

# Club licensing workshop

Zagreb, 17.01.2024



## **History**

**Licensing administration, stakeholders & strategic objectives**

**Rulebooks – criteria implementation vs. local legislative**

**Club licensing standard vs. digital tools**



**SGS Certificate**

**FIRST LICENSING SEASON 2004/2005**

**UEFA Womens club licensing system**

**All 12 clubs applicants**

**Low quality stadia**

**Domestic club licensing system**

**12 clubs league**

**FC Rabotnicki Skopje**

**Domestic Womens club licensing system**

**1 (one) core process**

**Robust licensing administration**

**10 clubs league**

**Probationary licensing system 2003/2004**

**No license refusal**

**One stadium meets UEFA standards**

**Paper, paper, paper**

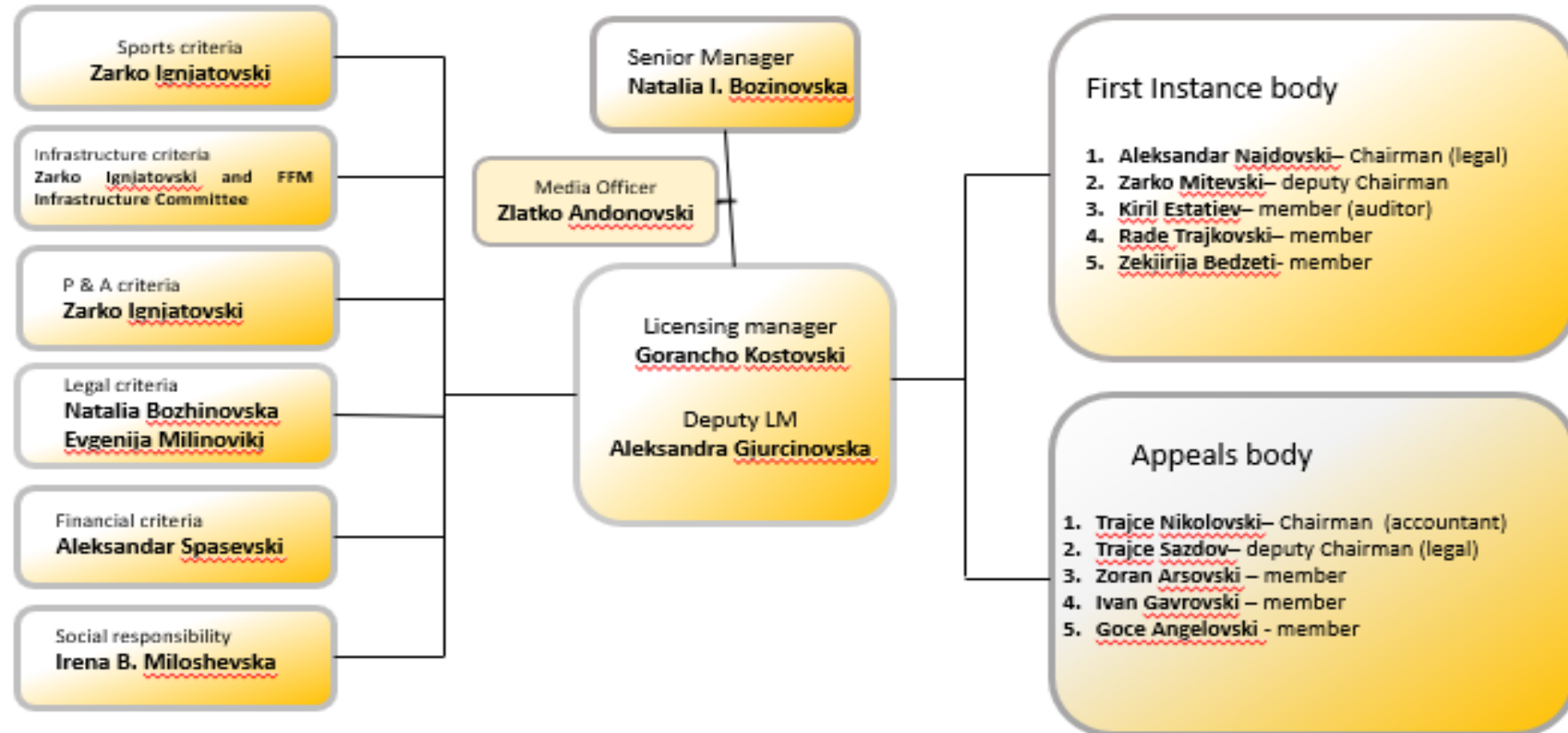
**2 sets of licences**

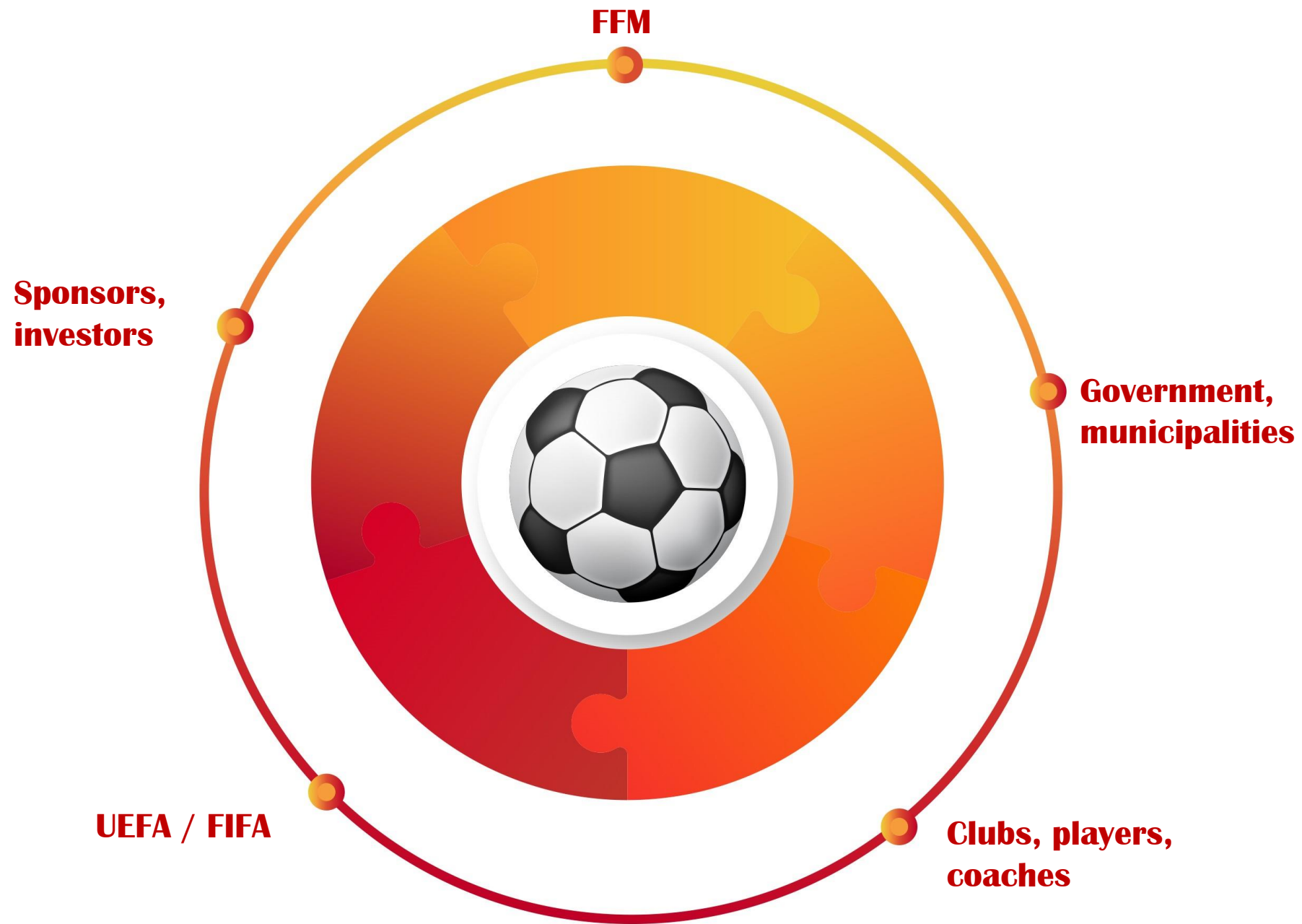
**Outsourced experts within the Licensing administration**

**20 years of club licensing system**



## Organization chart of the licensing administration and decision-making bodies





**Continuous promotion and  
improvement of football  
standards**

**Integrity and competitions**

**safeguard each clubs identity,  
history and legacy**

**more discipline and  
rationality in club financial  
finances**

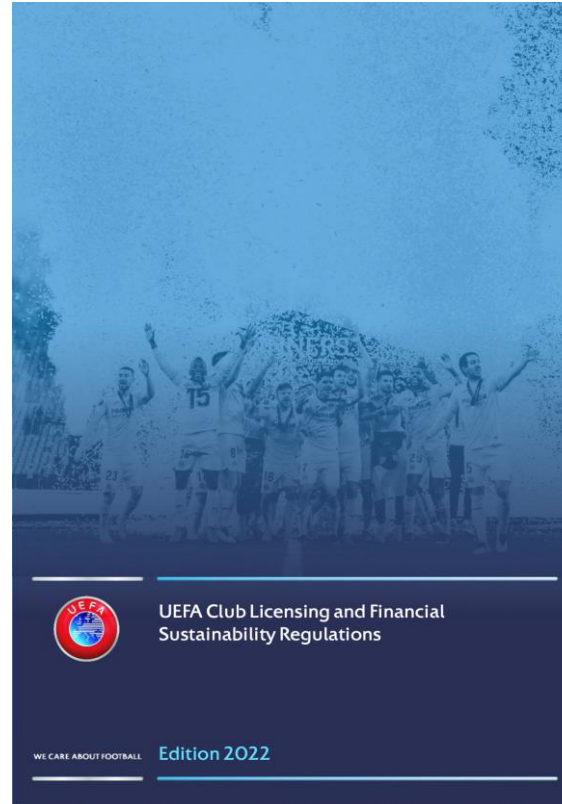
**Development of womens  
football**

**FFM CLUB LICENSING OBJECTIVES**



- Rulebooks criteria implementation

- Local legislative



## Club licensing standard vs. digital tools



A screenshot of a digital club licensing interface. The header shows the club name "ГФК Тиквеш 1930 АД Кавадарци" and "УЕФА Клубска лиценца - Мажи". A navigation menu on the left includes "ЛИЦЕНЦИРАЊЕ", "Апликации", "Циклуси", and "Конфигурација". The main content area has tabs for "Апликација", "Спортски Критериуми", "Инфраструктурни Критериуми", and "Општествена одговорност во фудбалот". A "ВНЕСЕНО" button is visible. Under the "Докази" section, there are two items: "Апликација и доказ за уплатена такса \*" and "Договор за доверливост \*", each with a PDF icon and a plus sign.





## **Lessons learned:**

- **Communication Is key**
- **Education and trainings**
- **Simplification of the processes**

