Challenges for football

regulation • health • performance • innovation

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1 REGULATION

UEFA has taken action to introduce new financial regulations in order to curb the financial difficulties experienced by many European football clubs in recent years. What are the measures which UEFA will introduce? Is a stricter regulation of European professional football going to work? And what are the reasons for the huge financial difficulties in many European leagues?

2 HEALTH

Recent research has shown that football has huge potential as a health enhancing activity. But is the football world ready to embrace new groups of unskilled teenagers or adults? And is there a hidden treasure for football clubs or commercial forces, since football is far from reaching its potential in terms of active players?

3 THE PERFECT PLAYER

The demands of football are extremely complex and many different skills are required to become a perfect footballer. High level coaches are constantly on the lookout for new performance improvement strategies. But how does the application of important scientific findings fit into real world match-play?

4 TECHNOLOGY/ INNOVATION

Advanced technology has gained ground in football and is used together with new equipment for technical training in high level performance. "Social media" provide new and interactive hubs for great sporting events, giving journalists, spectators, tourists, event organizers and clubs new opportunities.
We take a look at new technology and its potential.

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