sheer numbers of players, he could

focus on those who “had technical and tactical skills compatible with the way we wanted to play”.

The tournament confirmed a steady trend towards a possession-based combination game, with moves built from the back and the ball on the ground. Defenders were therefore required to have appropriate ball control and passing skills, with the “clearing defender” mentioned in the UEFA Women’s EURO 2009 technical report becoming a rare species. In 2013, defenders were required to contribute much more than tackling and clearances.

It could be argued that cross-border movements made a contribution to the rising standards of national team football, with no fewer than 45 of the contestants playing their club football in Sweden. The German and Norwegian leagues accounted for 28 apiece. Russia provided the only squad in which all 23 players were home-based.

The tournament in Sweden was the second and last to be played in a 12-team format – meaning that new starters will inevitably appear on the grid at UEFA Women’s EURO 2017. Although they highlighted the important bridges to be crossed in terms of quality and intensity between the

qualifying rounds and the final tournament, UEFA’s technical team was left convinced that pan-European levels have been improving so rapidly that the four newcomers will be equipped to compete at the top echelon – and also to offer smiles and good football to another massive audience.



Russia celebrate Elena Terekhova’s equalising goal against Spain

CHANGING SHAPES

When the first eight-team final tournament was played in Norway in 1997, 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 2005 final tournament, five teams played in 4-4-2 formation and the other three in 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 Søndergaard Pedersen (36) for Denmark; Daniela Stracchi (29) for Italy; and Ingvild Isaksen (24) for Norway, with Even Pellerud moving the more experienced Ingvild Stensland (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 Bini teamed Élise Bussaglia with the immensely experienced Sandrine Soubeyrand – 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 burned calories in a box-to-box role, supporting the attacking quartet. Iceland tried to find a similar balance, with Dagný Brynjarsdóttir giving priority to screening work, while Sara Björk Gunnarsdóttir was more ready to push forward. In the England 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 teams (as a whole) were linked to the characteristics and mission statements of the two controlling midfielders.

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



Germany’s midfield anchor Lena Goessling hits her stride in the final

WHERE WERE THE PLAYMAKERS?

One of the most frequently heard observations in Sweden was that the final tournament was an advertisement for collective rather than individual virtues. It certainly demonstrated that the free-spirit, floating playmaker is a species in danger of extinction and that definitions of the word playmaker need to be revised. In Sweden, the technical team reflected on the identities 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 midfielder, Daniela Stracchi, also looking to make penetrating passes from a deeper zone. Denmark relied on controlling midfielder Katrine Søndergaard 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 be said of Jill Scott, the most accomplished organiser in the English midfield, who generally operated from the screening position.

Spain’s Verónica Boquete possessed the vision, control and passing skills to warrant the playmaker label and was effective when dropping back

from her striker role to areas where she had more forward-passing options. Otherwise, it was Silvia Meseguer, 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 No8s, Valentina Savchenkova and Solveig Gulbrandsen, 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.



Jill Scott operated in the screening role in England’s midfield



Kosovare Asllani (right) had four assists for Sweden. Her strike partnership with Lotta Schelin proved the most effective at the tournament

THE FRONT FOUR

With nine of the contestants in Sweden operating 4-2-3-1 or 4-4-2 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 operating in her wake – Sweden’s Lotta Schelin (five goals) and Kosovare Asllani (four assists) proving to be the most effective duo.

Lone strikers coped with tremendous workloads but struggled to make an impact against compact defensive blocks

Genuine predators, however, were thin on the ground, with only France’s Marie-Laure Delie, Russia’s Elena Morozova, Germany’s Célia Okoyino da Mbabi and, arguably, Spain’s Verónica 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 the old-fashioned centre-forward. Semi-finalists Denmark, with midfielders Mariann Knudsen and Pernille Harder acting as central attackers, opted for an approximation of a Spanish-style striker-less formation but, although they scored once in every game, they failed to record a victory.

As remarked by Anna Signeul, one of UEFA’s technical team in Sweden, “In the past the

tendency was to want to field your best players in central positions. Now, there’s a great temptation to field them wide.” The goalscoring chart (on page 31) confirms that crosses, cutbacks and corners (mostly derived from wing play) provided the most fertile source of goals, with key players fielded in the wide areas. Antonio Cabrini used Melania Gabbiadini on the right; Iceland coach Sigi Eyrjólfsson deployed Hólmfríður Magnúsdóttir on the left. Spain’s Ignacio Quereda fielded two genuine wingers (Alexia Putellas and Adriana Martín) who were always prepared to run at opponents; Norway’s Even Pellerud selected Caroline Graham Hansen (18) and Kristine Hegland (20), aiming to trouble the opposition with fast, skilful, uninhibited wing play, with Dutch wingers Kirsten van de Ven and Lieke Martens trying to do likewise. In Germany’s title-winning side, the contributions by Lena Lotzen on the right and Simone Laudehr on the left should not be underestimated, especially in terms of their interaction with the full-backs, Leonie Maier and Jennifer Cramer.



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

THE BACK FOUR

By and large, central defenders were positionally disciplined unless summoned forward to participate in set plays. Occasionally, centre-backs such as the French pair of Wendie Renard and Laura Georges 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 Brogaard contributing two goals), Finland (especially Tuija Hyrynen on the left), France (Laure Boulleau, also on the left) and Iceland (Hallbera Gísladóttir also on the left) providing outstanding examples.

To facilitate their task, the moves which were built from the back generally involved the central defenders spreading wide and a screening midfielder dropping deep in the middle to provide defensive cover while the full-backs advanced. In order to cope with the demands of a box-to-box sphere of operations, full-backs required stamina, athletic qualities and, maybe more importantly, the ability to provide good deliveries from the wide areas in the final third.

The teams which extensively used full-backs as support attackers were prepared to defend with a high line, basing their cover on at least one of

the screening midfielders, the two centre-backs and the goalkeeper. Germany were a case in point, relying on Lena Goessling to drop back to cover centre-backs Saskia Bartusiak and Annike Krahn, with goalkeeper Nadine Angerer ready to come off her 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 10 times in five games, Italy’s Patrizia Panico nine in four, Norway’s Ada Hegerberg seven in six and Russia’s Elena Morozova six in three – modest figures which indicate that breaking clear of defences and finding space to run at goal proved to be problematic.

Attack-to-defence transitions were generally rapid enough to prevent opponents getting in behind back lines

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 (Iceland did 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.



Wendie Renard (left) was comfortable taking the ball out of defence for France

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 goalkeeper coaches – at club and national team levels – is 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.



Sweden and Germany players look on as a chance goes wide in their semi-final

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 (various) goalscoring options. The tournament went on to produce myriad situations where the same ‘what happens next?’ question could have been posed. On the pitches of Sweden, the correct answer often proved elusive. “We missed scoring chances through inaccurate passes and sloppy passes when there were strikers in the box who could easily have tucked the ball home,” Even Pellerud lamented after Norway’s draw with Iceland. “Sometimes our players took the wrong decisions, holding onto the ball too long, receiving the ball when they were standing instead of moving, or not shooting when they could have,” said Silvia Neid after Germany’s 0-0 draw with the Dutch. How much training ground time should be invested in encouraging players to take the right decisions in the final third?

Of the 23 games which produced goals, 16 (70%) were won by the team scoring first. Nobody came back from 1-0 down to win

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 which went 1-0 ahead three times yet failed to win a game, lamented that his side had not been capable of “killing the game”. Before the final against Norway, Silvia Neid took a different perspective. “It’s important not to concede first against them,” she warned. “If they take the lead, they will play with two banks of four within 30 metres of their goal.” The teams who went ahead undeniably defended well. The debating point was why their opponents failed to find a reply.



Kenneth Heiner-Møller bemoaned Denmark’s lack of cutting edge

FINISHING TOUCH

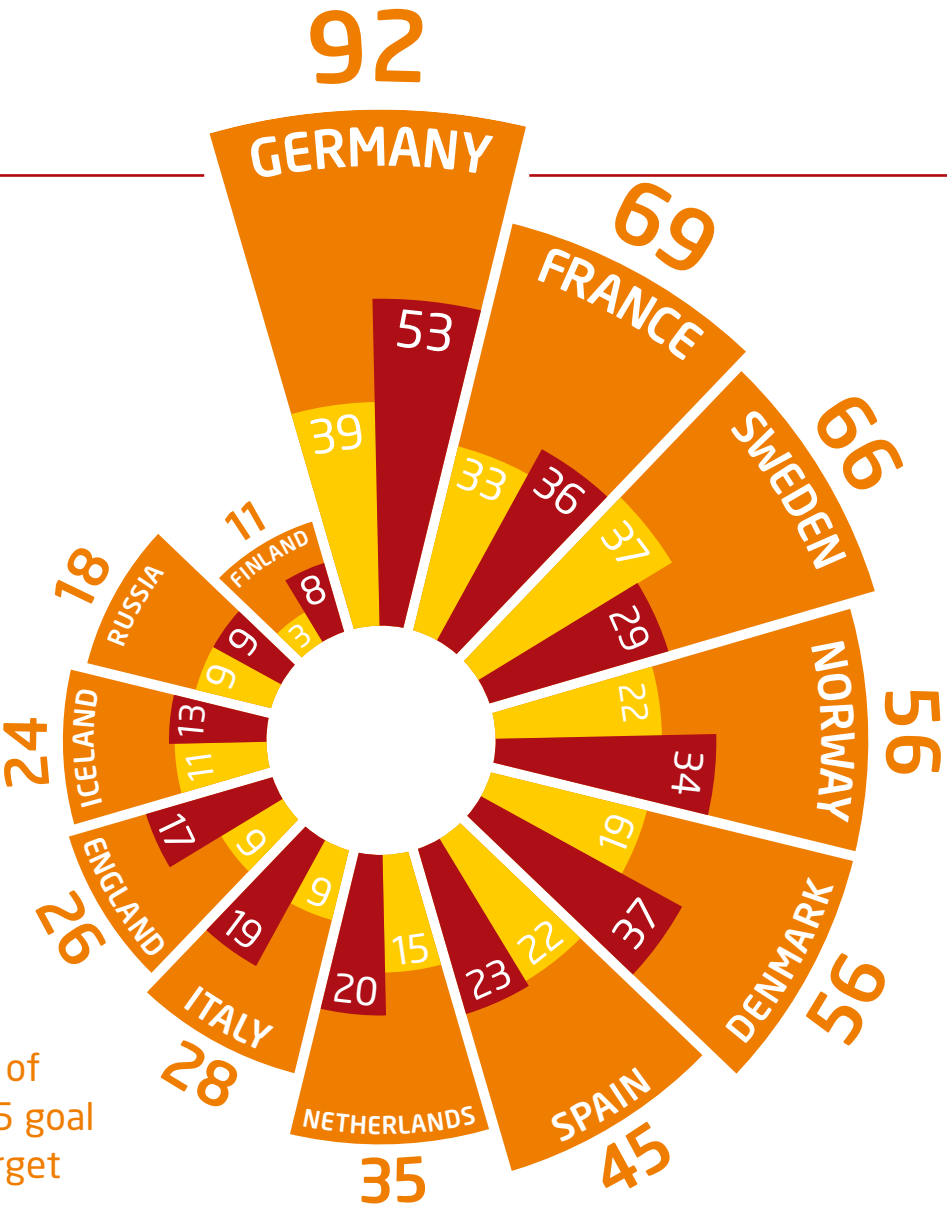
The debate could be influenced by statistics. In Sweden, only 43% of the tournament’s 525 goal attempts were on target. Kenneth Heiner-Møller’s complaints about not “killing the game” were underpinned by the fact that, for every on-target goal attempt, Denmark sent two wide. Much the same could be said 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 12 attempts wide, and Germany’s Nadine Kessler missed eight out of nine. The debating point is whether lack of time and space encouraged players to snatch at chances – or whether, with strikers these days accounting for such a small percentage of the workforce, the art of finishing is not being given enough training-ground time. In terms of gaining sharpness through match practice, the preparation schedules of the 12 teams varied from Spain’s three games and Italy’s five during the six months prior to the final tournament to the 11 played by Norway. The others all played between seven and nine preparation matches.

GOAL ATTEMPTS

KEY

- SHOTS ON TARGET
- SHOTS OFF TARGET
- TOTAL SHOTS



In Sweden, only 43% of the tournament’s 525 goal attempts were on target

GERMANY

OPPONENT	ON TARGET	OFF TARGET	TOTAL
NETHERLANDS	3	6	9
ICELAND	12	12	24
NORWAY	4	9	13
ITALY	3	13	16
SWEDEN	6	5	11
NORWAY	11	8	19
TOTAL	39	53	92

NORWAY

OPPONENT	ON TARGET	OFF TARGET	TOTAL
ICELAND	3	9	12
NETHERLANDS	2	5	7
GERMANY	3	4	7
SPAIN	5	4	9
DENMARK	6	7	13
GERMANY	3	5	8
TOTAL	22	34	56

DENMARK

OPPONENT	ON TARGET	OFF TARGET	TOTAL
SWEDEN	4	4	8
ITALY	4	5	9
FINLAND	6	14	20
FRANCE	2	2	4
NORWAY	3	12	15
TOTAL	19	37	56

SWEDEN

OPPONENT	ON TARGET	OFF TARGET	TOTAL
DENMARK	5	4	9
FINLAND	16	8	24
ITALY	4	3	7
ICELAND	7	6	13
GERMANY	5	8	13
TOTAL	37	29	66

FRANCE

OPPONENT	ON TARGET	OFF TARGET	TOTAL
RUSSIA	12	8	20
SPAIN	5	3	8
ENGLAND	6	9	15
DENMARK	10	16	26
TOTAL	33	36	69

ICELAND

OPPONENT	ON TARGET	OFF TARGET	TOTAL
NORWAY	8	5	13
GERMANY	1	2	3
NETHERLANDS	1	4	5
SWEDEN	1	2	3
TOTAL	11	13	24

ITALY

OPPONENT	ON TARGET	OFF TARGET	TOTAL
FINLAND	4	6	10
DENMARK	3	5	8
SWEDEN	1	4	5
GERMANY	1	4	5
TOTAL	9	19	28

SPAIN

OPPONENT	ON TARGET	OFF TARGET	TOTAL
ENGLAND	6	7	13
FRANCE	3	3	6
RUSSIA	8	7	15
NORWAY	5	6	11
TOTAL	22	23	45

ENGLAND

OPPONENT	ON TARGET	OFF TARGET	TOTAL
SPAIN	3	1	4
RUSSIA	4	12	16
FRANCE	2	4	6
TOTAL	9	17	26

FINLAND

OPPONENT	ON TARGET	OFF TARGET	TOTAL
ITALY	0	3	3
SWEDEN	1	3	4
DENMARK	2	2	4
TOTAL	3	8	11

NETHERLANDS

OPPONENT	ON TARGET	OFF TARGET	TOTAL
GERMANY	3	4	7
NORWAY	7	6	13
ICELAND	5	10	15
TOTAL	15	20	35

RUSSIA

OPPONENT	ON TARGET	OFF TARGET	TOTAL
FRANCE	2	2	4
ENGLAND	4	4	8
SPAIN	3	3	6
TOTAL	9	9	18



Finland's late equaliser against Denmark was a reward for mental strength and resilience

MIND GAMES

Finland coach Andrée 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 unfurled, 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 87th minute of their semi-final and Sweden coach Pia Sundhage convinced her players that it was “a pleasure to play under intense pressure”. Russia's Sergei Lavrentyev 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 is to keep your concentration. If you drop your guard for just five minutes, it erases all the good things you've done in the rest of the game.”

“When you know that there are 1.2 million people watching on TV, that’s a lot of pressure”

Hope Powell, England coach

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 deal with hostile media coverage. After Germany had failed to score in two of their three group games, Silvia Neid had to isolate herself from negative vibrations and focus on transmitting confidence to her team. As it happened, Neid and Powell were two of only five coaches who had been at UEFA Women's EURO 2009, the others being Kenneth Heiner-Møller, Bruno Bini and Síggi Eyjólfsón. UEFA Women's EURO 2013 illustrated that coaching in women's football no longer offers any comfort zones. The parameters and pressures endemic to the men's game are becoming increasingly applicable and coaches need to be prepared to deal with the entire package of a major final tournament.



Anja Mittag scored Germany's winner in the final just four minutes after being introduced as a substitute

PLUS ÇA CHANGE?

Silvia Neid's half-time substitution during the final in Solna paid dividends within minutes, Anja Mittag's goal ultimately earning the title. In Sweden, substitutions were generally straight swaps, some of them aimed at injecting a player with different characteristics, but few signifying structural changes. Sweden finished their semi-final against Germany with three at the back, as did Spain in the closing stages of their quarter-final against Norway. Positional interchanging in the middle-to-front positions was, however, more frequent, with Bruno Bini, for example, reshuffling all of France's front four

within the first half-hour of the quarter-final against Denmark. Russia coach Sergei Lavrentyev was alone in making tactical changes (as opposed to injury-forced changes) during the first half. The fact that almost two-thirds of the substitutions were made before the 75th minute provides an indicator that coaches generally gave their replacements enough time to make an impact. This was not always the case at UEFA Women's EURO 2009, when 49 changes were made in the last quarter-hour and the 90+ segment. The table below gives a breakdown of substitution times in 15-minute periods.

SUBSTITUTION TIMES

	16-30	31-45	HALF-TIME	46-60	61-75	76-90	90+	TOTAL
DENMARK			2		9	4		15/15
ENGLAND	1		1	1	3	1	1	8/9
FINLAND		1	1		4	2		8/9
FRANCE			4	2	3	1		10/12
GERMANY			2	1	7	4		14/18
ICELAND			1		6	4		11/12
ITALY			1	2	6	1		10/12
NETHERLANDS			1	1		3		5/9
NORWAY				3	8	7		18/18
RUSSIA		3		1	1	2	1	8/9
SPAIN					6	5		11/12
SWEDEN			2	1	8	3		14/15
TOTAL	1	4	15	12	61	37	2	132/150

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 9.6 fouls. The total for the 25-match tournament was 480 fouls, with the matches involving Germany punctuated by 140 of them. The fixtures involving France, who topped UEFA's Respect fair play ranking, yielded 52 fouls at only 13 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.

	TEAM	SCORE	MATCHES
1	FRANCE	8.964	4
2	SPAIN	8.633	4
3	SWEDEN	8.500	5
4	ICELAND	8.455	4
5	NORWAY	8.428	6
6	ENGLAND	8.416	3
7	DENMARK	8.364	5
8	GERMANY	8.309	6
9	NETHERLANDS	8.273	3
10	RUSSIA	8.059	3
11	FINLAND	8.000	3
12	ITALY	7.500	4



Not a single red card was shown in Sweden

The end product

Germany scored just six times en route to lifting the trophy, with Célia Okoyino da Mbabí top scoring for the champions with two



Goals were down and there was a marked improvement in defending and goalkeeping

GOAL DROUGHT

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 compares 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.

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

Silvia Neid, Germany coach

GOALS PER UEFA WOMEN'S EURO

YEAR	MATCHES	GOALS	AVERAGE
1997	15	35	2.33
2001	15	40	2.66
2005	15	50	3.33
2009	25	75	3.00
2013	25	56	2.24



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 2012/13 from 22% 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, generated greater dividends for time invested on the training ground.

Corners were, once again, the most prolific source of set-play goals, with nine out of the tournament total of 259 ending in the net. The ratio of 1 in 29 practically doubled the dividend of 1 in 57 registered at the men’s UEFA EURO 2012 and highlighted that the stature and aerial threat of

defenders such as Sweden’s Nilla Fischer or France’s Wendie Renard posed special problems – even when players tended to be packed like sardines into penalty areas and goal areas when corners were awarded. Spain, aware of the team’s limitations in terms of physical stature, provided an exception to the rule by not converting the goal area into a rush-hour metro station. Instead they adopted a second-ball approach, stationing players in key areas around the box where they could immediately latch onto a clearance and launch a second wave of 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 at goal. Attempts to score from free-kicks were frequently off-target or lacked sufficient pace to trouble the goalkeeper. This underlined a tendency noted at UEFA Women’s EURO 2009, when only three of the tournament’s 75 goals were scored directly from free-kicks.

OPEN-PLAY GOALS

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 Women’s EURO 2009, where approximately 30% 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. As one of them, former Belgian national team goalkeeper, Anne Noë, commented: “In Sweden, we saw that a lot of long-range shots which, in the past, would probably have ended in the net were comfortably dealt with by the goalkeepers, whose handling and positioning had improved.” On the same theme, it is worth noting that the ‘mistake by the goalkeeper’ section of the goalscoring chart remained blank.

HOW THE GOALS WERE SCORED

CATEGORY	ACTION	GUIDELINES	GOALS	
SET PLAY	Corners	Direct from /following a corner	9	
	Free-kicks (direct)	Direct from a free-kick	0	
	Free-kicks (indirect)	Following a free-kick	4	
	Penalties	Spot kick (or follow-up)	2	
	Throw-ins	Following a throw-in	0	
OPEN PLAY	Combinations	Wall pass /three-player (or more) combination	6	
	Crosses	Cross from the wing	10	
	Cutbacks	Pass back from the byline	3	
	Diagonals	Diagonal pass into the penalty box	1	
	Running with the ball	Dribble and close-range shot /dribble and pass	6	
	Long-range shots	Direct shot /shot and rebound	4	
	Forward passes	Through pass or pass over the defence	9	
	Defensive errors	Bad back pass /mistake by the goalkeeper	0	
	Own goals	Goal by the opponent	2	
	TOTAL		56	

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 Céline Okoyino da Mbabi down the left and a low centre delivered to Anja Mittag, unmarked in the centre of the Norwegian penalty area after the central defenders had moved upfield 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 from the back. High ball-winning and neat 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.

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 counters 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.

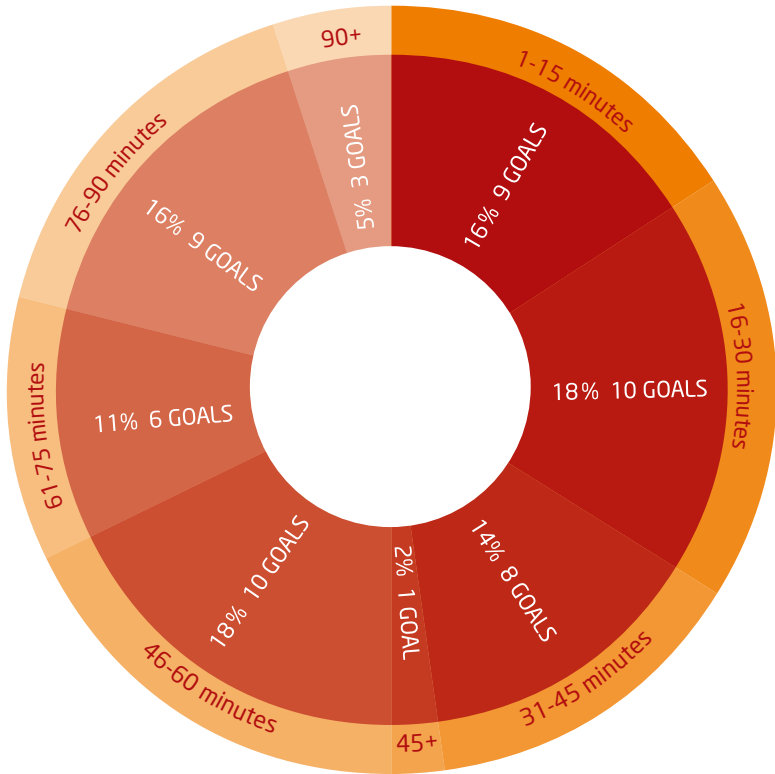


Most open-play goals stemmed from wide areas, with Iceland’s Hólmfríður Magnúsdóttir and Spain’s Alexia Putellas effective on the wings

WHEN THE GOALS WERE SCORED

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 in both 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 36% in Finland. At UEFA Women's EURO 2005, 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 is often associated with levels of fatigue.

The fact that goalscoring was fairly evenly distributed over 90 minutes provides an indicator of higher fitness levels



SCHELIN ON TARGET



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

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 Brogaard 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 Okoyino da Mbabi. 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, 18 goals were registered by strikers, 27 by midfielders and nine by defenders (with the two own goals excluded from the totals). 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 and just under the 50% mark respectively.

LEADING SCORERS	GOALS	MINUTES PLAYED
Lotta Schelin (Sweden)	5	427
Nilla Fischer (Sweden)	3	450
Marie-Laure Delie (France)	2	151
Louisa Necib (France)	2	297
Melania Gabbiadini (Italy)	2	297
Eugénie Le Sommer (France)	2	327
Josefine Öqvist (Sweden)	2	356
Wendie Renard (France)	2	390
Jennifer Hermoso (Spain)	2	360
Verónica Boquete (Spain)	2	360
Célia Okoyino da Mbabi (Germany)	2	428
Mia Brogaard (Denmark)	2	464
Solveig Gulbrandsen (Norway)	2	472
Mariann Knudsen (Denmark)	2	510

BEST GOALS AND SAVES

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 skills put two Norwegian players on the list, with Solveig Gulbrandsen producing a powerful run and finish and Ada Hegerberg driving a fierce shot into the far corner of the Spanish net.

Denmark's Mia Brogaard was the only defender to appear on the open-play list, but defenders



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

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 Petersen – apart from her penalty saves – reacted quickly to thwart Norway, while Norway's Ingrid Hjelmseth and Sweden's Kristin Hammarström produced acrobatics to deny Denmark and Germany respectively.

The art of goalscoring is now being diversified throughout teams

BEST TEN OPEN-PLAY GOALS

	GOALSCORER	TEAM	OPPONENT	SCORE
1	Verónica Boquete	Spain	England	1-0
2	Eniola Aluko	England	Spain	1-1
3	Eugénie Le Sommer	France	Russia	3-0
4	Mia Brogaard	Denmark	Italy	1-2
5	Lena Lotzen	Germany	Iceland	1-0
6	Solveig Gulbrandsen	Norway	Netherlands	1-0
7	Anja Mittag	Germany	Norway (final)	1-0
8	Louisa Necib	France	England	2-0
9	Verónica Boquete	Spain	Russia	1-0
10	Ada Hegerberg	Norway	Spain	3-0



BEST FIVE SET-PLAY GOALS

	GOALSCORER	TEAM	OPPONENT	TYPE	SCORE
1	Nilla Fischer	Sweden	Denmark	Free-kick	1-1
2	Nilla Fischer	Sweden	Finland	Corner	1-0
3	Lotta Schelin	Sweden	Finland	Free-kick	5-0
4	Wendie Renard	France	Spain	Corner	1-0
5	Melania Gabbiadini	Italy	Sweden	Free-kick	1-3



BEST FIVE SAVES

	GOALKEEPER	TEAM	OPPONENT	MINUTE
1	Nadine Angerer	Germany	Netherlands	17
2	Nadine Angerer	Germany	Netherlands	63
3	Kristin Hammarström	Sweden	Germany	40
4	Ingrid Hjelmseth	Norway	Denmark	86
5	Stina Petersen	Denmark	Norway	101



From top: Verónica Boquete, Nilla Fischer and Nadine Angerer all produced performances to remember



Danish players go into fast-forward mode to celebrate beating France on penalties in the quarter-finals

A NO-WIN SITUATION

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 the ‘injured party’, condemned to worst third-place status by sides in the other two groups who knew exactly what results were required to send them back to Denmark. In 2013, three-quarters of the same could be applied. With two points to show from three games, the Danish team depended on

results in the other two groups and, once Iceland had beaten the Netherlands to take their Group B tally to four points, they then relied on France and Spain to obtain the ‘right’ results in Group C. France, despite having a quarter-final ticket in their pocket, beat England, while Spain’s 1-1 scoreline against Russia meant that Denmark would go into a draw to determine whether they or Sergei Lavrentyev’s third-placed finishers would be heading home. The luck of the draw favoured Denmark.

Resorting to a draw rather than sporting criteria was an on-site discussion point in Sweden, but will swiftly be forgotten when the 16-team format kicks in. Nevertheless, the ironies of fate decreed that, in the quarter-finals, Kenneth Heiner-Møller’s charges would meet Bruno Bini’s France – the side which, by defeating England, had opened a gateway to Danish survival. The match in Linköping produced one of the surprises of the tournament,

with Denmark holding out for a 1-1 draw and winning a penalty shoot-out 4-2.

There were, however, side issues attached to the events on the field of play. Denmark had played their final group fixture on Tuesday 16 July and had enjoyed five full days of rest and recovery before the quarter-final. The French had terminated their group schedule on Thursday 18 July and had therefore been restricted to three days of battery recharging. As UEFA’s technical

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



National associations are increasingly seeing the value of investing in scouts and support staff

observers underlined, a 48-hour difference in rest-and-recovery time during a high-intensity final tournament is a significant margin. Further dimensions were added by the fact the game went to extra time and that France had leading scorer Marie-Laure Delie nursing an injury which, as head coach Bini mentioned to the media, would almost certainly have been resolved by the team doctor and physios within the extra couple of days.

All that became history as soon as France headed home and Denmark started preparing for their semi-final against Norway. But was it right and proper that a team which had finished third in their group and had needed the luck of the draw to get into the quarter-finals should enjoy a two-day advantage over a French side that topped their group in grand fashion as the only participant to win all three of their group matches? Was it coincidence that three of the four quarter-finals were won by the teams that held an advantage over their opponents in terms of rest-and-recovery time?

Germany, by the way, provided the exception to the rule by narrowly overcoming Italy. But the further debating point is whether it was right that Silvia Neid and her squad then played their semi-final against Sweden on Wednesday 24 July and had three full days to prepare for the final against Norway. In contrast, their opponents’ semi-final against Denmark had not finished until the deciding penalty of the shoot-out at 23.08 on the Thursday. They therefore had a full-day disadvantage in terms of travelling to Stockholm and gearing themselves up for the Sunday final at the Friends Arena. Can fixture lists be arranged in a way that avoids discrepancies in rest-and-recovery times?



Denmark went into the draw to determine whether they or Russia would be heading home. Luck favoured them



Denmark win the draw for a quarter-final place (top), leaving a dejected Russia contemplating what might have been

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 keen 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 C: “When our observers did the first half of their presentation on the Spain team, it lasted 30 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.

The 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 talking 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? Or how much material based on women’s football is included 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?

Player of the match

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, a member 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.

MATCH	PLAYER
Italy v Finland	Anna Westerlund
Sweden v Denmark	Stina Petersen
Norway v Iceland	Sara Björk Gunnarsdóttir
Germany v Netherlands	Lieke Martens
France v Russia	Eugénie Le Sommer
England v Spain	Jennifer Hermoso
Italy v Denmark	Melania Gabbiadini
Finland v Sweden	Nilla Fischer
Norway v Netherlands	Marit Christensen
Iceland v Germany	Célia Okoyino da Mbabi
England v Russia	Valentina Savchenkova
Spain v France	Laura Georges
Sweden v Italy	Lotta Schelin
Denmark v Finland	Katrine Søndergaard Pedersen
Netherlands v Iceland	Dagný Brynjarsdóttir
Germany v Norway	Maren Mjelde
Russia v Spain	Verónica Boquete
France v England	Louisa Necib
Sweden v Iceland	Kosovare Asllani
Italy v Germany	Simone Laudehr
Norway v Spain	Solveig Gulbrandsen
France v Denmark	Christina Ørntoft
Sweden v Germany	Saskia Bartusiak
Norway v Denmark	Marit Christensen
Germany v Norway	Nadine Angerer



Marit Christensen was the only player to receive two player of the match awards

PLAYER OF THE TOURNAMENT



Nadine Angerer receives her player of the match award for the final from compatriot Steffi Jones

NADINE ANGERER (GERMANY)

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 was good at dealing with set plays and organising her defence, and she handled high balls very efficiently. Maybe more importantly, she inspired a mood of confidence in the whole of Germany's defensive play."

Team of the tournament

GOALKEEPERS



Nadine Angerer
Germany

DEFENDERS



Saskia Bartusiak
Germany

MIDFIELDERS



Lena Goessling
Germany

FORWARDS



Verónica Boquete
Spain



Ingrid Hjelmseth
Norway



Marit Christensen
Norway



Nilla Fischer
Sweden



Dzsener Marozsán
Germany



Louisa Necib
France



Melania Gabbiadini
Italy



Stina Petersen
Denmark



Annikе Krahn
Germany



Maren Mjelde
Norway



Josefine Öqvist
Sweden



Katrine Søndergaard
Pedersen
Denmark



Eugénie Le Sommer
France



Wendie Renard
France



Caroline Seger
Sweden



Célia Okoyino da Mbabi
Germany



Lotta Schelin
Sweden



Gaëtane Thiney
France

Angerer maintained a very high level in every game; she made no mistakes and gave no sign of weakness in any department. She inspired confidence in the whole of Germany's defensive play

Results and standings

GROUP A

	P	W	D	L	F	A	Pts
Sweden	3	2	1	0	9	2	7
Italy	3	1	1	1	3	4	4
Denmark	3	0	2	1	3	4	2
Finland	3	0	2	1	1	6	2

ITALY 0-0 FINLAND 10 JULY 2013

Attendance: 3,011, Öljans vall, Halmstad
Goals: None
Cards: Yellow: Camporese 24 (ITA); Alanen 45+1, Westerlund 47, Lyytikäinen 62 (FIN)
Referee: Albon **ARs:** Iugulescu, Ratajová **FO:** Mularczyk

SWEDEN 1-1 DENMARK 10 JULY 2013

Attendance: 16,128, Gamla Ullevi, Gothenburg
Goals: 0-1 Knudsen 26, 1-1 Fischer 35
Cards: Yellow: Ørntoft 66, T Nielsen 84 (DEN)
Referee: Steinhaus **ARs:** Wozniak, Villa Gutiérrez **FO:** Azzopardi

ITALY 2-1 DENMARK 13 JULY 2013

Attendance: 2,190, Öljans vall, Halmstad
Goals: 1-0 Gabbiadini 55, 2-0 Mauro 60, 2-1 Brogaard 66
Cards: Yellow: Bartoli 45+1, Tuttino 84, Manieri 88 (ITA)
Referee: Staubli **ARs:** Ratajová, Massey **FO:** K Kulcsár

FINLAND 0-5 SWEDEN 13 JULY 2013

Attendance: 16,414, Gamla Ullevi, Gothenburg
Goals: 0-1 Fischer 15, 0-2 Fischer 36, 0-3 Asllani 38, 0-4 Schelin 60, 0-5 Schelin 87
Cards: None
Referee: Dorcioman **ARs:** Súkeníková, Villa Gutiérrez **FO:** Vitulano

SWEDEN 3-1 ITALY 16 JULY 2013

Attendance: 7,288, Öljans vall, Halmstad
Goals: 1-0 Manieri 47og, 2-0 Schelin 49, 3-0 Öqvist 57, 3-1 Gabbiadini 78
Cards: Yellow: Fischer 90+1 (SWE); Motta 35, Rosucci 60 (ITA)
Referee: K Kulcsár **ARs:** J Kulcsar, Massey **FO:** Mularczyk

DENMARK 1-1 FINLAND 16 JULY 2013

Attendance: 8,360, Gamla Ullevi, Gothenburg
Goals: 1-0 Brogaard 29, 1-1 Sjölund 87
Cards: Yellow: Sandvej 52 (DEN); Kukkonen 90 (FIN)
Referee: Monzul **ARs:** Rachynska, Villa Gutiérrez **FO:** Azzopardi

ARs = assistant referees FO = fourth official

GROUP B

	P	W	D	L	F	A	Pts
Norway	3	2	1	0	3	1	7
Germany	3	1	1	1	3	1	4
Iceland	3	1	1	1	2	4	4
Netherlands	3	0	1	2	0	2	1

NORWAY 1-1 ICELAND 11 JULY 2013

Attendance: 3,867, Kalmar Arena, Kalmar
Goals: 1-0 Hegland 26, 1-1 M Vidarsdóttir 87p
Cards: Yellow: Christensen 86 (NOR); Magnúsdóttir 34 (ISL)
Referee: K Kulcsár **ARs:** J Kulcsár, Massey **FO:** Heikkinen

GERMANY 0-0 NETHERLANDS 11 JULY 2013

Attendance: 8,861, Växjö Arena, Växjö
Goals: None
Cards: Yellow: Maier 15, Kessler 36, Cramer 73 (GER); Bito 87 (NED)
Referee: Spinelli **ARs:** Santuari, Súkeníková **FO:** Vitulano

NORWAY 1-0 NETHERLANDS 14 JULY 2013

Attendance: 4,256, Kalmar Arena, Kalmar
Goal: 1-0 Gulbrandsen 54
Cards: None
Referee: Albon **ARs:** Iugulescu, J Kulcsár **FO:** Azzopardi

ICELAND 0-3 GERMANY 14 JULY 2013

Attendance: 4,620, Växjö Arena, Växjö
Goals: 0-1 Lotzen 24, 0-2 Okoyino da Mbabi 55, 0-3 Okoyino da Mbabi 84
Cards: Yellow: K Jónsdóttir 72 (ISL); Cramer 53 (GER)
Referee: Heikkinen **ARs:** Paavola, Karo **FO:** Mularczyk

GERMANY 0-1 NORWAY 17 JULY 2013

Attendance: 10,346, Kalmar Arena, Kalmar
Goal: 0-1 Isaksen 45+1
Card: Yellow: Ims 31 (NOR)
Referee: Staubli **ARs:** Súkeníková, Santuari **FO:** Albon

NETHERLANDS 0-1 ICELAND 17 JULY 2013

Attendance: 3,406, Växjö Arena, Växjö
Goal: Brynjarsdóttir 30
Cards: Yellow: Koster 16, Slegers 28 (NED); Magnúsdóttir 90+2 (ISL)
Referee: Dorcioman **ARs:** Iugulescu, Ratajová **FO:** Vitulano

GROUP C

	P	W	D	L	F	A	Pts
France	3	3	0	0	7	1	9
Spain	3	1	1	1	4	4	4
Russia	3	0	2	1	3	5	2
England	3	0	1	2	3	7	1

FRANCE 3-1 RUSSIA 12 JULY 2013

Attendance: 2,980, Norrköpings Idrottsparken, Norrköping
Goals: 1-0 Delie 21, 2-0 Delie 32, 3-0 Le Sommer 67, 3-1 Morozova 84
Cards: Yellow: Kostyukova 23, Skotnikova 90 (RUS)
Referee: Palmqvist **ARs:** Karo, Paavola **FO:** Azzopardi

ENGLAND 2-3 SPAIN 12 JULY 2013

Attendance: 5,190, Linköping Arena, Linköping
Goals: 0-1 Boquete 5, 1-1 Aluko 8, 1-2 Hermoso 86, 2-2 Bassett 89, 2-3 Putellas 90+3
Cards: Yellow: Bassett 77 (ENG); Calderón 36, Paredes 75 (ESP)
Referee: Monzul **ARs:** Rachynska, Steinlund **FO:** Mularczyk

ENGLAND 1-1 RUSSIA 15 JULY 2013

Attendance: 3,629, Linköping Arena, Linköping
Goals: 0-1 Korovkina 38, 1-1 Duggan 90+2
Cards: Yellow: Williams 55, Smith 90+3 (ENG)
Referee: Steinhaus **ARs:** Wozniak, Ratajová **FO:** Dorcioman

SPAIN 0-1 FRANCE 15 JULY 2013

Attendance: 5,068, Norrköpings Idrottsparken, Norrköping
Goal: 0-1 Renard 5
Cards: None
Referee: Vitulano **ARs:** Santuari, Steinlund **FO:** Staubli

FRANCE 3-0 ENGLAND 18 JULY 2013

Attendance: 7,332, Linköping Arena, Linköping
Goals: 1-0 Le Sommer 9, 2-0 Necib 62, 3-0 Renard 64
Card: Yellow: Williams 76 (ENG)
Referee: Heikkinen **ARs:** Paavola, Rachynska **FO:** Azzopardi

RUSSIA 1-1 SPAIN 18 JULY 2013

Attendance: 2,157, Norrköpings Idrottsparken, Norrköping
Goals: 0-1 Boquete 14, 1-1 Terekhova 44
Cards: Yellow: Medved 58, Korovkina 83 (RUS)
Referee: Palmqvist **ARs:** Karo, Wozniak **FO:** Mularczyk

QUARTER-FINALS

SWEDEN 4-0 ICELAND 21 JULY 2013

Attendance: 7,468, Öljans vall, Halmstad
Goals: 1-0 M Hammarström 3, 2-0 Öqvist 14, 3-0 Schelin 19, 4-0 Schelin 59
Card: Yellow: Fridriksdóttir 50 (ISL)
Referee: Heikkinen **ARs:** Paavola, Villa Gutiérrez **FO:** Monzul

ITALY 0-1 GERMANY 21 JULY 2013

Attendance: 9,265, Växjö Arena, Växjö
Goal: 0-1 Laudehr 26
Cards: Yellow: Tuttino 27, Parisi 39, Salvai 63, Stracchi 87, Di Criscio 90 (ITA)
Referee: K Kulcsár **ARs:** J Kulcsár, Steinlund **FO:** Albon

NORWAY 3-1 SPAIN 22 JULY 2013

Attendance: 10,435, Kalmar Arena, Kalmar
Goals: 1-0 Gulbrandsen 24, 2-0 Paredes 43og, 3-0 Hegerberg 64, 3-1 Hermoso 90+2
Card: Yellow: Landa 83 (ESP)
Referee: Steinhaus **ARs:** Wozniak, Karo **FO:** Dorcioman

FRANCE 1-1 DENMARK (aet, Denmark win 4-2 on penalties) 22 JULY 2013

Attendance: 7,448, Linköping Arena, Linköping
Goals: 0-1 Rasmussen 28, 1-1 Necib 71p
Penalty shoot-out: (Denmark started): Røddik 0-1; Necib (saved) 0-1; Rydahl 0-2; Thiney 1-2; Nadim 1-3; Le Sommer 2-3; Nielsen (saved) 2-3; Delannoy (hit post) 2-3; Arnth 2-4
Cards: Yellow: Renard 114 (FRA); Arnth 47 (DEN)
Referee: Vitulano **ARs:** Santuari, Iugulescu **FO:** Staubli

Lotta Schelin scored twice in Sweden's 4-0 quarter-final defeat of Iceland



Germany celebrate their final triumph



Denmark's Katrine Veje takes on Norway's Ingvald Isaksen in the semi-finals

SEMI-FINALS

SWEDEN 0-1 GERMANY 24 JULY 2013

Attendance: 16,608, Gamla Ullevi, Gothenburg
Goal: 0-1 Marozsán 33
Cards: Yellow: Fischer 5 (SWE); Laudehr 43 (GER)
Referee: Staubli **ARs:** Súkeníková, J Kulcsár
FO: Heikkinen

NORWAY 1-1 DENMARK 25 JULY 2013
(aet, Norway win 4-2 on penalties)

Attendance: 9,260, Norrköpings Idrottsparken, Norrköping
Goals: 1-0 Christensen 3, 1-1 Knudsen 87
Penalty shoot-out: (Denmark started): Røddik (saved) 0-0; Gulbrandsen 1-0; Nielsen (saved) 1-0; Dekkerhus 2-0; Nadim 2-1; Mjelde 3-1; Brogaard 3-2; Rønning 4-2
Cards: Yellow: Stensland 76, Hjelmseth 84 (NOR)
Referee: Monzul **ARs:** Rachynska, Ratajová **FO:** K Kulcsár

ARs = assistant referees FO = fourth official

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

MATCH OFFICIALS

REFEREES

- Teodora Albon**
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

ASSISTANT REFEREES

- Petruta Iugulescu**
20/09/1979 (Romania)
FIFA: 2006

Helen Karo
01/11/1974 (Sweden)
FIFA: 2003

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

FOURTH OFFICIALS

- Esther Azzopardi**
12/12/1981 (Malta)
FIFA: 2005

Monika Mularczyk
28/06/1980 (Poland)
FIFA: 2008
- María Luisa Villa Gutiérrez**
14/05/1973 (Spain)
FIFA: 2002

Marina Wozniak
07/09/1979 (Germany)
FIFA: 2008

Denmark

Group A Denmark/Finland/Italy/Sweden

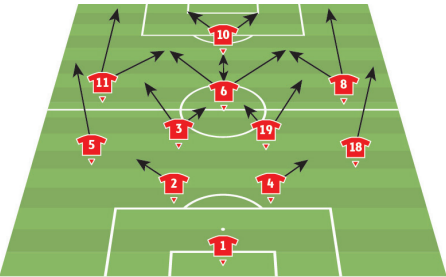


	BORN	GOALS	SWE	ITA	FIN	FRA	NOR	CLUB
GOALKEEPERS								
1	Stina Petersen	09/02/86	90	90	90	120	120	Brøndby IF
16	Cecilie Sørensen	25/03/87						BK Skjold
22	Katrine Abel	28/06/90						Taastrup FC
DEFENDERS								
2	Line Røddik	31/01/88	90	90	90	120	120	Tyresö FF
4	Christina Ørntoft	02/07/85	90	90	90	120	82↓	Brøndby IF
5	Janni Arnth	15/10/86				120	67↓	Fortuna Hjørring
12	Line Jensen	23/08/91	1↑			46↑		Fortuna Hjørring
14	Malene Olsen	02/02/83						Brøndby IF
18	Theresa Nielsen	20/07/86	90	86↓	90	120	120	Brøndby IF
19	Mia Brogaard	15/10/81	2	90	90	90	74↓	Brøndby IF
21	Cecilie Sandvej	13/06/90			90			Brøndby IF
MIDFIELDERS								
3	Katrine Søndergaard Pedersen	13/04/77	90	90	90	120	120	Stabæk FK
6	Mariann Gajhede Knudsen	16/11/84	2	90	90	90	120	Linköpings FC
8	Julie Rydahl	09/01/82	28↑	25↑	64↓	59↑	68↓	Brøndby IF
9	Nanna Christiansen	17/06/89			26↑			Brøndby IF
15	Sofie Pedersen	24/04/92	45↓	45↓				Fortuna Hjørring
20	Sine Hovesen	19/08/87						Fortuna Hjørring
23	Karoline Smidt Nielsen	12/05/94			5↑			Fortuna Hjørring
FORWARDS								
7	Emma Madsen	18/11/88		4↑			38↑	Brøndby IF
10	Pernille Harder	15/11/92	90	90	85↓	120	120	Linköpings FC
11	Katrine Veje	19/06/91	62↓	65↓	0	67↓	120	FC Malmö
13	Johanna Rasmussen	02/07/83	1	89↓	90	26↑	61↓	Kristianstads DFF
17	Nadia Nadim	02/01/88	45↑	45↑	64↓	53↑	53↑	Fortuna Hjørring

Numbers in the squad list refer to minutes played
S = Suspended; ↓ = Taken off; ↑ = Brought on



TEAM SHAPE V NORWAY



KEY FEATURES

- 4-2-3-1 or 4-4-2 based on confident, 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 runs by central attackers Knudsen, 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
- Chances created by 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 Kenneth Heiner-Møller

“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 their team-mates. We bounced back and I think we can be happy with our performances. We showed ourselves and the spectators what kind of football we like to play. We played well going forward, we were clever and we played with a lot of courage. I felt very proud of the players who had great heart and great spirit – greater than ever. We wanted to play one more game, but it just wasn’t to be.”

Finland

Group A Denmark/Finland/Italy/Sweden

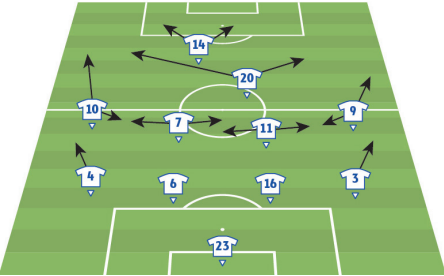


	BORN	GOALS	ITA	SWE	DEN	CLUB
GOALKEEPERS						
1	Minna Meriluoto	04/10/85			90	Mölnadal BK
12	Siiri Välimaa	14/04/90				NiceFutis
23	Tinja-Riikka Korpela	05/05/86	90	90		Lillestrøm SK
DEFENDERS						
3	Tuija Hyrynen	10/03/88	90	90	90	Umeå IK
4	Susanna Lehtinen	08/05/83	90	90	45↓	KIF Örebro DFF
6	Laura Kivistö	26/06/81	90	90	79↓	PK-35 Vantaa
16	Anna Westerlund	09/04/89	90	90	90	Piteå IF
22	Pirjo Leppikangas	12/09/87				PK-35 Vantaa
MIDFIELDERS						
2	Nea-Stina Liljedahl	16/01/93				FC Honka Espoo
5	Tiina Saario	15/01/82		59↑	90	Åland United
7	Annika Kukkonen	12/04/90	90	90	90	Sunnanå SK
8	Katri Nokso-Koivisto	22/11/82			90	Lillestrøm SK
11	Nora Heroum	20/07/94	90	90	69↓	FC Honka Espoo
13	Heidi Kivelä	06/11/88			11↑	PK-35 Vantaa
17	Jaana Lyytikäinen	22/10/82	29↑	87↓		Åland United
18	Natalia Kuikka	01/12/95	17↑	3↑	45↑	Merilappi United
19	Henni Malinen	17/11/88				FC Honka Espoo
FORWARDS						
9	Marianna Tolvanen	27/12/92	73↓	31↓		FC Honka Espoo
10	Emmi Alanen	30/04/91	90	90	90	Kokkola Futis 10
14	Sanna Talonen	15/06/84	90	69↓	21↑	KIF Örebro DFF
15	Leena Puranen	16/10/86				Mölnadal BK
20	Annica Sjölund	31/03/85	1	61↓	90	Mölnadal BK
21	Ella Vanhanen	15/09/93		21↑		Pallokissat

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TEAM SHAPE V ITALY



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; difficult to get behind back four
- Emphasis on direct supply to target striker
- Attacks based on four or five players exploiting second ball
- Full-backs tried to support attacks, especially Hyrynen
- Pressure on opponents from centre circle; strikers the first line of defence
- Leaders in every line: Westerlund defence; Kukkonen midfield; Sjölund attack
- Good at attacking set plays; aerial power of Talonen, Westerlund, Sjölund
- Strong athletic qualities; game plans executed with commitment and patience



COACH Andrée 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 they were disappointed that they were rewarded with only two points.”

Italy

Group A Denmark/Finland/Italy/Sweden



	BORN	GOALS	FIN	DEN	SWE	GER	CLUB
GOALKEEPERS							
1	Sara Penzo	16/12/89					ACF Brescia
12	Chiara Marchitelli	04/05/85	90	90	90	90	UPC Tavagnacco
22	Katia Schroffenegger	28/04/91					FF USV Jena
DEFENDERS							
2	Sara Gama	27/03/89			90		ACF Brescia
3	Roberta D'Adda	05/10/81	90	90	90	90	ACF Brescia
5	Federica Di Criscio	12/05/93				21↑	ASD CF Bardolino Verona
6	Laura Neboli	14/03/88					FCR 2001 Duisburg
16	Elisa Bartoli	07/05/91	90	90		90	Torres Terra Sarda
20	Raffaella Manieri	21/11/86	90	90	90	90	Torres Terra Sarda
21	Giorgia Motta	18/03/84			90		Torres Terra Sarda
23	Cecilia Salvai	02/12/93	90	90		69↓	FCF Rapid Lugano
MIDFIELDERS							
4	Alessia Tuttino	15/03/83	90	90		90	UPC Tavagnacco
7	Giulia Domenichetti	29/04/84		5↑	38↑		Torres Terra Sarda
10	Cristiana Girelli	23/04/90			52↓		ASD CF Bardolino Verona
11	Alice Parisi	11/12/90	90	58↓	90	75↓	UPC Tavagnacco
13	Elisa Camporese	16/03/84	70↓			45↓	UPC Tavagnacco
14	Sandy Iannella	06/04/87	20↑	85↓	90	45↑	Torres Terra Sarda
17	Martina Rosucci	09/05/92		18↑	90		ACF Brescia
18	Daniela Stracchi	02/09/83	90	90		90	Torres Terra Sarda
FORWARDS							
8	Melania Gabbiadini	28/08/83	2	90	90	27↑	90 ASD CF Bardolino Verona
9	Patrizia Panico	08/02/75		90	72↓	27↑	90 Torres Terra Sarda
15	Ilaria Mauro	22/05/88	1		32↑	63↓	15↑ UPC Tavagnacco
19	Paola Brumana	26/11/82			63↓		UPC Tavagnacco

Numbers in the squad list refer to minutes played
S = Suspended; ↓ = Taken off; ↑ = Brought on



TEAM SHAPE V GERMANY



KEY FEATURES

- 4-3-3 with Stracchi anchoring the base of the midfield triangle
- Attacking philosophy, play based on patient building from the back
- Counters based on quick supply to striker Panico after ball recovery
- Gabbiadini 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 triangle and pressure on ball carrier
- Frequent use of effective high pressure with two three-player lines
- 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 EURO. We were not clearly inferior apart from 15 minutes against Sweden. We held our own against everybody and played some quality football. This showed that women's football is improving in Italy. We needed more focus and more experience at times but we've closed the gap on the big nations and grown on the international stage. That is the most important thing. It was a positive experience and it augurs well for the future."

Sweden

Group A Denmark/Finland/Italy/Sweden



	BORN	GOALS	DEN	FIN	ITA	ISL	GER	CLUB
GOALKEEPERS								
1	Kristin Hammarström	29/03/82	90	90	90	90	90	Göteborg FC
12	Hedvig Lindahl	29/04/83						Kristianstads DFF
21	Sofia Lundgren	20/09/82						Linköpings FC
DEFENDERS								
2	Charlotte Rohlin	02/12/80	90	90	90	90	90	Linköpings FC
3	Stina Segerström	17/06/82						Göteborg FC
5	Nilla Fischer	02/08/84	3	90	90	90	90	Linköpings FC
6	Sara Thunebro	26/04/79	90	90	79↓	90	90	Tyresö FF
16	Lina Nilsson	17/06/87		90	26↑			FC Malmö
18	Jessica Samuelsson	30/01/92	90		90	90	82↓	Linköpings FC
MIDFIELDERS								
4	Amanda Ilstedt	17/01/93						FC Malmö
7	Lisa Dahlkvist	06/02/87	27↑	33↑	90	27↑	8↑	Tyresö FF
10	Sofia Jakobsson	23/04/90	11↑	90		90	16↑	Chelsea LFC
11	Antonia Göransson	16/09/90	63↓	23↑		45↑	65↓	1. FFC Turbine Potsdam
13	Emmelie Konradsson	09/04/89				23↑		Umeå IK
14	Josefine Öqvist	23/07/83	2	79↓	67↓	90	45↓	74↓ Kristianstads DFF
15	Therese Sjögran	08/04/77			45↑		25↑	FC Malmö
17	Caroline Seger	19/03/85	90	90	64↓	90	90	Tyresö FF
19	Elin Magnusson	02/06/82						KIF Örebro DFF
20	Marie Hammarström	29/03/82	1	90	57↓	90	63↓	90 Göteborg FC
FORWARDS								
8	Lotta Schelin	27/02/84	5	90	90	90	67↓	90 Olympique Lyonnais
9	Kosovare Asllani	29/07/89	1	90	72↓	45↓	90	90 Paris Saint-Germain FC
22	Olivia Schough	11/03/91			11↑			Göteborg FC
23	Jenny Hjohlmán	13/02/90		18↑				Umeå IK

Numbers in the squad list refer to minutes played
S = Suspended; ↓ = Taken off; ↑ = Brought on



TEAM SHAPE V ICELAND



KEY FEATURES

- 4-4-2 with twin screen; high ball-winning by Öqvist, Seger, Marie Hammarström
- High-tempo attack-minded game; tried to play in opponents' half
- Defence-to-attack transitions to dangerous finisher Schelin, provider Asllani
- 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 being the host 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 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."

Germany

Group B Germany/Iceland/Netherlands/Norway

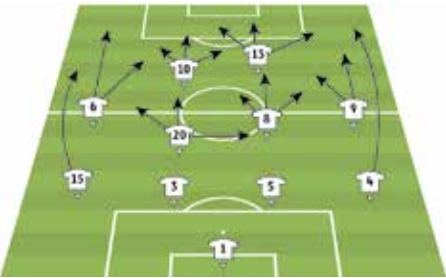


		BORN	GOALS	NED	ISL	NOR	ITA	SWE	NOR	CLUB
GOALKEEPERS										
1	Nadine Angerer	10/11/78		90	90	90	90	90	90	1. FFC Frankfurt
12	Almuth Schult	09/02/91								VfL Wolfsburg
21	Laura Benkarth	14/10/92								SC Freiburg
DEFENDERS										
2	Bianca Schmidt	23/01/90						1↑	13↑	1. FFC Frankfurt
3	Saskia Bartusiak	09/09/82		90	90	90	90	90	90	1. FFC Frankfurt
4	Leonie Maier	29/09/92		90	90	90	90	90	90	FC Bayern München
5	Annikе Krahn	01/07/85		90	90	90	90	90	90	Paris Saint-Germain FC
15	Jennifer Cramer	24/02/93		90	90	5	90	90	90	1. FFC Turbine Potsdam
17	Josephine Henning	08/09/89								VfL Wolfsburg
22	Luisa Wensing	08/02/93				90				VfL Wolfsburg
MIDFIELDERS										
6	Simone Laudehr	12/07/86	1	45↑	20↑	66↓	90	90	77↓	1. FFC Frankfurt
7	Melanie Behringer	18/11/85				24↑				1. FFC Frankfurt
8	Nadine Kessler	04/04/88		45↓	90	90	90	90	90	VfL Wolfsburg
9	Lena Lotzen	11/09/93	1	73↓	64↓	79↓	90	78↓	45↓	FC Bayern München
10	Dzsenifer Marozsán	18/04/92	1	90	74↓	90	38↑	89↓	90	1. FFC Frankfurt
16	Melanie Leupolz	14/04/94		17↑	90	66↓		12↑		SC Freiburg
20	Lena Goessling	08/03/86		90	70↓		90	90	90	VfL Wolfsburg
FORWARDS										
11	Anja Mittag	16/05/85	1	90	16↑	24↑	52↓	90	45↑	FC Malmö
13	Célia Okoyino da Mbab	27/06/88	2	90	90	90	68↓		90	1. FFC Frankfurt
14	Isabelle Linden	15/01/91								Bayer 04 Leverkusen
18	Svenja Huth	25/01/91								1. FFC Frankfurt
19	Fatmire Bajramaj	01/04/88			26↑					1. FFC Frankfurt
23	Sara Däbritz	15/02/95				11↑	22↑			SC Freiburg

Numbers in the squad list refer to minutes played
S = Suspended; ↓ = Taken off; ↑ = Brought on



TEAM SHAPE V NORWAY (FINAL)



KEY FEATURES

- Initially 4-2-3-1, transforming into 4-4-2, always with two screening midfielders
- Constructed build-ups through midfield mixed with rapid, direct attacking
- Good transitions to brave attacking or counterattacking in numbers
- Outstanding work rate in midfield, especially Goessling, Laudehr
- Effective use of flanks; dangerous deliveries to forwards and midfielders in box
- Top-class goalkeeper Angerer (on her line, dominating area, organising defence)
- Well organised at set plays at both ends of pitch; variety of free-kicks
- Fast, clever defenders Bartusiak, Krahn; 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



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.”

Iceland

Group B Germany/Iceland/Netherlands/Norway



		BORN	GOALS	NOR	GER	NED	SWE	CLUB
GOALKEEPERS								
1	Thóra Helgadóttir	05/05/81						FC Malmö
12	Sandra Sigurdardóttir	02/10/86						Stjarnan
13	Gudbjörg Gunnarsdóttir	18/05/85		90	90	90	90	Avaldsnes IL
DEFENDERS								
2	Sif Atladóttir	15/07/85		63↓		90	90	Kristianstads DFF
3	Ólína Vidarsdóttir	16/11/82			30↑	4↑	90	Chelsea LFC
4	Glódís Viggósdóttir	27/06/95		27↑	90		9↑	Stjarnan
5	Hallbera Gísladóttir	14/09/86		90	90	90	90	Piteå IF
8	Katrín Jónsdóttir	31/05/77		90	90	90	81↓	Umeå IK
10	Dóra María Lárusdóttir	24/07/85		90	90	90	90	Valur Reykjavík
15	Anna Bjork Kristjansdóttir	14/10/89						Stjarnan
17	Elisa Vidarsdóttir	26/05/91						ÍBV Vestmannaeyjar
21	Soffía Gunnarsdóttir	22/10/87						Stjarnan
MIDFIELDERS								
6	Hólmfríður Magnúsdóttir	20/09/84		90	90	90	S	Avaldsnes IL
7	Sara Bjork Gunnarsdóttir	29/09/90		90	60↓	90	90	FC Malmö
11	Katrín Ómarsdóttir	27/06/87		7↑	45↑			Liverpool LFC
14	Dagný Brynjarsdóttir	10/08/91	1	83↓	45↓	90	90	Valur Reykjavík
18	Gudný Björk Ódinsdóttir	27/09/88			20↑			Kristianstads DFF
19	Fannís Fridriksdóttir	09/05/90		63↓		86↓	65↓	Kolbotn IL
20	Þórunn Jónsdóttir	17/12/84						Avaldsnes IL
FORWARDS								
9	Margrét Lára Vidarsdóttir	25/07/86	1	90	90	62↓	79↓	Kristianstads DFF
16	Harpa Thorsteinsdóttir	27/06/86		27↑	90	28↑	25↑	Stjarnan
22	Rakel Hönnudóttir	30/12/88		90	90	90	90	Breidablik
23	Elín Jensen	01/03/95					11↑	Valur Reykjavík

Numbers in the squad list refer to minutes played
S = Suspended; ↓ = Taken off; ↑ = Brought on



TEAM SHAPE V NETHERLANDS



KEY FEATURES

- 4-4-2 with lines close 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 the anchor
- Dangerous counters especially on left; full-back Gísladóttir and Magnúsdóttir
- Good combinations in attack between strikers and all four midfielders
- Emphasis on exploiting set plays by pushing forward in numbers
- Focus on interceptions and ball-winning in midfield; immediate forward pass
- Strong team spirit, self-belief and never-say-die mentality



COACH Sigi Eyrjolfsson

“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 an honour and a privilege. Against Sweden, we were a little disappointed by the way we defended, but the disappointment gave way to pride in the team for all they achieved at the tournament. We went home proud.”

Netherlands

Group B Germany/Iceland/Netherlands/Norway



		BORN	GOALS	GER	NOR	ISL	CLUB
GOALKEEPERS							
1	Loes Geurts	12/01/86		90	90	90	Vittsjö GIK
16	Sari van Veenendaal	03/04/90					FC Twente
23	Angela Christ	06/03/89					PSV/FC Eindhoven
DEFENDERS							
2	Dyanne Bito	10/08/81		90	90	90	Telstar
3	Daphne Koster	13/03/81		90	90	90	AFC Ajax
5	Claudia van den Heiligenberg	25/03/85		90	60↓	90	AFC Ajax
6	Anouk Hoogendijk	06/05/85		90	90	90	AFC Ajax
15	Leonne Stentler	23/04/86					AFC Ajax
22	Mirte Roelvink	23/11/85					PSV/FC Eindhoven
MIDFIELDERS							
8	Sherida Spitse	29/05/90		90	86↓	90	FC Twente
10	Danielle van de Donk	05/08/91		90	77↓	90	PSV/FC Eindhoven
12	Maayke Heuver	26/07/90					FC Twente
14	Renée Slegers	05/02/89		90	90	45↓	Linköpings FC
20	Desiree van Lunteren	30/12/92					AFC Ajax
FORWARDS							
4	Merel van Dongen	11/02/93					Alabama Crimson Tide
7	Kirsten van de Ven	11/05/85		90	90	77↓	Tyresö FF
9	Manon Melis	31/08/86		90	90	90	FC Malmö
11	Lieke Martens	16/12/92		90	90	90	FCR 2001 Duisburg
13	Sylvia Smit	04/07/86				13↑	PEC Zwolle
17	Siri Worm	20/04/92			30↑		FC Twente
18	Anouk Dekker	15/11/86			4↑	45↑	FC Twente
19	Mandy Versteegt	23/02/90				13↑	AFC Ajax
21	Chantal de Ridder	19/01/89					AFC Ajax

Numbers in the squad list refer to minutes played
S = Suspended; ↓ = Taken off; ↑ = Brought on



TEAM SHAPE V NORWAY



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 counters; direct supply to wingers or hardworking striker Melis
- Variation in attacking build-up; using diagonal passes to switch play
- Fast, skilful wingers Van de Ven, Martens willing to run at defence
- Quick to drop into 4-5-1 defence as soon as possession was lost
- Aggressive pressure on ball carrier from top of centre circle
- Calm and confident on the ball; good levels of technique
- High on athletic qualities, discipline, team ethic and persistence



COACH Roger Reijners

“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 midfield because they were too close to the defence and it was too easy for Iceland in midfield. 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.”

Norway

Group B Germany/Iceland/Netherlands/Norway



		BORN	GOALS	ISL	NED	GER	ESP	DEN	GER	CLUB
GOALKEEPERS										
1	Ingrid Hjelmseth	10/04/80		90	90	90	90	120	90	Stabæk FK
12	Silje Vesterbekkmo	22/06/83								Røa IL
23	Nora Gjøen	20/02/92								Kolbotn IL
DEFENDERS										
2	Marita Lund	29/01/89				90				Lillestrøm SK
3	Marit Christensen	11/12/80	1	90	90		90	120	85↓	Amazon Grimstad FK
5	Toril Akerhaugen	05/03/82		90	90	90	90	120	90	Stabæk FK
6	Maren Mjelde	06/11/89		90	90	90	90	120	90	1. FFC Turbine Potsdam
7	Trine Rønning	14/06/82		90	90		90	120	90	Stabæk FK
15	Nora Holstad Berge	26/03/87				90				Arna-Bjørnar
18	Ingrid Ryland	29/05/89					9↑			Arna-Bjørnar
MIDFIELDERS										
4	Ingviild Stensland	03/08/81		75↓	90	18↑	90	120	76↓	Stabæk FK
8	Solveig Gulbrandsen	12/01/81	2	90	72↓	32↑	90	120	68↓	Vålerenga FB
14	Gry Tofte Ims	02/03/86				58↓				Klepp IL
17	Lene Mykjåland	20/02/87		15↑						Lillestrøm SK
19	Ingviild Isaksen	10/02/89	1	90	90	90	76↓	63↓	14↑	Kolbotn IL
22	Cathrine Dekkerhus	17/09/92			18↑	90	14↑	57↑	90	Stabæk FK
FORWARDS										
9	Elise Thorsnes	14/08/88		15↑	11↑	58↓	19↑	62↑	22↑	Stabæk FK
10	Caroline Graham Hansen	18/02/95		84↓	79↓	32↑	81↓	58↓	90	Stabæk FK
11	Leni Kaurin	21/03/81		6↑					5↑	Stabæk FK
13	Melissa Bjånesøy	18/04/92			18↑					IL Sandviken
16	Kristine Hegland	08/08/92	1	90	90		90	120	90	Arna-Bjørnar
20	Emilie Haavi	16/06/92				72↓		40↑		Lillestrøm SK
21	Ada Hegerberg	10/07/95	1	75↓	72↓	90	71↓	80↓	90	1. FFC Turbine Potsdam

Numbers in the squad list refer to minutes played
S = Suspended; ↓ = Taken off; ↑ = Brought on



TEAM SHAPE V SPAIN



KEY FEATURES

- 4-3-3 with single screening midfielder; 4-1-4-1 defending
- Well-organised unit with clear game plans in attack and defence
- Mix of build-ups or long passes to strike; second-ball winning
- Isaksen or Stensland (in final) key performers in protecting the back line
- Gulbrandsen influential midfielder; skill, intelligence, experience
- Wingers good in 1 v 1; pace and crossing ability; occasional support by full-backs
- Excellent back four; positional awareness and strength in 1 v 1
- Collective pressure from midfield; looking for forward pass when ball won
- Aerial power; dangerous set plays from any distance; long-range shooting
- High level of athleticism; strong work ethic and commitment to cause



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.”

England

Group C England/France/Russia/Spain



		BORN	GOALS	ESP	RUS	FRA	CLUB	
GOALKEEPERS								
1	Karen	Bardsley	14/10/84	90	90	90	Lincoln LFC	
13	Rachel	Brown	02/07/80				Everton LFC	
23	Siobhan	Chamberlain	15/08/83				Bristol Academy WFC	
DEFENDERS								
2	Alex	Scott	14/10/84	90	90	90	Arsenal LFC	
3	Stephanie	Houghton	23/04/88	90	64↓	90	Arsenal LFC	
5	Sophie	Bradley	20/10/89			90	Lincoln LFC	
6	Casey	Stoney	13/05/82	90	90	90	Lincoln LFC	
15	Laura	Bassett	02/08/83	1	90	90	Birmingham City LFC	
19	Gemma	Bonner	13/07/91				Liverpool LFC	
21	Lucia	Bronze	28/10/91				Liverpool LFC	
MIDFIELDERS								
4	Jill	Scott	02/02/87	90	90	45↑	Everton LFC	
8	Anita	Asante	27/04/85	90	90	45↓	Göteborg FC	
10	Fara	Williams	25/01/84	90	90	90	Liverpool LFC	
14	Karen	Carney	01/08/87	18↑	73↑	73↓	Birmingham City LFC	
16	Jordan	Nobbs	08/12/92				Arsenal LFC	
20	Jade	Moore	22/10/90				Birmingham City LFC	
22	Kelly	Smith	29/10/78		12↑	30↑	Arsenal LFC	
FORWARDS								
7	Eniola	Aluko	21/02/87	1	72↓	78↓	60↓	Chelsea LFC
9	Ellen	White	09/05/89	90	90	90		Arsenal LFC
11	Rachel	Yankey	01/11/79	90↓	17↓	0		Arsenal LFC
12	Jessica	Clarke	05/05/89	1↑	0	17↑		Lincoln LFC
17	Toni	Duggan	25/07/91	1	26↑	90		Everton LFC
18	Dunia	Susi	10/08/87					Chelsea LFC

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S = Suspended; ↓ = Taken off; ↑ = Brought on



TEAM SHAPE V RUSSIA



KEY FEATURES

- 4-2-3-1 with two controlling midfielders; 4-4-2 in 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 to 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



COACH Hope Powell

“In the previous years, we had stamped our mark on women’s football globally and, when you reach a major tournament, 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 struggled in the tournament; we just didn’t click. We put in some brave efforts but we weren’t good enough. We were disappointed and we came away with things to digest and cause to reflect.”

France

Group C England/France/Russia/Spain



		BORN	GOALS	RUS	ESP	ENG	DEN	CLUB
GOALKEEPERS								
1	Céline Deville	24/01/82				90		Olympique Lyonnais
16	Sarah Bouhaddi	17/10/86		90	90		120	Olympique Lyonnais
21	Karima Benameur	13/04/89						Paris Saint-Germain FC
DEFENDERS								
2	Wendie Renard	20/07/90	2	90	90	90	120	Olympique Lyonnais
3	Laure Boulleau	22/10/86		90	90		120	Paris Saint-Germain FC
4	Laura Georges	20/08/84		90	90		57↓	Olympique Lyonnais
5	Ophélie Meilleroux	18/01/84						Montpellier Hérault SC
7	Corine Franco	05/10/83		90	90	90	120	Olympique Lyonnais
11	Julie Soyer	30/06/85						FCF Juvisy Essonne
22	Sabrina Delannoy	18/05/86				90	63↑	Paris Saint-Germain FC
MIDFIELDERS								
6	Sandrine Soubeyrand	16/08/73		76↓	45↓	45↓	45↓	FCF Juvisy Essonne
8	Élise Bussaglia	24/09/85		90	90	45↑	120	Olympique Lyonnais
10	Amandine Henry	28/09/89				60↓		Olympique Lyonnais
14	Louisa Necib	23/01/87	2	24↑	63↓	90	120	Olympique Lyonnais
15	Jessica Houara	29/09/87				90		Paris Saint-Germain FC
23	Camille Abily	05/12/84		90	90	45↑	120	Olympique Lyonnais
FORWARDS								
9	Eugénie Le Sommer	18/05/89	2	90	27↑	90	120	Olympique Lyonnais
12	Élodie Thomis	13/08/86		29↑	45↑	90	75↑	Olympique Lyonnais
13	Camille Catala	06/05/91		14↑		30↑		FCF Juvisy Essonne
17	Gaëtane Thiney	28/10/85		66↓	90	45↓	120	FCF Juvisy Essonne
18	Marie-Laure Delie	29/01/88	2	61↓	90			Montpellier Hérault SC
19	Sandrine Bretigny	02/07/84						1. FFC Frankfurt
20	Viviane Asseyi	20/11/93						Montpellier Hérault SC

Numbers in the squad list refer to minutes played
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TEAM SHAPE V DENMARK



KEY FEATURES

- 4-2-3-1 with screening midfielders dropping deep; front four interchanging
- Attacking philosophy based on exceptional technique; one or two-touch combinations
- Attacking play focused on flanks; adventurous full-backs, notably Boulleau
- Variety of game-opening passes; ability to run with the ball
- Strong back four well organised as unit led by Renard, Georges
- Build-up from back via skilful defenders comfortable under pressure
- Counterattacking with purpose and pace also an important weapon
- Good interaction among four attackers; Necib, Thiney influential
- Quick transition from attack to 4-4-2 defending; intense pressure in midfield
- High levels of athleticism, intensity, tempo and ball circulation



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 wins. But the girls have nothing to be ashamed of and presented a fantastic image of women’s football.”

Russia

Group C England/France/Russia/Spain



		BORN	GOALS	FRA	ENG	ESP	CLUB
GOALKEEPERS							
1	Elvira Todua	31/01/86		90	90	90	FC Rossiyanka
12	Yulia Grichenko	10/03/90					WFC Kubanochka
21	Margarita Shirokova	14/01/92					FC Rossiyanka
DEFENDERS							
2	Yulia Gordeeva	05/01/88		55↑			ShVSM-Izmaylovo Moskva
4	Maria Dyachkova	26/05/82			6↑		WFC Zvezda 2005 Perm
5	Olga Petrova	09/07/86		90	90	90	FC Rossiyanka
6	Yulia Bessolova	23/08/92				32↑	ShVSM-Izmaylovo Moskva
13	Alla Sidorovskaya	27/07/83		90	90	90	ShVSM-Izmaylovo Moskva
16	Natalia Pertseva	04/06/84					FC Rossiyanka
18	Elena Medved	23/01/85		35↓	90	90	FK Zorkiy Krasnogorsk
19	Ksenia Tsybutovich	26/06/87		90	90	90	Ryazan-VDV
22	Daria Makarenko	07/03/92				56↑	WFC Zvezda 2005 Perm
MIDFIELDERS							
3	Ekaterina Stepanenko	21/05/83					ShVSM-Izmaylovo Moskva
8	Valentina Savchenkova	29/04/83		35↓	84↓	90	Ryazan-VDV
9	Anastasia Pozdeeva	12/06/93		33↑			WFC Zvezda 2005 Perm
10	Elena Terekhova	05/07/87	1	90	90↓	90	Ryazan-VDV
14	Tatiana Skotnikova	27/11/78		22↑			FC Rossiyanka
15	Anastasia Kostyukova	15/05/85		90	90	34↓	FK Zorkiy Krasnogorsk
FORWARDS							
7	Olesya Kurochkina	06/09/83			1↑		ShVSM-Izmaylovo Moskva
11	Ekaterina Sochneva	12/08/85		90	90	58↓	FK Zorkiy Krasnogorsk
17	Natalia Shlyapina	13/07/83			1↑		FC Rossiyanka
20	Nelli Korovkina	01/11/89	1	90	90↓	90	ShVSM-Izmaylovo Moskva
23	Elena Morozova	15/03/87	1	90	90	90	FK Zorkiy Krasnogorsk

Numbers in the squad list refer to minutes played
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TEAM SHAPE V FRANCE



KEY FEATURES

- Flexible 4-2-3-1 with two screening midfielders
- Rapid defence-to-attack transitions; counters a major weapon
- Clear split between six players with defensive priorities, four in attack
- Speed, strength, skills, intelligence of Morozova the inspiration in attack
- Good use of ball by support trio Terekhova, Korovkina, Sochneva
- Deep zonal defence; conservative full-backs; individual marking by wide midfielders
- Frequent use of direct passes from back line to central attackers
- Excellent goalkeeper Todua covering well behind back line
- Savchenkova the industrious link between defensive and attacking units
- Physically strong and athletic; aerial ability a danger at set plays



COACH Sergei Lavrentyev

"After the 3-1 defeat by France we tried to relax the team and tell them they were capable of playing good football. We did not put them under pressure – we gave them an opportunity to sort out their feelings. We were better against England and, after giving Spain too much space in midfield at the start, we played more efficiently, evened things up and had chances to win. Of course I went home disappointed but we learned the important lesson that, to succeed in modern football, the whole team must play in attack and in defence."

Spain

Group C England/France/Russia/Spain



		BORN	GOALS	ENG	FRA	RUS	NOR	CLUB
GOALKEEPERS								
1	Ainhoa Tirapu	04/09/84		90	90	90	90	Athletic Club
13	Dolores Gallardo	10/06/93						Club Atlético de Madrid
23	María José Pons	08/08/84						RCD Espanyol
DEFENDERS								
3	Leire Landa	19/12/86					20↑	Athletic Club
4	Melisa Nicolau	20/06/84						FC Barcelona
5	Ruth García	26/03/87		90		90	62↓	Levante UD
6	Miriam Diéguez	04/05/86			90			FC Barcelona
17	Elisabeth Ibarra	29/06/81		90	90	90	70↓	Athletic Club
18	Marta Torrejón	27/02/90		90	90	90	90	RCD Espanyol
20	Irene Paredes	04/07/91		90	90	90	90	Athletic Club
MIDFIELDERS								
2	Virginia Torrecilla	04/09/94						FC Barcelona
7	Priscila Borja	28/04/85					13↑	Club Atlético de Madrid
11	Sandra Vilanova	01/01/81			85↓			RCD Espanyol
14	Vicky Losada	05/03/91		29↑	12↑	64↓		FC Barcelona
15	Silvia Meseguer	12/03/89		90	90	90	90	RCD Espanyol
16	Nagore Calderón	02/06/93		61↓		26↑	90	Club Atlético de Madrid
21	Jennifer Hermoso	09/05/90	2	90	90	90	90	Tyresö FF
22	Amanda Sampedro	26/06/93						Club Atlético de Madrid
FORWARDS								
8	Sonia Bermúdez	15/11/84		73↓	78↓	22↑		FC Barcelona
9	Verónica Boquete	09/04/87	2	90	90	90	90	Tyresö FF
10	Adriana Martín	07/11/86		90	78↓	84↓	77↓	Western New York Flash
12	Alexia Putellas	04/02/94	1	17↑	12↑	68↓	90	FC Barcelona
19	Erika Vázquez	16/02/83			5↑	6↑	28↑	Athletic Club

Numbers in the squad list refer to minutes played
S = Suspended; ↓ = Taken off; ↑ = Brought on



TEAM SHAPE V NORWAY



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 build-ups from back; emphasis on wing play supported by full-backs
- Boquete fast, skilful and threatening; team captain and attacking reference
- Goalkeeper Tirapu covering behind back four; communicating with defence
- 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



COACH Ignacio Quereda

"It was our first final tournament in 16 years with an inexperienced team who were not familiar with this high level of competition. We played against great sides and we fought until the end. We weren't satisfied by going out in the quarter-finals, but it's a first step and I hope we will do more. The squad was very young, with players brought in from the Under-19s, and we have a promising future, even though there is work to do in terms of instilling big-match experience in the team. We came away feeling disappointed but very optimistic."

Event report



Football fever

"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 Hjöhlman 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."

It was not just Pia Sundhage's charges who proved a popular draw either. The championship record for ticket sales was smashed in the first week as fans flocked to see the other teams vying for the trophy, whether travelling from their home countries or from within Sweden. "The whole atmosphere was perfect for us," said Netherlands midfielder Anouk Hoogendijk, whose side's meeting with Germany in Vaxjö attracted 8,861 spectators. "There were a lot of Dutch people cheering in the stands."

Such huge demand convinced the organisers to fully open Solna's Friends Arena for the 28 July final, while supporters unable to get tickets for games could follow the action at fan zones – a first at a UEFA Women's EURO. "I'm really proud to be part of it and to see all these huge crowds," commented tournament ambassador Patrik Andersson. "I've just been really glad to

be in the fan zones, taking part in the fan walks, and I'm just enjoying seeing all these people."

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.

"For all these years we women have fought against the currents," Sundhage said ahead of her side's opening game. "I feel we've done a good job in preparing the ground for today's gifted players. Lotta [Schelin]'s life as a player is very different from how mine was. Also there's the fact there's a lot of hopes and expectations in Sweden – we have a 12th player behind us – so I am incredibly happy and proud. I'm living my dream."

"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 2005, 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 metres 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



GAMLA ULLEVI, GOTHENBURG



ÖRJANS VALL, HALMSTAD



FRIENDS ARENA, SOLNA

A competition record crowd saw Germany beat Norway in the final at the Friends Arena in Solna

KALMAR ARENA, KALMAR



VENUES

LINKÖPING ARENA, LINKÖPING



NORRKÖPINGS IDROTTSPARKEN, NORRKÖPING



VÄXJÖ ARENA, VAXJÖ



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 Vaxjö. 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 Vaxjö 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 Vaxjö, 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.

"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.



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 drives 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



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.



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 'drink responsibly' 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.





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.



SHARP



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.

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.



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.



SOCAR



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 at stadiums during the pre-match build-up and supported the launch of the tournament's official song, Winning Ground by Eric Saade.





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.



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 got 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.



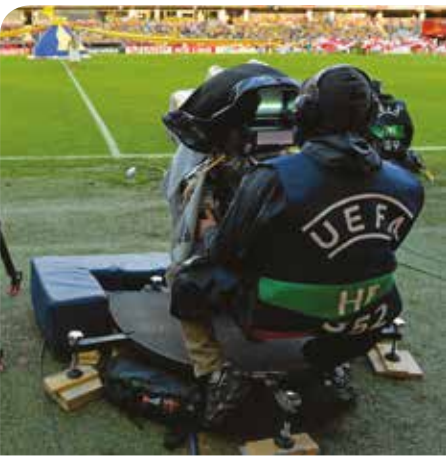
Peak viewing

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 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.

The championship had a truly global footprint, with live match coverage across six continents and images distributed via a broadcast network of more than 50 partners. All broadcast partners acquired the rights on a platform neutral basis (TV, internet,

mobile) allowing them to show the matches in a variety of platforms and maximise the coverage of the competition in their territory.

In Europe, host broadcaster Eurosport screened all 25 games live from Sweden, reaching 130m households. UEFA enhanced this pan-European distribution by securing free-to-air coverage of key matches in a large majority of the participating teams' countries. Outside Europe, the bundling of rights with UEFA EURO 2016 ensured a strong broadcast platform and a substantially broader footprint for the tournament, with coverage made available on premium channels in key markets around the globe.



BROADCAST NETWORK

EUROPE

Denmark	DR	Netherlands	NOS
Finland	YLE	Norway	NRK
France	M6/W9	Pan-Europe	Eurosport
Germany	ARD, ZDF	Sweden	TV4
Iceland	RUV	United Kingdom	BBC

OUTSIDE EUROPE

Australia	Setanta Sport	Malaysia and Brunei	Astro Sports
Brazil	SporTV	Mexico	Televisa
Canada	TSN, RDS	Middle East and North Africa	al-Jazeera
Caribbean	ESPN	Mongolia	TV9
Hong Kong	PCCW	Myanmar	S Media
Indian subcontinent	Neo Sports	Pacific	Fiji TV
Indonesia	MNC Sports	Philippines	Solar Entertainment
Japan	WOWOW	Singapore	Starhub
Korea	IB Sport	Sub-Saharan Africa (including South Africa)	Supersport International
Laos and Cambodia	GMM Grammy	Thailand	GMM Grammy
Latin America	Televideo	USA	ESPN
		Venezuela	Meridiano TV



SWEDISH PASSION

Sweden's semi-final with Germany was the top-rated broadcast of the tournament with an average audience of 1.69 million – a market share of 61.6% representing 18.4% of the Swedish population. Overall audiences were very strong, with live matches averaging 475,600 viewers and Sweden's games 1.27 million, around 40% higher than the comparative Swedish figures from the 2011 FIFA Women's World Cup.



GERMAN WOMEN TOP MEN'S TEAM

The final triumph over Norway was the most-viewed match in Germany with 8.824 million watching on ARD – also the highest audience in any territory. Additionally, the final was the 11th-highest-rated sporting event of the year in Germany up to that point, equal to or higher even than several men's international fixtures, including the friendly against USA (8.82 million) and the FIFA World Cup qualifier against Kazakhstan (8.39 million). The average audience for the live games in Germany was 5.99 million, compared with 3.38 million at UEFA Women's EURO 2009 – a 77.2% increase.



STRONG FRENCH SUPPORT

France's quarter-final against Denmark was seen by 1.802 million on W9, higher than the all-French European Rugby Cup quarter-final between ASM Clermont Auvergne and Montpellier Hérault Rugby which attracted 1.783 million viewers. This audience was also 70% bigger than for France's quarter-final in the 2011 FIFA Women's World Cup on Direct 8 (1.058 million). France's matches at UEFA Women's EURO 2013 had an average market share of 5.73% – a 79% rise on W9's prime-time average (3.2%).



HIGH BRITISH INTEREST

Despite fantastic weather in the UK over the course of the finals, ratings consistently outperformed the BBC3 average, with live matches not featuring England averaging 2.47% compared with the channel's 2.1% prime-time average. The average audience for England's three games was 870,000 (a 5.5% rating), 68% of the average rating for matches in the FIFA Confederations Cup, also shown on BBC3.



NORWAY'S GREAT RUN

Norway saw impressive market share figures with interest growing as the tournament progressed and peaking with the final against Germany on NRK1. That had a 57.4% share, a 90% increase on the channel's daily average. The average share for UEFA Women's EURO programming on NRK2 was 16.5% – three-and-a half times the channel's prime-time average of 4.7%.



DUTCH DRAW

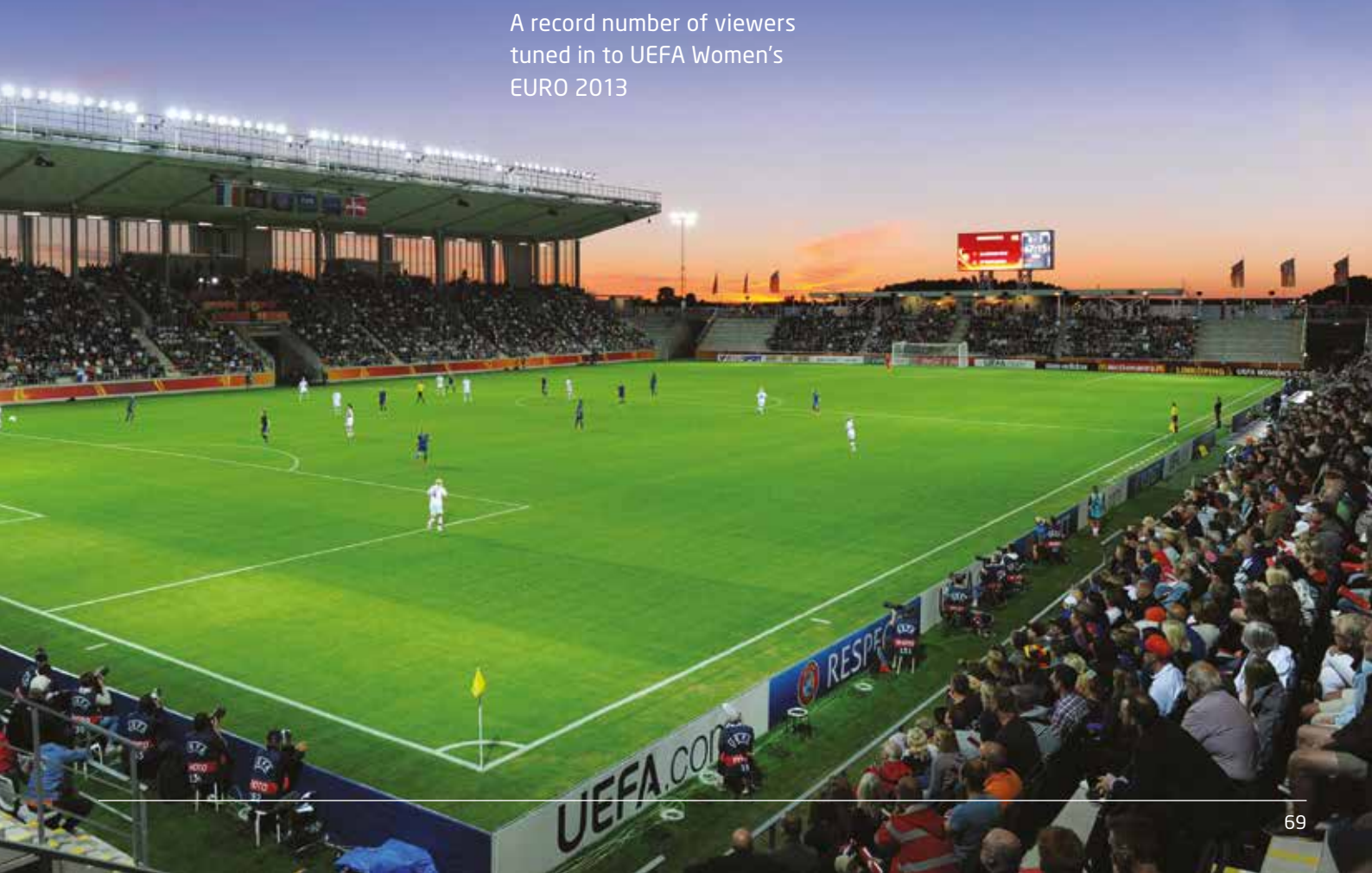
NOS showed one Netherlands fixture on each of its three main channels – Ned1, Ned2 and Ned3 – and the performance on each exceeded the channel's average share. The biggest climb was for the Netherlands game against Iceland on Ned2 which had a share of 17.6% – two-and-a half times the daily average.

15.9m

people watched the final across the world, an increase of 59% on the 2009 showpiece

133m

A record number of viewers tuned in to UEFA Women's EURO 2013





In focus

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.



The number of unilateral broadcasters on site increased substantially compared with previous tournaments



Extensive coverage

**1m**

unique visitors logged on to UEFA.com for UEFA Women's EURO 2013

**11,000**

UEFA.com's Twitter channel @UEFAWomensEURO attracted over 11,000 followers

**148,000+**

liked the tournament's official Facebook page



Sweden 2013 unquestionably took the UEFA European Women's Championship to a thrilling new level, which was clear from the coverage of the event, with huge levels of interest in print, in social media, online and on television. UEFA's own reporting of the tournament also broke exciting new ground, delivering in-depth coverage on UEFA.com while fully exploiting the opportunities offered by social media.

No stone was left unturned by UEFA.com's multilingual team of on-site reporters, with correspondents based at every venue supplying coverage in seven languages on the website. Even before the dramatic finale between Germany and Norway, UEFA.com's dedicated UEFA Women's EURO 2013 section had drawn in close to 1 million unique visitors and 6 million page views.

Those visitors were treated to extensive reporting of all 12 national sides, with player features adding colour to news items and detailed previews in the build-up to matches. The games themselves were given close scrutiny in UEFA.com's MatchCentre, which provided minute-by-minute commentary, team formations, statistics and input from reporters at stadiums. Visitors, who could also win prizes in the official UEFA Women's EURO Predictor game, could then enjoy match reports published moments after the final whistle and all the reaction in the immediate aftermath.

Much of that content was also bolstered by video coverage, another mainstay of UEFA.com's championship focus. Match highlights were

published each evening after games, while UEFA.com's television production crew recorded interviews with players and other leading figures at the finals. UEFA.com's reporters were also tasked with conducting after-match flash interviews for the live world television feed, which subsequently appeared as video reaction on the website.

As a source of further colour, meanwhile, a dedicated photo section carried match galleries and shots of training sessions, press conferences and fans, while taking visitors behind the scenes on matchdays with images of the players arriving and views from inside the dressing rooms.

Complementing all this content, Sweden 2013 received vigorous promotion on social media platforms, an exciting first for a UEFA European Women's Championship. Reporters engaged with supporters like never before on Twitter, while UEFA.com's designated @UEFAWomensEURO account attracted over 11,000 followers. All the latest news, reports and photos were posted on UEFA.com's Google+ page – which has over 4.5 million fans – and the UEFA Women's EURO Facebook page, which is liked by over 148,000 fans.

Additionally, UEFA.com deepened its commitment to traditional print media. Having produced the official tournament programme in the run-up to the main event, the UEFA.com team compiled exhaustive press kits for journalists and broadcasters before every fixture.

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."





41,301

A UEFA Women's EURO record crowd saw Germany beat Norway in the final

8,676

The competition set a new record average attendance per match. The average attendance in the men's top flight in Sweden has not been higher than that since 2007

73%

Attendance as a percentage of stadium capacities, compared with 31% in Finland 2009 and 35% in England 2005

487,988

Total number of visitors to the seven host cities during UEFA Women's EURO 2013: 216,888 at matches, 271,100 in the fan zones

74%

of saleable tickets were sold

216,888

Sweden 2013 set a new record aggregate attendance for a UEFA Women's EURO, with 86,903 more people attending games than at any other UEFA Women's EURO

TICKETING AND HOSPITALITY

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 bring terrific numbers to the final tournament, with Denmark and Norway's presence providing a further lift to attendances – no small novelty given that, in the words of

tournament director Göran Havik, "in women's football there is not the same tradition of travelling supporters as in men's".

On Friday 12 July, the UEFA Women's EURO 2013 organisers celebrated passing the tournament record of 129,000 tickets sold – set in Finland at UEFA Women's EURO 2009 – and enthusiasm intensified for the final itself. Initially, it was planned to limit the capacity of Solna's Friends Arena to 30,000 for the decider, but in the days preceding the big game, the top tier was opened up. "We want to give as many football fans as possible the chance to say, 'I was there,'" Havik explained. A huge crowd of 41,301 duly took the opportunity.

That final total included well over 400 VIP and VVIP guests, who got to experience the culmination of an excellent hospitality programme. 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.

In order 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

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 championship. Promotional events included Sweden coach Pia Sundhage addressing the 50,000 crowd at the men's international with Argentina on 6 February at the Friends Arena. LED and giant screen advertising at national team matches and domestic league games further raised awareness, while in Kalmar the footballing Elm brothers – Rasmus, David and Viktor – filmed a YouTube video to herald their city's involvement.

Other social media platforms such as Facebook were also used to stir up interest in the finals, and a Swedish language website launched in 2011 by the Swedish Football Association (SvFF) provided a regular flow of tournament news and local 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 message far and wide. Additionally, the 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.

BRAND IDENTITY

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 figurines depict the skills of the players and the fluidity and elegance of the game.

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 testifying 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; 'skilful, strong, stylish' for Halmstad; 'athletic, ambitious, aspiring' for Vaxjo; 'fast, fair, fantastic' for Kalmar; 'talented, together, true' for Norrkoping; 'driven, determined, dynamic' for Linkoping; 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 SvFF, 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.



From top: Winners 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 271,100 people in the seven host cities over the course of the tournament. A record 15,000 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.

Fans celebrate a Sweden goal at the Gothenburg fan zone



Eric Saade (above) performs his tournament song Winning Ground at the closing ceremony. Official tournament merchandise did a brisk trade in INTERSPORT's retail outlets (right)

Sense of occasion

Major international football tournaments such as the UEFA European Women's Championship come along only every 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 guaranteed a very successful tournament in terms of merchandising.

For the finals, adidas teamed up once more with sports retailer INTERSPORT to devise an exciting array of host country and tournament-inspired products, all developed exclusively for UEFA Women's EURO 2013. INTERSPORT stocked a range of these products in all of its retail outlets in the seven host cities, while on matchdays mobile

merchandise trailers came to the venues to feed fans' desire for a piece of the action that they could touch and feel.

As well as the official shirts of each participating team, INTERSPORT customers could purchase tournament-branded scarves, T-shirts and caps, official and replica match balls – plus mini-balls – in addition to a standard selection of adidas products: shin pads, footwear, socks, shorts, bags and generic football tops.

Another licensing coup which enhanced the sense of occasion was the official tournament song, Winning Ground, by one-time Eurovision Song Contest entrant Eric Saade, who has a huge following in his native Sweden and across 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 (SvFF) and launched locally by national newspaper – and national UEFA Women's EURO 2013 sponsor – Aftonbladet.

"I love football so I'm honoured to be doing this," said Saade, who co-wrote the song with, among others, Stefan Örn, nephew of Sweden coach Pia Sundhage. A launch event for the song at the Friends Arena was attended by Sweden's Lisa Dahlkvist, Denmark's Line Røddik Hansen, Spain's Verónica Boquete and the Netherlands' Kirsten van de Ven, and Saade returned to the venue to sing Winning Ground in front of a sell-out crowd at the UEFA Women's EURO 2013 final.



A bright future

Sweden 2013 was the last 12-team UEFA Women's EURO and demonstrated how the competition 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.

That 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 them 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 grandfathers and grandmothers. And I've seen boys in their 20s happy to follow the Swedish team and the tournament."

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) is striving to do. At local level, club, regional football associations and host cities used the finals to encourage more children to get involved and though it is too early to assess the results, by the end of the summer participation in football schools was higher than usual.

A working group initiated by the SvFF before 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 to suggest 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 Sweden team before the EURO and continues to work on establishing long-term support.

"The tournament has taken women's football to a new level in people's minds"

Göran Havik, tournament director

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 Olympics highlighting the surging interest. UEFA's 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 Lotta Schelin, 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.





Winners

2013	Germany
2009	Germany
2005	Germany
2001	Germany
1997	Germany
1995	Germany
1993	Norway
1991	Germany
1989	Germany
1987	Norway
1984	Sweden

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