

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z



DEUTSCHER
FUSSBALL-BUND





■ THE WALK OF JOY: FRITZ WALTER WITH
THE WORLD CUP AFTER THE 1954 FINAL.

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z



DEUTSCHER
FUSSBALL-BUND

"FOOTBALL IS SOMETHING THAT FASCINATES PEOPLE FAR BEYOND THE SPORTING EVENT ITSELF. SO THE EXISTENCE OF THE GERMAN FOOTBALL ASSOCIATION DFB IS A GOOD THING. 6.8 MILLION MEMBERS IS A FIGURE TO BE PROUD OF. THE DFB IS THEREFORE PART OF THE REALITY OF GERMAN SOCIETY, PART OF OUR COUNTRY WHERE JOY, PASSION AND A GREAT DEAL OF SOCIAL COHESION ARE EXPERIENCED."

GERMAN CHANCELLOR DR ANGELA MERKEL
IN 2010 AT THE DFB CONGRESS IN ESSEN



ELATION AFTER THE FINAL WHISTLE:
GERMANY SECURE THEIR FOURTH WORLD
CHAMPIONS TITLE AT BRAZIL 2014.

DEAR READERS,

FOOTBALL IS FASCINATING. THERE IS SOMETHING MAGICAL, SOMETHING FANTASTIC ABOUT IT. AND JUST WHEN I THINK THAT I'VE SEEN AND EXPERIENCED IT ALL AFTER SO MANY YEARS, FOOTBALL SURPRISES ME YET AGAIN. NOTHING ELSE IS AS MULTIFACETED. NOTHING THAT BRINGS SO MANY PEOPLE "INTO PLAY," WEEK AFTER WEEK, IN THE TRUEST SENSE OF THE WORDS.

THE COMPOSITION AND STRUCTURE OF ORGANISED FOOTBALL IS LIKE A PYRAMID. IT'S APEX IS THE NATIONAL TEAM THAT WON ITS FOURTH FIFA WORLD CUP TROPHY AT BRAZIL 2014, SUPPORTED BY OVER 6.8 MILLION MEMBERS - YOUNG AND OLD, MALE AND FEMALE - AFFILIATED TO SOME 25,500 CLUBS FIELDING 165,000 TEAMS, AS WELL AS BY COUNTLESS VOLUNTEERS. THAT IS WHAT MAKES UP THE DFB.

THE SIZE OF THE ASSOCIATION ALONE, WITH ITS 21 SUB-REGIONAL AND FIVE REGIONAL ASSOCIATIONS, THE LEAGUE ASSOCIATION AND ITS ROUGHLY 230 FULL-TIME STAFF IN OUR FRANKFURT HEADQUARTERS, OUR FOUNDATIONS AND NUMEROUS OTHER COMMERCIAL ENTERPRISES ESTABLISHED UNDER THE UMBRELLA OF THE DFB, MAKE THE "A-Z OF THE DFB" A WORTHWHILE READ. WE WOULD LIKE TO GIVE YOU AN OVERVIEW AND MAKE THE CONTENT EASY TO UNDERSTAND.

THE "A-Z OF THE DFB" AIMS TO ILLUSTRATE THE DIVERSITY OF FOOTBALL IN GERMANY AND THE COMMITMENT OF OUR MEMBERS. IN APPROXIMATELY 250 PAGES, YOU WILL LEARN ALL ABOUT THE KEY SUBJECTS: THE NATIONAL TEAMS, ELITE PROMOTION AND COACH EDUCATION, AS WELL AS IMPORTANT AREAS SUCH AS VOLUNTEERING, SOCIETAL AND SOCIAL INVOLVEMENT, AND THE FOOTBALL MUSEUM - SUBJECTS THAT MAKE FOOTBALL WHAT IT IS.

NOWHERE ELSE IS SO MUCH INVESTED IN THE FUTURE. NOWHERE IS THERE A GREATER BOND BETWEEN PROFESSIONAL AND AMATEUR FOOTBALL. NOTHING IS AS SUSTAINABLE AS THE FOOTBALL MOVEMENT IN ITS 114-YEAR HISTORY. PRESERVING AND STRENGTHENING THIS UNITY MUST BE AND REMAIN OUR COMMON GOAL.

I HOPE YOU ALL ENJOY READING THIS REFERENCE WORK, WHICH DEMONSTRATES SO IMPRESSIVELY THE VITALITY AND STRENGTH OF FOOTBALL TODAY.



A handwritten signature in blue ink that reads "Wolfgang Niersbach". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

WOLFGANG NIERSBACH
PRESIDENT OF THE DFB

CONTENTS

II A	ACADEMY	14		
	ALLIANZ WOMEN'S BUNDESLIGA	16		
	AMATEUR FOOTBALL	18		
	AMATEUR FOOTBALL CAMPAIGN	20		
	ARCHIVES AND LIBRARY	22		
	ASSOCIATION JURISDICTION	24		
II B	BOARD	26		
	BUNDESLIGA	28		
II C	CHAMPIONS LEAGUE/EUROPEAN COMPETITIONS	32		
	COMMERCIAL SERVICES	36	II H	HEAD OFFICE
	COMMUNICATION	38		HISTORY
	CULTURAL FOUNDATION	40		HONORARY CAPTAINS
				HOST NATION
II D	DEUTSCHE FUSSBALL-LIGA /		II I	INTEGRATION
	LEAGUE ASSOCIATION	42		INTEGRATION AMBASSADORS
	DFB COACHING STAFF	44		INTERNATIONAL COMMITMENT
	DFB CONGRESS	48	II J	JULIUS HIRSCH PRIZE
	DFB.DE	50		JUNIOR BUNDESLIGA
	DFB GERMAN CUP	52		JUNIOR NATIONAL TEAMS
	DFB-MEDIA	56	II L	LOGO
	DFB-ONLINE GMBH	58	II M	MARKETING
	DFB-TV	60		MEDICINE / ANTI-DOPING
	DIALOGUE WITH THE FANS	62		MEMBERSHIP STATISTICS
II E	EDUCATIONAL INITIATIVE	64		MINI PITCHES
	EGIDIUS BRAUN FOUNDATION	66	II N	NATIONAL TEAM
	EUROPEAN CHAMPIONSHIP	68		NATIONAL TEAM FAN CLUB
II F	FAIR PLAY	72		NATIONAL TEAM HEAD COACHES
	FAN SHOP	74		NATIONAL TEAM MANAGER
	FINANCES	76	II O	OLYMPIC GAMES
	FOOTBALL DIPLOMA	78		ORGANISATION AND EVENT MANAGEMENT
	FOOTBALL ELITE SCHOOLS	80		ORGANISING LEAGUES AND
	FOOTBALL IN EAST GERMANY	82		COMPETITIONS
	FOOTBALL MUSEUM	84	II P	PAULE THE MASCOT
	FOREIGNERS	86		POLITICAL REPRESENTATION
	FRIENDS OF THE NATIONAL TEAM	88		PRESIDENTIAL BOARD
	FUSSBALL.DE	90		PRESIDENTS
	FUTSAL	92		
II G	GENERAL SECRETARY	94		
	GIRLS' FOOTBALL	96		
	GLOBE	98		





■ R	RECREATIONAL AND GRASS-ROOTS FOOTBALL	166
	REFEREES	168
	REGIONAL AND SUB-REGIONAL FA'S	172
■ S	SCHOOLS' FOOTBALL	176
	SECURITY	178
	SENIOR MANAGEMENT	182
	SEPP HERBERGER FOUNDATION	184
	SOCIAL MEDIA	186
	SPORTING DIRECTOR	188
	SPORTS AND TRAINING CENTRES	190
	STADIUMS	192
	SUSTAINABILITY	194
■ T	TALENT PROMOTION	196
	TELEVISION	198
	THE CAPPED-PLAYERS' SOCIETY	202
	THE LAW	204
	THIRD LEAGUE	206
	TRAINING AND SERVICE	208
	TRAINING THE COACHES	210
	TRAVEL AGENCY	212
■ V	VOLUNTEERS INITIATIVE	214
■ W	WOMEN'S FOOTBALL	216
	WOMEN'S NATIONAL TEAM	218
	WORLD CUP	222
■ X	X TIMES	226
■	THE DFB ON THE WEB	248
■	ABOUT US / CREDITS	249





■ JUBILANT CELEBRATION
AFTER WINNING THE 1954
FINAL IN BERN AGAINST
HUNGARY.





■ DECIDER IN MUNICH'S
OLYMPIC STADIUM, 1974:
GERD MÜLLER MAKES IT 2-1.



■ KEY PLAYERS ON THE 1990
WORLD CUP TEAM:
LOTHAR MATTHÄUS (LEFT)
AND RUDI VÖLLER.



■ UNITED WE STAND:
CAPTAIN PHILIPP LAHM
HOLDS THE WORLD CUP
TROPHY ALOFT TO
CELEBRATE THAT SPECIAL
NIGHT IN RIO.



■ TWO OF THE 1972
EUROPEAN CHAMPIONS:
FRANZ BECKENBAUER
(LEFT) AND GÜNTER
NETZER.





■ VICTORY IN THE EUROPEAN CHAMPIONSHIP FINAL IN ROME 1980: MANFRED KALTZ (LEFT) AND MATCH WINNER HORST HRUBESCH.



■ THE WAVE IN WEMBLEY: GERMAN PLAYERS CELEBRATE THEIR THIRD EUROPEAN CHAMPIONSHIP WIN WITH THEIR FANS, ENGLAND 1996.



■ THE DFB WOMEN'S TEAM WINS THE EUROPEAN CHAMPIONSHIP FOR THE EIGHTH TIME IN 2013.





■ SCENES OF JUBILATION
AFTER WINNING THE
WORLD CUP IN 2003.



■ THE DFB TEAM WINS
THE WORLD CUP TITLE
IN SHANGHAI, 2007.



■ BIANCA SCHMIDT AND BIRGIT
PRINZ HUG THE EUROPEAN
CHAMPIONSHIP TROPHY IN 2009.





■ LET'S HEAR IT FOR THE (DOUBLE) WINNERS:
FC BAYERN MUNICH WIN BOTH THE BUNDESLIGA
AND THE DFB GERMAN CUP IN 2014.

ACADEMY

THE GERMAN NATIONAL TEAM ARE WORLD CHAMPIONS, AND THE WOMEN'S TEAM ARE EUROPEAN CHAMPIONS. AT YOUTH LEVEL, IT'S THE OTHER WAY ROUND - THE MEN'S U19S WON THE CONTINENTAL TITLE, WHILE THE WOMEN'S U20S ARE WORLD CHAMPIONS. THINGS COULD SCARCELY BE BETTER. TO ENSURE THAT WE CONTINUE IN THIS WAY, SOME IMPORTANT STEPS HAVE BEEN TAKEN. THE DFB IS BUILDING AN ACADEMY, PROVIDING THE ASSOCIATION WITH A NEW HOME ON THE SITE OF THE FORMER RACECOURSE IN FRANKFURT-NIEDERRAD. THE CONTRACTS WERE SIGNED ON 12 NOVEMBER 2014, LAYING THE FOUNDATIONS FOR A GOLDEN FUTURE.

THE AGENDA FOR THE 35TH SESSION OF THE CITY COUNCIL ASSEMBLY IN THE RÖMER BUILDING IN FRANKFURT is largely similar to that of the previous 34 sessions in its opening items. Item 1 outlines the agenda, item 2 includes reports from the head of the council, item 3 involves questions and discussion, item 4 of the session in the Römer building is the adoption of agenda II. So far, all perfectly normal. There is nothing to indicate that something historic will take place at the 35th session of the council assembly. But here it is: As part of item 5, the 93 council members reached a decision on 16 October 2014 which would have a great effect on the landscape of the city of Frankfurt as well as shape the future of football in Germany.

Item 5 on the agenda reads as follows: Development plan no. 916 - South Niederräder Landstraße decision - Section 2(1) of the Federal Building Code (BauGB), establishment of a heritable building right on areas or sub-areas of property in Frankfurt am Main, forest district, plots 610, X 14/1,16/5 and 16/8, Schwarzwaldstraße 125 -127 a and Rennbahnstraße. In plain language, this means that the representatives of the citizens of Frankfurt were called upon to vote on whether the DFB could set up its academy on the grounds of the racecourse. And the outcome: yes, it could.



A large majority was in favour of the major proposal. Of the 93 council members, only 17 voted against the proposal, with the positive vote transcending political parties and groups. In relation to politics, the same therefore applies as within the DFB and its regional and sub-regional associations - there is a strong consensus that this project is to the benefit of everyone. To the DFB, to professionals, to the national team, to all the regional associations, to amateurs and to young people. At its session on 26 September, the DFB Presidential Board unanimously accepted the agreement negotiated with the City of Frankfurt. This requires that the DFB should acquire a space of 15 hectares for the construction of its academy with an expansion option of five hectares. With the following conditions: the capitalised ground rent of the site is EUR 6,835,000, with payment due upon handover on 1 January 2016. The agreement shall last for a period of 99 years.

DFB President Wolfgang Niersbach on the details of the proposal: "This is more than just a milestone. The biggest construction project in the history of our association is first and foremost an investment in the future of the entire German football system. With this academy, we aim to continue improving - this must be our goal. You cannot afford to stand still at the top level of sport. With the academy, we want to ensure that the entire spectrum of German football will become even stronger, more attractive and better."

The vote by the Presidential Board represented a milestone for the DFB, and this was also reflected in the Römer in Frankfurt. A groundbreaking, if not historic project had now cleared its final hurdle - and without any more hurdles, the tempo could pick up once again.

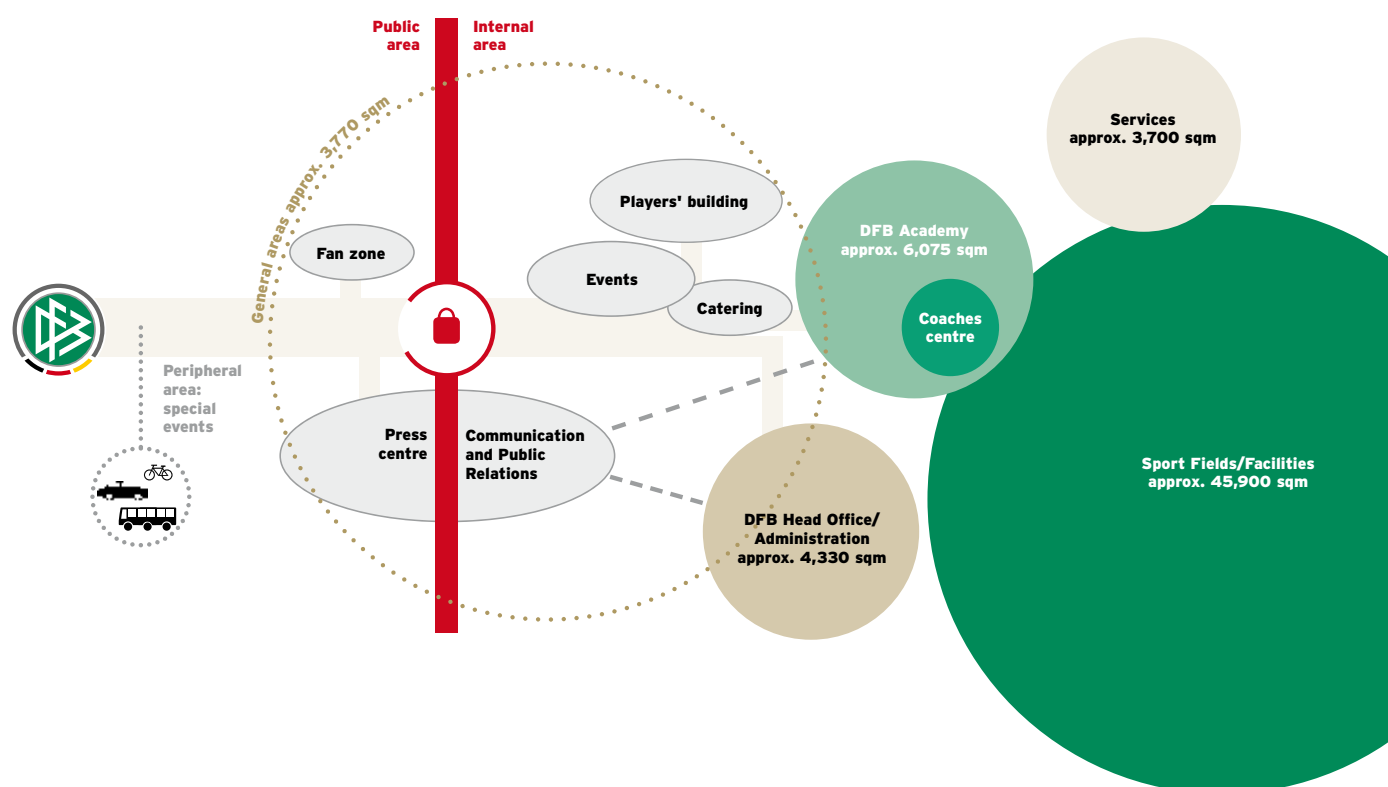


Further milestones: the architectural competition will be complete by mid-2015, all building regulation and construction planning groundwork will be in place by the end of 2015, the site will be handed over to the DFB on 1 January 2016, construction will commence in 2017, and the academy will be completed by 2018.

The timeframe is tight, but feasible, as the DFB has a reliable partner in the City of Frankfurt. "The representatives from the DFB and the City have cooperated together wonderfully. There was great trust on both sides in the discussions and negotiations, the partners communicated on an equal footing, and all commitments were observed," says DFB general secretary Helmut Sandrock. "Our goal of achieving completion by the end of 2018 is an ambitious one, but we possess the drive, the expertise and the right partners to make this vast project a reality within four years."

An architectural competition will determine how the academy will look in 2018. The specifications set out for the plans also stipulate that the head office of the association should be integrated in the architectural concept, with the DFB depot also a part of this. The association will be leaving Otto-Fleck-Schneise – a momentous, but logical, step. "If we are creating a central location for German football in Frankfurt, then the head office of the DFB and its employees also belong there," says Sandrock. "In this way, we are creating synergies and a sense of identity. On top of this, we have reached our limits at Otto-Fleck-Schneise in terms of space and logistics, and some departments have already had to be outsourced. The DFB Academy gives us the opportunity to combine everything in one place."

■ VIEW OF THE FRANKFURT SKYLINE: SITE OF THE NEW DFB ACADEMY AND HEAD OFFICE BY 2018.





ALLIANZ WOMEN'S BUNDESLIGA

THE BUNDESLIGA IS A FLAGSHIP FOR WOMEN'S FOOTBALL IN GERMANY. THE ELITE TIER HAS ESTABLISHED ITSELF AS A VIABLE BRAND, WITH ITS OWN NARRATIVE, STARS, AND DEVOTED FANS. ANOTHER MILESTONE WAS REACHED IN THE 2014/15 SEASON, WITH GLOBAL INSURANCE PLAYER ALLIANZ ACQUIRING THE NAMING RIGHTS FOR THE LEAGUE ON THE STRENGTH OF A FIVE-YEAR SPONSORSHIP AGREEMENT.



FROM LIRA ALUSHI, CELIA ŠAŠIĆ OR NADINE ANGERER, TO BIRGIT PRINZ, SILKE ROTTENBERG, STEFFI JONES AND DORIS FITSCHEN, TO BETTINA WIEGMANN, MAREN MEINERT OR HEIDI MOHR - just a few of the long list of prominent women footballers who served their apprenticeship in the Bundesliga clubs.

The 1974 German Championship final between TuS Wörrstadt and DJK Eintracht Erle was a milestone in the history of women's football in Germany. And not just because it was the first official decider of its kind to be staged. Rather, it was an early barometer of the meteoric speed at which the sport would develop with the support of the German Football Association. After all, the Association had only added this task to its articles in 1970.

And despite the fact that the competition is barely 40 years old, the memories of that first women's German Championship final seem very distant. That first title was still played in the form of a tournament, while today's rules are different. The bar has been raised now. The structures of women's football in Germany have improved along with the performances. Any team that wants to be a German champion today has to show great consistency. Because the title is now played for under the league system. From 1991 initially under the dual-track Bundesliga and since the 1997/1998 season, in the single division top tier.

On the whole, the way in which leagues and competitions are organised has developed into an increasingly refined branch structure in recent years. Right at the top level, the introduction of the two-track 2nd Bundesliga in the 2004/2005 season put in place an important substructure. The fact that there are additional regional and sub-regional leagues below those explains why the structures have also received a lot of recognition internationally. The introduction of the U17s Bundesliga in the 2012/2013 season also guarantees that talented players have the opportunity to continue developing to a high level under the regular league and competition structure.

German clubs are synonymous with success. Women's football in Germany has been very well represented at the UEFA Cup and the subsequent Champions League by exemplary clubs such as 1. FFC Frankfurt, 1. FFC Turbine Potsdam and more recently, VfL Wolfsburg. In the 2012/2013 season, Wolfsburg even achieved the treble of the Champions League, the German Championship and the DFB Cup. In these top-flight clubs, as well as others, there are a host of women players from foreign associations such as Japan, the USA, Sweden, and France, which helps to boost the league's appeal still further. Conversely, clubs abroad have begun to develop a taste for Germany's stars, especially in countries with a strong women's football pedigree like Sweden, France, and the USA.

The year 2014 marked another milestone in the development of the women's game in Germany and a first for the DFB. With global insurance player Allianz acquiring the naming rights, the league will be officially referred to as the Allianz Frauen-Bundesliga during the life of the agreement, initially set for five years. Allianz is going to offer clubs comprehensive support in many areas; there will be an image and public awareness campaign, local events, and manifold social media activities.



■ TITLE DEFENCE MISSION ACCOMPLISHED: 2014 SEES VFL WOLFSBURG, CAPTAINED BY NADINE KESSLER, CELEBRATE THEIR SECOND GERMAN CHAMPIONSHIP IN A ROW.

AMATEUR FOOTBALL

GERMANY WITHOUT AMATEUR FOOTBALL? UNIMAGINABLE. IF THE NATIONAL TEAM AND THE PROFESSIONAL LEAGUES ARE THE DRIVING FORCE BEHIND GERMAN FOOTBALL, AMATEUR FOOTBALL IS ITS HEART. AND THAT HEART BEATS STRONGLY.

■ CLAY PITCHES: FOOTBALL IS ALSO EXTREMELY COMPETITIVE IN THE DISTRICT LEAGUE.

AMATEUR FOOTBALL MOVES THE MASSES IN GERMANY. Just a PR slogan? Far from it. The DFB has over 6.8 million members, spread across 25,500 clubs with more than 165,000 teams. "Without amateur football as a broad base, we couldn't have these successes at the top level with the national team," says DFB President Wolfgang Niersbach. „Almost all of the players in the current national team squad were first trained and educated at amateur clubs. That's a fantastic achievement." In other words - the amateur game, too, is more than entitled to claim considerable credit for Germany's World Cup record to date.

1.6 million football matches were played in Germany over the 2013/14 season, an average of almost 4,400 a day, officiated by a total of 74,000 male and female referees. 1.7 million volunteers in clubs offering a football programme invest 120 million working hours per year. At a notional hourly wage of EUR 15, this works out at EUR 1.8 billion, almost the entire value of the Bundesliga.

There are also concerns, of course. Fewer spectators. Fewer business people getting involved with clubs at the local level. Less identification with the club round the corner. Fewer helping hands at festivals, tournaments or at the clubhouse. Fewer members willing to volunteer consistently. In 2008 there



were 181,000 teams competing; today, that figure has fallen by around 16,000.

The demographic trend will aggravate the problem. The German Federal Statistical Office has predicted a fall in the German population of 17 million by 2050. As the DFB aims to be proactive rather than reactive to ensure the functioning of leagues and competitions across the country, the motto has to be: respond quickly, develop ideas, take measures, and shape the future.

One important step was the 2012 Amateur Football Congress in Kassel where delegates approved the master plan for amateur football, which at the time of writing is being implemented across the country, overseen by DFB Vice-Presidents Dr Rainer Koch (Amateurs) and Peter Frymuth (Chair, Amateur Football Steering Group). Extending the scope of services provided to amateur clubs is one of the plan's key components, as is the pioneering amateur football portal FUSSBALL.DE launched by the DFB in August 2014, not to forget the amateur football campaign, a concerted public communications effort unveiled at the 2013 DFB Congress in Nuremberg and set to run for three years.

While working on the master plan, representatives of the DFB, the sub-regional FAs, and various clubs jointly drafted a "corporate identity" statement that encapsulates the amateur game's main features and



values – fair-play, respect, passion for the game, joy and fun, responsibility, commitment, togetherness, strength, openness, and diversity.

Football is more than just a game. Nowhere is this clearer than in Germany's amateur clubs, on the playing fields, and in the club bars. The social aspect is immense, ranging from youth work to integration. According to the sports development report published biennially by the German Olympic Sports Confederation, the average proportion of migrants in football clubs is over 20 percent, much higher than in sports clubs without a football department.

Goals are great. The offside rule can be discussed endlessly. But the strongest motivation for active amateur footballers is the camaraderie. According to an Allensbach study, 65 percent of the population associate amateur football with the words "joy and fun" while 61 percent associate it with "team spirit". And the most striking finding of the study is that amateur football is perceived as "something special".

Sometimes there is even a chance to really raise its profile, such as with the DFB German Cup. Through the regional cup competitions, up to 24 amateur clubs can qualify every year for the first main round of the competition. Then it's fingers crossed for the draw – FC Bayern Munich, Borussia Dortmund, FC Schalke 04 or one of the other top clubs in the Bundesliga could be coming to visit.

UNSER SELBSTVERSTÄNDNIS

- FUSSBALL IST UNSERE GROSSE LEIDENSCHAFT.**
- WIR SIND DIE BASIS DES FUSSBALLS.**
- WIR SIND ÜBERALL IN DEUTSCHLAND.**
- FUSSBALL MACHT UNS STARK.**
- MEINE MANNSCHAFT, MEIN VEREIN. MEINE HEIMAT.**
- WIR LEBEN VIELFALT UND UNTERSCHIEDEN NUR BEIM KÖNNEN.**
- WIR WOLLEN GEWINNEN – ABER IMMER FAIR UND MIT RESPEKT.**
- WIR SIND EIN STARKES TEAM, GEMEINSAM PACKEN WIR AN.**
- WIR ENGAGIEREN UNS. JEDER KANN MITMACHEN.**
- WIR BIETEN WAS AUF UND NEBEN DEM PLATZ.**
- WIR SIND DER AMATEURFUSSBALL UND ÜBERNEHMEN VERANTWORTUNG.**

UNSERE AMATEURE. ECHTE PROFIS.

Amateurfußball-Kongress 2012

VEREIN(T) IN DIE ZUKUNFT!

■ A UNITED FUTURE: 2ND AMATEUR FOOTBALL CONGRESS IN KASSEL WITH WOLFGANG NIERSBACH, HERMANN KORFMACHER AND OLIVER BIERHOFF.

AMATEUR FOOTBALL CAMPAIGN

"OUR AMATEURS. TRUE PROFESSIONALS." THIS IS THE MOTTO OF GERMANY'S NATIONWIDE AMATEUR FOOTBALL CAMPAIGN WHICH WAS PRESENTED TO THE PUBLIC AT THE DFB CONGRESS IN OCTOBER 2013. THE CAMPAIGN PRESENTS GERMAN AMATEUR FOOTBALL AS IT IS: MULTIFACETED, EMOTIONAL, AND ABOVE ALL AUTHENTIC.



"THE CAMPAIGN FOCUSES ON THE PEOPLE who make sure that football can happen everywhere in Germany through their hard work, day after day, in more than 25,500 clubs. Whether they're coaches, players, attendants, groundkeepers or board members. Every one of them deserves for their commitment to be honoured and presented to the public, because these people represent 1.7 million volunteers in German football," explains DFB president Wolfgang Niersbach.

The campaign, which the football magazine "kicker" called "probably the most innovative in DFB history" just a few days after its presentation, is characterised by passionate images, videos and

incisive claims usually made with a figurative wink. Such as a young volunteer referee from Fulda who advertises his craft with the slogan "Smash up my car if you like. I'll blow the whistle on you." The chair of a club in Offenbach who calls his work "an honour rather than a duty". And a clubhouse bar manager from the Rhineland explains that she does everything for her family - including husband and children.

Thousands of amateur footballers from all around Germany heeded the casting invitation for a campaign with the motto "Give amateur football a face - your face". 19 of them were chosen as representatives for the first phase of the campaign. The website kampagne.dfb.de contains many genuine and occasionally touching interviews explaining what motivates these people to continuously commit their time to the many different areas of amateur football. The campaign lives on, with the aim of presenting further characters in German amateur football to the world on an ongoing basis. If you want to take part or nominate someone as the "face of amateur football", you can still do so at kampagne.dfb.de.

"Our amateurs. True professionals." is intended to direct attention to the extensive range of existing DFB services (see "Training and Services") and its regional and sub-regional associations, and to bring practical added value to the grass roots. It also aims to reinforce the sense of community among amateur footballers beyond regional association boundaries. For this reason, as has been long established at the professional level, there is a kit badge bearing the campaign design which all amateur clubs can order online and affix to their team's shirts.

The impetus for the campaign came from the 2012 Amateur Football Congress in Kassel. The final report of the Congress stated that the DFB, together with its regional and sub-regional associations, intended to develop a campaign which honoured volunteer work and demonstrated that amateur football was worthy of promotion. No sooner said than done! It has become a campaign which aims to at least partially redirect public interest to the clubs, matches and stars beyond the great arena of football. Claudia Weber, author and "good soul" of Frankfurt district league's SV 1894



Sachsenhausen, finds this approach "really very successful": "Of course, the DFB cannot solve all of the problems at grass-roots level, but it can provide assistance and generate attention for the base. This campaign could certainly achieve that."

In cooperation with DFB representatives, following the Amateur Football Congress, regional and sub-

regional associations, areas, districts and clubs also developed the "self image of amateur football", the twelve theses of which should be the guideline for every amateur football enthusiast in future. The eye-catching poster summarising the most important values of amateur football is also available for download from the campaign website, together with a match schedule poster in the campaign design.

II CAMPAIGN THEMES:
PASSIONATE IMAGES AND
INCISIVE CLAIMS.

ARCHIVES AND LIBRARY

THE EVENTS OF TODAY ARE THE HISTORY OF TOMORROW - AND TO ENABLE HISTORY TO BE RECOUNTED TOMORROW, THE GERMAN FOOTBALL ASSOCIATION COLLECTS SOUVENIRS FROM THE HUNDRED-PLUS YEARS OF HISTORY OF ORGANISED GERMAN FOOTBALL IN ITS ARCHIVE AND LIBRARY.

FROM THE FIRST SET OF FOOTBALL RULES by Braunschweig teacher Konrad Koch in 1875 to an original ball from the 1954 World Cup and one of the gold medals awarded to the team after the 2014 final in Rio de Janeiro, archive pieces from past decades have been brought together.

Although many archive materials from the early years were lost in the turmoil of the First and Second World Wars, with the result that work on stocking the archive could really only start from 1950 onwards, the collection now occupies three rooms and contains over 5,000 items including cups, medals, trophies, players' boots, kits and footballs. In addition there are around 10,000 files whose contents document the work of the association over its history.

One of the key tasks of the DFB archive is to preserve the memory of important players, coaches and officials, so it also contains bequests from famous personalities. The bequest of Sepp Herberger is the most extensive to be added to the archive treasures. Other important pieces of memorabilia left to the archive include items by long-time DFB coach Helmut Schön and former DFB President Dr Peco Bauwens.



The library contains over 10,000 books and magazines. Some of the oldest publications found here include the magazine "Spiel und Sport" ("Game and Sport") from 1895 and the book "Theorie, Technik und Taktik" ("Theory, Technique and Tactics") from 1920, written by one of the first German football coaches, Richard Girulatis, who also authored the first instructional DFB film.

The audiovisual archive also contains a remarkable collection of around 2,700 media carriers. In addition to VHS cassettes, some 400 rolls of old film as well as cassettes, Betamax tapes and vinyl records are stored in the basement of the DFB headquarters in Frankfurt am Main. The collections of over 30,000 individual photos and around 55 photo albums are also very extensive - even though the DFB has never employed its own photographer.

The DFB archive collection developed over the decades. Officials and DFB employees have brought back gifts from other national associations and mementos of international match trips, but also valuable cups, medals and badges of honour as awards for the many international successes. The press department also collected sports magazines, photos and films, building up a comprehensive personal and keyword archive.

■ FOOTBALL HISTORY
BETWEEN BOOK COVERS:
OVER 10,000 BOOKS AND
MAGAZINES ARE HELD IN
THE ARCHIVE LIBRARY.



The maintenance of the archive and the library was defined as a clear task area of the DFB at the end of the 1990s. Since then, the archive has been maintained full-time. In recent years, this made it possible to introduce modern archiving software, re-register the words and images of 5,000 archive items, revise and restructure the collections, inventory further bequests in cooperation with the Carl Lieselott Diem Archive, commence work on digitalising the media stock, and store the already registered archive materials properly. Developing department-based guidelines and a collection concept created a clearly conceived profile for the archive, and will also play a key role in filling the football museum to be opened in 2015. Exhibition consulting services and the lending of exhibits have long been functions of the archive, together with supporting the research work of scientists and individuals in Germany and abroad.

External cooperation with other sports archives, sports museums and cultural institutions is continually increasing in order to document and preserve German football history as effectively and comprehensively as possible, and to create a linked sports history network.



■ TROPHY COLLECTION: OVER 5,000 CUPS,
MEDALS AND OTHER ITEMS MAKE UP THE
COLLECTION IN THE THREE-ROOM
ARCHIVE.

■ AROUND 500 BOXES HOLD SEPP
HERBERGER'S ENORMOUS BEQUEST, THE
PRIDE OF THE ARCHIVE.





ASSOCIATION JURISDICTION

ASSOCIATION JURISDICTION IS THE OPTION AVAILABLE TO THE ASSOCIATIONS FOR PUNISHING VIOLATIONS COMMITTED BY THEIR MEMBERS OR CONTRACTUAL PARTNERS AGAINST ASSOCIATION LAW AND FOR DECIDING ON INTERNAL ASSOCIATION DISPUTES. IT IS BASED ON THE AUTONOMY OF THE CLUBS AND ASSOCIATIONS.

THE DFB'S ASSOCIATION JURISDICTION has long been a recognised instance within the association. Week after week, judgements are handed down to players, officials and clubs following proven wrongdoing in relation to the Bundesliga, Bundesliga 2 and national cup games but also for example in relation to decisions on, e.g. match results challenged by clubs feeling discriminated against or otherwise unfairly treated.

Two legal authorities exist within the DFB: the Sports Tribunal (Sportgericht) and the Federal Court (Bundesgericht), which can be invoked as a court of appeal. Both of these authorities consist of a chairperson (Sports Tribunal: Hans E. Lorenz; Federal Court: Achim Späth), a deputy and a pool of 29 (in the case of the Sports Tribunal) or 28 (in the case of the Federal Court) members acting as lay assessors.

Their large number can be explained by the fact that in the case of oral hearings, depending on the individuals involved, a representative from the League Association, the Third League, women's or girls' football, referees, youth football or football instructors may be involved.

In addition to the two legal authorities, the DFB's Supervisory Committee also plays a key role in the Association jurisdiction of the DFB. It performs a function roughly equivalent to that of state prosecutor and is responsible for pursuing investigations, bringing charges and proposing the sentence (fine, suspension, etc.). The Supervisory Committee consists of a chairperson (Dr Anton Nachreiner), a deputy chairperson and ten members acting as lay assessors, three of whom are proposed by the League Association.

The 2001 DFB Congress approved a simplified and expedited procedure, with the Sports Tribunal's chairman (or his deputy) ruling as a single judge in most cases and advising the parties concerned in writing of his decision, thus greatly reducing the need for oral hearings.

If a player is sent off at the weekend, the individual judge has reached a decision in most cases by Monday evening. If the player or club in question does not agree with the decision, an oral hearing takes place as soon as possible, generally before the next match. This hearing is generally open to club members and members of the press and is conducted with strict adherence to the principles of the rule of law for criminal proceedings.



■ HIGHEST-RANKING DFB
JUDGE: ACHIM SPÄTH,
CHAIRMAN OF THE
FEDERAL COURT.



The neutral Permanent Court of Arbitration has been firmly established for decades and in certain cases can be appealed to in order to verify the legality of association decisions. Its decision has the quality of a legally binding judgement made by a court of law and replaces time-consuming procedures before ordinary courts of law.

■ AN APPRECIATION FOR
SPORTING JUSTICE: CHAIRMAN
OF THE DFB SUPERVISORY
COMMITTEE, DR ANTON
NACHREINER (LEFT) AND
HANS E. LORENZ, CHAIRMAN
OF THE DFB SPORTS TRIBUNAL.



BOARD

AFTER THE DFB CONGRESS, THE BOARD IS THE SECOND MOST IMPORTANT BODY IN THE GERMAN FOOTBALL ASSOCIATION. IT GENERALLY CONVENES AT LEAST ONCE A YEAR; ADDITIONAL MEETINGS CAN BE CALLED AS AND WHEN THEY ARE NEEDED.

TO UNDERLINE MORE FIRMLY THE IMPORTANCE OF THE BOARD as a legislative body between the DFB Congresses, this institution comprises, in addition to the members of the Presidential Board, 21 representatives of the DFB sub-regional football associations, 5 representatives of the DFB regional football associations and 12 members proposed by the League Association and confirmed by the DFB Congress.

The honorary vice-presidents, the chairs of the committees, the chairs of the legal bodies (Federal Court, Sports Tribunal), the chair of the auditors, the directors of the DFB's head office and the men's senior national team head coach all take part in the meetings of the Board in an advisory capacity.

THE BOARD

MEMBERS OF THE PRESIDENTIAL BOARD (18)	REPRESENTATIVES OF THE REGIONAL ASSOCIATIONS (5)	REPRESENTATIVES OF THE LEAGUE ASSOCIATION (12)
WOLFGANG NIERSBACH (Dreieich)	RAINER MILKOREIT (Apolda, Northeast German Football Association)	HERIBERT BRUCHHAGEN (Frankfurt/Main)
REINHARD GRINDEL (Rotenburg/Wümme)	EUGEN GEHLENBORG (Garrel, Northern German Football Association)	ANDREAS RETTIG (Frankfurt/Main)
DR REINHARD RAUBALL (Dortmund)	HERMANN KORFMACHER (Gütersloh, West German Football and Athletics Association)	DR HEINRICH BREIT (Freiburg)
DR RAINER KOCH (Poing)	DR HANS-DIETER DREWITZ (Haßloch, Southwestern Regional Football Association)	HELMUT HACK (Vestenbergsgreuth)
CHRISTIAN SEIFERT (Frankfurt/Main)	DR RAINER KOCH (Poing, Southern German Football Association)	KARL HOPFNER (Munich)
PETER PETERS (Dortmund)		ANSGAR SCHWENKEN (Bochum)
HARALD STRUTZ (Mainz)		STEPHAN SCHIPPERS (Mönchengladbach)
PETER FRYMUTH (Düsseldorf)		STEFAN KUNTZ (Kaiserslautern)
HANNELORE RATZEBURG (Hamburg)		ULRICH LEPSCH (Cottbus)
DR HANS-DIETER DREWITZ (Haßloch)		KLAUS FILBRY (Bremen)
RAINER MILKOREIT (Apolda)		INGO SCHILLER (Berlin)
RONNY ZIMMERMANN (Wiesloch)		INGO WELLENREUTHER (Karlsruhe)
EUGEN GEHLENBORG (Garrel)		
HELMUT SANDROCK (Frankfurt/Main)		
OLIVER BIERHOFF (Berg am Starnberger See)		
HANSI FLICK (Bammental)		
DR H.C. EGIDIUS BRAUN (Aachen)		
DR H.C. GERHARD MAYER-VORFELDER (Stuttgart)		

IF A MEMBER OF THE BOARD HAS MULTIPLE VOTING RIGHTS BY VIRTUE OF VARIOUS OFFICES, THESE VOTES CAN BE EXERCISED CONCURRENTLY. HOWEVER, MEMBERS OF THE PRESIDENTIAL BOARD CANNOT SIMULTANEOUSLY USE THEIR VOTE AS A MEMBER OF THE PRESIDENTIAL BOARD AND AS A REPRESENTATIVE OF ONE OR MORE MEMBER ASSOCIATIONS.

One of the most important roles of the Board is to advise the Presidential Board in relation to the multitude of issues the latter has to address. For example, it is authorised to enact changes to the DFB's regulations if urgency so requires; however, such changes need to be retroactively approved by the next DFB Congress. While the Board cannot make any changes to the DFB statutes, it is authorised to relieve members of the Presidential Board, Board, and Committees of their duties with immediate effect in the event of a gross breach of duty or inappropriate behaviour. The person concerned is entitled to an oral hearing; he or she may also file a complaint with the Federal Court.

The Board has a quorum if at least half of its voting members are present. The Board's resolutions can also be passed in a written circular if not more than ten members object. The DFB President or a Vice-President chairs the meetings of the Board.

Distribution of voting rights on the Board varies and is broken down as follows: Each member of the Presidential Board has a vote; sub-regional associations with more than 600,000 members have three votes each; those with more than 200,000 members have two votes each and sub-regional associations with less than 200,000 members have one vote each; regional associations have one vote each and the twelve League Association representatives have two votes each.

REPRESENTATIVES OF THE SUB-REGIONAL ASSOCIATIONS (21)

BJÖRN FECKER (Bremen, Bremen Football Association)
DIRK FISCHER (Hamburg, Hamburg Football Association)
KARL ROTHMUND (Barsinghausen, Lower Saxony Football Association)
HANS-LUDWIG MEYER (Kiel, Schleswig-Holstein Football Association)
HERMANN KORFMACHER (Gütersloh, Football and Athletics Association)
PETER FRYMUTH (Düsseldorf, Lower Rhine Football Association)
ALFRED VIANDEN (Alfter, Middle Rhine Football Association)
DR RAINER KOCH (Poing, Bavarian Football Association)
RONNY ZIMMERMANN (Wiesloch, Baden Football Association)
THOMAS SCHMIDT (Sölden, South Baden Football Association)
ROLF HOCKE (Wabern, Hesse Football Association)
HERBERT RÖSCH (Ostfildern, Württemberg Football Association)
WALTER DESCH (Alterkülz, Rhineland Football Association)
DR HANS-DIETER DREWITZ (Haßloch, Southwest German Football Association)
FRANZ JOSEF SCHUMANN (St. Wendel, Saarland Football Association)
BERND SCHULTZ (Glienicke, Berlin Football Association)
SIEGFRIED KIRSCHEN (Bad Saarow, Brandenburg Sub-Regional Football Association)
JOACHIM MASUCH (Lichtenhagen, Mecklenburg-Western Pomerania Sub-Regional Football Association)
ERWIN BUGAR (Burg, Saxony-Anhalt Football Association)
KLAUS REICHENBACH (Hartmannsdorf, Saxon Football Association)
DR WOLFHARDT TOMASCHESKI (Altenburg, Thuringia Football Association)

ADVISORY VOTES (19)

HONORARY VICE-PRESIDENTS:
DR H.C. ENGELBERT NELLE (Hildesheim), KARL SCHMIDT (Göttingen), DR HANS-GEORG MOLDENHAUER (Magdeburg)
CHAIRMAN OF THE TECHNICAL COMMITTEE:
MANFRED SCHNIEDERS (Salzkotten)
CHAIRMAN OF THE YOUTH COMMITTEE:
CHRISTIAN POTHE (Hamburg)
CHAIRMAN OF THE SUPERVISORY COMMITTEE:
DR ANTON NACHREINER (Gottfrieding)
CHAIRWOMAN OF THE COMMITTEE FOR WOMEN'S AND GIRLS' FOOTBALL:
MARGIT STOPPA (Berlin)
CHAIRMAN OF THE COMMITTEE FOR RECREATIONAL AND GRASSROOTS FOOTBALL:
KLAUS JAHN (Ibbenbüren)
CHAIRMAN OF THE REFEREES COMMITTEE:
HERBERT FANDEL (Kyllburg)
CHAIRMAN OF THE FEDERAL COURT:
ACHIM SPÄTH (Heilbronn)
CHAIRMAN OF THE SPORTS TRIBUNAL:
HANS E. LORENZ (Wöllstein)
CHAIRMAN OF THE AUDITORS :
HANS-LUDWIG MEYER (Kiel)
DIRECTORS OF THE DFB HEAD OFFICE:
STEFAN HANS, WILLI HINK, STEFFI JONES, RALF KÖTTKER, ULF SCHOTT, DENNI STRICH (all Frankfurt/Main)
THE NATIONAL TEAM HEAD COACH:
JOACHIM LÖW (Wittnau)

BUNDESLIGA

THE BUNDESLIGA HAS BECOME AN INSEPARABLE PART OF GERMANY'S SOCIETY OVER THE PAST 50 YEARS. THANKS TO ITS INCOMPARABLE SUCCESS STORY, IT HAS EVOLVED INTO GERMANY'S PREMIUM PRODUCT IN SPORTING TERMS AND AS A BUSINESS WITH A HUGE AMOUNT OF POSITIVE FEEDBACK, IT COUNTS AS ONE OF THE STRONGEST FOOTBALL LEAGUES IN THE WORLD.

THE BUNDESLIGA BEGAN ON 24 AUGUST 1963 with three of Germany's heroes from Bern still active: Max Morlock, Helmut Rahn and Hans Schäfer. The last three remaining football protagonists from an era when football was still romantically viewed as a game played by eleven friends. They witnessed the start of the Bundesliga's incredible success story at first hand. Since then, a lot has changed - both on and off the pitch.

The first goalkeepers still played without the use of gloves and the kit numbers were 1 to 11, as only eleven players were allowed to play - substitutions were only introduced in 1967, however (initially), only when the team's physician deemed this necessary. No one wore multicoloured shoes and no sponsors decorated the team's jerseys. The price for a place in Schalke's stands was 1.40 Deutschmark and highlights of only three games were shown on television. The events in the other fixtures remained a big mystery. The stadiums portrayed the charm of the pioneering days, as the stands were made out of wood and the scoreboard was operated manually. The players had other professions and were only allowed to earn a maximum of 1,200 Deutschmarks.

These all sound like tales from another world. The list could go on but it doesn't change the fact that the Bundesliga has become a central part of Germany's society over the past 50 years. Every Saturday afternoon, there are millions of fans, and not just men anymore, who feel a sense of excitement building as all other appointments or events become irrelevant at half past



BUNDESLIGA

three. They pursue their passion of capturing the events in the Bundesliga, whether in the stadium itself, in front of the television or via the radio, which was the most prominent way to catch up on the action during the first three decades.

Nowadays, there is even the option to watch all the games via a simulcast function on your television. It has virtually become impossible to miss out on a goal scored. Another reason for this is that the vastly changing media coverage intensely discusses and covers the events of the Bundesliga throughout the week. A TV contract did not exist in the first two years. In 1965, the DFB signed a deal with the two public TV broadcasters for 647,000 Deutschmarks. At the time of writing, the clubs in the Bundesliga and the Bundesliga 2 are expected to collect almost 2000 times that. It would be wrong to blame this fact on inflation. The only inflation is the rising interest in Germany's premium sports product.

Otto Rehhagel once said that football is "the theatre for the small man". It was always popular, but it required 60 years before it acquired a state of perfect organisation in Germany. West Germany was the last European country to establish a central football league. Before the war, there were 20 leagues in total. After the war ended, only five remained (four top regional leagues and the city league in Berlin).

The DFB had one of their best ideas when they approved the introduction of the Bundesliga on 28 July 1962 in a meeting held in Dortmund (103:26 votes). There were concerns that football in Germany was falling behind on an international level after the disappointing result in the FIFA World Cup in Chile and when the first professional players started to move abroad to Italy, where they were paid higher wages. The decision had the desired effect, as Germany has not missed a World Cup since then - Italy are the only European team that has achieved the same feat.

Plenty of success has been achieved since 1963: four World Cup victories, three European Championships and 17 triumphs in Europe's club competitions. The Bundesliga has produced "Europe's Footballer of the Year" on nine occasions.

■ ONE OF THE LAST "HEROES OF BERNE": HANS SCHÄFER CAPTAINS 1. FC KÖLN TO THE GERMAN CHAMPIONSHIP IN 1964, THE BUNDESLIGA'S INAUGURAL SEASON.

But the Bundesliga hasn't only had good days. Nowadays, when the attendance records are broken year after year, there are things that should be kept in mind. The first major crisis, the manipulation scandal in 1971, had lasting effects. The fans stayed at home and the money wasn't flowing in. In 1973, the idea of splitting the division into two groups of nine to save travel costs was deliberated. The suggestion from Cologne was dismissed – fortunately.

At its Congress in Stuttgart in April 1990, the DFB opted to reduce the league to 16 clubs from the 1992/93 season. However, these plans were overtaken by events as the peaceful revolution on the streets of East Germany in autumn 1989 led to reunification in October 1990. If Germany as a country was growing, making the Bundesliga smaller would have seemed absurd.

Interaction between major politics and sport gave the Bundesliga that extra bit of impetus, as during that time, the German national team won its third World Cup trophy in Rome. During the 1989/90 season, the average attendance for Bundesliga games was 19,880. The nation's third World Cup triumph saw those numbers explode. The average attendance increased five seasons in a row and the 30,000 barrier was surpassed for the first time in 1997/98.

Used to being in the focus of public attention from day one, the Bundesliga received a further tremendous boost when private TV channels appeared in the German media landscape. Favoured by the new stadiums and improved infrastructure brought about by the 2006 World Cup in Germany, average attendance has since breached the 40,000 mark. The fact that no one has an answer for when the increase in figures will end is the least of worries for the people in charge.

The DFB and the DFL, the operational arm of the League Association encompassing the clubs of the Bundesliga and Bundesliga 2 since December 2000, proudly point out that the Bundesliga is the best-attended league in Europe, attracting big-name stars from abroad, who have had all doors open to them since the Bosman ruling. Moreover no league is in a healthier position. In the early days of the Bundesliga, less stringent financial rules had left a few loopholes too many for gamblers or charlatans. Now, a strict licensing process is in place



■ A CONGENIAL MOMENT: GLADBACH'S COACH HENNES WEISWEILER AND PLAYMAKER GÜNTER NETZER.



■ SENSATIONAL: COACH OTTO REHHAGEL GUIDES NEWLY PROMOTED 1. FC KAISERSLAUTERN TO THE BUNDESLIGA TITLE IN 1998.

ensuring clubs' economic viability and so far, no license has ever had to be revoked.

The total attendance figure of 430 million since 1963 makes the Bundesliga one of the country's leading entertainment enterprises. No opera house, no musical, no cinema complex and no TV show can boast such appeal. The Bundesliga is a theatre in itself, a stage for passion. It has its actors too - sometimes a few too many - but entertainment is always a guarantee. The explanation behind its unbeatable advantage over a trip to the theatre or the cinema lies in the wisdom of Sepp Herberger: "People go to watch football because they don't know how it will end."

Some may argue that it's no longer a complete uncertainty, with Bayern Munich going into the title race as big favourites year after year and two or three other clubs also playing in a league of their own thanks to the money received through their regular Champions League participation. Even though there's no denying the dominance of FC Bayern, who have won 23 of the 51 Bundesliga seasons, there is still the allure of beating them. And the fact that "anyone can beat anyone in the Bundesliga" (Rehhagel) is something that we experience every two or three match-days.

In fact, there have been five different German champions in the last eleven years; more than all of Europe's other top leagues, where the same big teams participate in an increasingly tedious title race. The Bundesliga, on the other hand, has seen many super-powers. 1. FC Köln were the first; they had the best strategy and were the side best prepared for the adventure in 1963.

The early years, which provided five different champions in five seasons (1. FC Köln, Werder Bremen, 1860 München, Eintracht Braunschweig and 1. FC Nürnberg), were followed by the start of Bayern Munich and Borussia Mönchengladbach's domination, with the title going to one of those two sides every year between 1969 and 1977. Gladbach's five title-wins came under difficult circumstances due to their small stadium and the respective financial limitations. Bayern, who benefited from the huge stadium used for the 1972 Olympics, profited from professional management and an already established sense of self-belief, which grew with every success. The spine of Maier-Beckenbauer-Müller provided those successes - and efficiency - for almost 15 years.



The Foals from Gladbach, meanwhile, were in full swing at the top of the Bundesliga for the best part of a decade. Günter Netzer's long passes always found a teammate and the likes of Allan Simonsen and Jupp Heynckes played their way into the hearts of every football fan. But, dictated by economic factors, Borussia never had a chance to stay at the top in the long term. Their last championship was in 1977 - after that, Bayern faced other challengers in the title race.

Borussia Dortmund (five times), Werder Bremen (four), Hamburger SV and VfB Stuttgart (both three) have all had the honour of lifting the Bundesliga trophy, while 1. FC Kaiserslautern's two triumphs should certainly not be ignored. FCK went into the 1990/91 campaign as relegation candidates yet claimed a surprise title-win under Kalli Feldkamp. They did the same as a newly promoted side in 1998 under Otto Rehhagel, but that was nothing short of a miracle - the biggest in Bundesliga history.

VfL Wolfsburg's championship in 2009 also had a touch of magic about it - in what was a league first, Felix Magath led a side placed ninth during the winter break to the title at the end of the season.

Jürgen Klopp managed to provide Bayern with a new competitor in a different way in Dortmund. Under their charismatic manager, Borussia played fascinating, attacking football, which was rewarded with two league titles and a place in the 2013 Champions League final. That Bayern of all sides awaited them in that memorable Wembley encounter was the crowning of the Bundesliga's milestone season. After 50 years, the Bundesliga has reached the summit both in sporting and economic terms and maintaining that for the next 50 years should be the incentive. Germany's world champions title won at Brazil 2014 shows that the Bundesliga is enjoying a golden era.

■ BY THE END OF 2014, FC BAYERN MUNICH HAD COLLECTED 24 GERMAN CHAMPION TITLES (23 SINCE THE LAUNCH OF THE BUNDESLIGA).



CHAMPIONS LEAGUE/ EUROPEAN CUP COMPETITIONS

GERMAN FOOTBALL'S RECORD IN EUROPEAN CUP COMPETITIONS IS PACKED WITH NUMEROUS TRIUMPHS AND UNFORGETTABLE MOMENTS. IN TOTAL, GERMAN TEAMS HAVE GONE THROUGH TO THE FINAL ON 41 OCCASIONS, WINNING 18 TITLES AND CONTRIBUTING COUNTLESS, MEMORABLE HIGHLIGHTS. HOWEVER, THEY HAVE ALSO ACCOUNTED FOR SOME MAJOR DISAPPOINTMENTS WHICH HAVE ADDED TO THE FASCINATION OF EUROPEAN CUP FOOTBALL.

THE FIRST EUROPEAN CUP GAME INVOLVING A GERMAN TEAM was a failure - Rot-Weiss Essen were beaten 4-0 by Scottish champions Hibernian FC on 14 September 1955 and were knocked out in the first round. However, this was not a bad omen. This was only proof, that everything is hard at the beginning. This applied to the first European cup finalists Eintracht Frankfurt, who were unfortunate to come up against the best side in the world on 18 May 1960. Real Madrid claimed their fifth consecutive European Cup with a 7-3 win over Frankfurt in Glasgow.

Six years passed before fans in Germany could celebrate their first European triumph: Borussia Dortmund beat Liverpool on 5 May 1966 in the European Cup Winners' Cup - once again in Glasgow - winning 2-1 thanks to goals from Siegfried Held and Stan Libuda. The curse was lifted and the Bundesliga, which was introduced in 1963, produced team after team of international calibre.

FC Bayern added their names to the winners list in 1967, as they too won the Cup Winners' Cup. That day in Nürnberg made Bayern even hungrier for success, and they went on to lift the silverware in all three European Cup competitions - a feat which no team apart from Chelsea, FC Barcelona, Juventus and Ajax has achieved.

Bayern were the first German club to win the European Cup three consecutive times between 1974 and 1976, a hard-to-repeat feat that before them only Ajax and Real Madrid had achieved. Ironically, since the introduction of the Champions League (1992), no team has successfully defended the title.

The German record champions' name stands for success on the international stage, but there have also been a few low moments. The 1999 Champions League final in Barcelona is an unforgettable one. Bayern thought they had already won the trophy, but Manchester United snatched it from them in injury time as they scored two goals in the space of 103 seconds to turn the game on its head to win 2-1. It's a wound they could heal two years later with a win against Valencia in Milan, but the scar remains.

The memories came flooding back as FC Bayern lost in their own stadium on penalties to Chelsea on 19 May 2012. What was more painful? That defeat in injury time or a penalty shoot-out loss in front of your own fans having dominated the whole game? It's not worth debating. Bayern compensated for this loss with the victory over Borussia Dortmund in the all-German Champions League Final in Wembley on 25 May 2013 - a day for the history books for German football. Bright days and big disappointments make up the fascination of European Cup football, with matches played under the floodlights in stadiums buzzing with excitement.

With German teams, the positive moments have outweighed the negative. In total, German teams have gone through to the final on 41 occasions, winning 18 titles and contributing countless, memorable highlights. One of those high points is the triumph of 1. FC Magdeburg, who were victorious against favourites AC Milan 2-0 in the Cup Winners' Cup in Rotterdam in 1974. It remains



■ THE GREATEST DAY FOR EAST GERMAN CLUB FOOTBALL: WOLFGANG SEGUIN SCORES AGAINST AC MILAN IN 1974, BRINGING VICTORY IN THE EUROPEAN CUP TO 1. FC MAGDEBURG.

■ A FIRST IN GERMANY: CAPTAIN WOLFGANG PAUL SHOWS OFF THE EUROPEAN CUP WINNERS' CUP IN DORTMUND IN 1966. ON THE LEFT IS COACH WILLI MULTHAUP.



■ FLYING HIGH WITH THE “EURO FIGHTERS”: THOMAS DOOLEY IN 1997 WITH LATER UEFA-CUP WINNERS SCHALKE 04 IN THE SEMI-FINAL AGAINST TENERIFE.



■ MATCH WINNER IN THE GERMAN UEFA WOMEN’S CUP FINAL IN 2006: RENATE LINGOR SCORED THREE GOALS FOR 1. FFC FRANKFURT AGAINST TURBINE POTSDAM.



the only triumph of an East German team, while Carl Zeiss Jena (1981) and Lokomotive Leipzig (1987) have both reached a final.

The European Cup was heavily influenced by the Bundesliga in the 70s and early 80s. In the 1980 UEFA Cup, the teams participating in the semi-finals were all German, with Eintracht Frankfurt winning the final against Borussia Mönchengladbach. In the same year, Hamburger SV reached the European Champions' Cup final against Nottingham Forest, losing 0-1. In 1975, both the European Champions' Cup and the UEFA Cup winners had come from Germany: FC Bayern Munich and Borussia Mönchengladbach, respectively.

And even when the national team was in a crisis after the 1982 World Cup, a Bundesliga team dominated continental club football: Hamburger SV beat Juventus 1-0 in the European Cup final, as Felix Magath scored the winning goal to make it a memorable moment in Athens for HSV.

Turning to the more recent past, fans in the Ruhr Valley in May 1997 had every reason to go into raptures over the exploits of Schalke 04 and Borussia Dortmund. Proudly chanting “Ruhrpott” (as the region is affectionately called), supporters of both clubs even paid homage to their usually unloved neighbours.

BVB won against Juventus in Munich and became the first German club to win the newly named Champions League (instead of the European Champions' Cup). Lars Ricken propelled himself to legendary status with his goal 20 seconds after being brought on as a substitute. Schalke 04 also won in their two-legged UEFA Cup final against Inter Milan, with a young Jens Lehmann proving to be the decisive factor in the penalty shootout.

His rival in goal for Germany, Oliver Kahn, showed a similar knack of saving penalties in the 2001 final against Valencia, also staged at Milan's San Siro. Up until that day at Wembley in 2013, twelve years passed without a German triumph, with finances an underlying cause. Clubs, especially from Spain and England, recruited top players and superstars with money they didn't have.

Some wins in a cup run that ultimately comes to an end are still just as memorable as lifting the title, just like Bayer Uerdingen's unforgettable 7-3 win against Dynamo Dresden in March 1986. DFB-German Cup winners Bayer were 2-0 down after the first leg of the



Cup Winners' Cup quarterfinal, and were trailing 3-1 at half time in the second leg, before the Uerdingen attack somehow scored goals for fun after the break.

The memories of the big games never fade. Whoever has seen the "Scandal of Bökelberg" in autumn 1971 will still talk themselves into a rage today. Champions Borussia Mönchengladbach played perhaps their best game of that era, as the "Foals" became champions. They swept Inter Milan aside with a 7-1 thumping. However it was all for nothing in the end, after Inter striker Roberto Boninsegna - who was hit by an empty can - was substituted. The alleged "knockout" of the theatrically experienced Italian also meant Gladbach were knocked out. The result was annulled and the replay in Berlin ended in a 0-0 draw. Thanks to a 4-2 win in Milan, Inter ultimately progressed to the next round. The can is even on display in Gladbach's club museum.

For Werder Bremen, the European Cup was a platform to promote their image. There were just a dot on the map during the 80s, but then along came Otto Rehhagel with the "Miracle of the Weser", which became a regular occurrence. No matter how badly Bremen lost on the road, they would always turn it around at home.

It began with a 6-2 win after extra time against Spartak Moscow in 1987 (after a 4-1 first-leg defeat). In the following year, they turned around a 3-0 away loss to BFC Dynamo in the first leg, winning 5-0 at home. Manni Burgsmüller had already set the tone before kick-off. He shouted "Come on out, you cowards" as he banged on their dressing room door. In 1993, Bremen were trailing 3-0 to Anderlecht after 66 minutes of their Champions League group game but went on to win 5-3. Even Diego Maradona suffered a defeat in Bremen, losing 5-1 with Napoli in 1989. Since then, it appears as if Bremen sense that they have a duty to give their fans something to shout about at home. Noblesse oblige, but so does cult status.

Not quite endowed with legendary status yet, but nevertheless an impressive success story, are the women's Bundesliga teams' performances in European Cups. The competition was introduced as the UEFA Women's Cup in 2001/02 and was renamed the Champions League in 2009/10. From the competition's twelve seasons so far, 1. FFC Frankfurt have won it three times (2002, 2006, 2008), Turbine Potsdam (2005, 2010) and VfL Wolfsburg (2013, 2014) have each won it twice, with FCR Duisburg claiming the trophy once, in 2009.

■ SCENES OF JUBILATION:
BASTIAN SCHWEINSTEIGER
CELEBRATES VICTORY
AGAINST BORUSSIA
DORTMUND IN THE 2013
CHAMPIONS' LEAGUE
FINAL.



COMMERCIAL SERVICES

DFB-WIRTSCHAFTSDIENSTE WAS ESTABLISHED AS AN INDEPENDENT LIMITED COMPANY (GMBH) AND WHOLLY OWNED SUBSIDIARY OF THE GERMAN FOOTBALL ASSOCIATION IN 1981.

INITIALLY, DFB-WIRTSCHAFTSDIENSTE GMBH CONSULTING & SALES SERVICES (DFB-WD) concentrated exclusively on the commercial exploitation of the DFB's name and emblem and on photographs of the national team and its players. In addition to conducting the traditional licensing and merchandising business for the German Football Association, the company is also tasked with marketing the association's services, products and materials, both in Germany and abroad.

Since 1 January 2013, the company has once again been taking care of the German Football Association's licensing business in-house. In the early days, product marketing involved working with eight partners; now the company cooperates with 43 licence partners, including international companies such as adidas, Ferrero and Panini. The licence marks can be acquired by potential licence partners as a package of rights and used for the design of various products such as team jersey replicas, caps, and scarves, but also more upmarket articles including a DFB barbecue grill, jewellery, or audio headphones.

In terms of merchandising, DFB-WD is responsible for purchasing and selling official DFB products. One of DFB-WD's responsibilities is to sell the items to fans

of the German national teams via its own sales channels (B2C). Such items include the official football shirt, training gear, caps, scarves and accessories as well as retro and lifestyle clothing. DFB-WD also markets the merchandising products to existing DFB partners and to many industry and retail customers. It provides a variety of services, ranging from developing the product design, negotiating purchasing terms, commissioning manufacturers and storing the products, to selling the products in the DFB fan shop, stadium or DFB showroom. The current merchandising range can be viewed 24/7 in the DFB fan shop website.

Based on the German Football Association's experience in organising international football games and major football events, the team, under the leadership of managing directors Denni Strich and Stefan Ludwig, also focuses on transferring the extensive expertise it has gained from organising various World Cups. DFB-WD is the umbrella organisation that organises the project teams into various configurations to meet customers' needs. "The challenges facing the organisers of major events have been steadily increasing in recent years. The catalogues of requirements stipulated by FIFA or a particular association raise issues in relation to planning and specific implementation," explains Strich.

Moreover, DFB-WD also looks after project management tasks for the DFB and provides support with the implementation of new business concepts and solutions, such as customer relationship management (CRM) or ticketing.

Established in April 2013, the CRM competence centre provides campaign management services for the DFB's various business sections, i.e. ticketing, fan shop, fan club, and hospitality, bundling their marketing requirements and coordinating the association's digital marketing effort. In addition to the classic tool of e-mail campaigns to offer DFB products or services, DFB-WD will access customers directly with customised messages, e.g. providing ticket holders with pertinent information about the match venue or sending birthday greetings or other messages to fan shop clients, which is what CRM is all about.



MANAGING DIRECTORS OF
DFB-WIRTSCHAFTSDIENSTE:
DENNI STRICH ...



... AND STEFAN LUDWIG.



FOOTBALL ON THE BIG SCREEN AT THE
FAN FESTIVAL IN BERLIN: AN EXAMPLE
OF THE ACTIVITIES ORGANISED BY
DFB-WIRTSCHAFTSDIENSTE.

The company also supports the regional and sub-regional football associations with their marketing and sponsorship activities. With the establishment of DFB Medien GmbH & Co. KG as a wholly owned subsidiary of DFB-Wirtschaftsdienste, DFBnet was launched in April 2002, laying the foundation for the successful and steadily growing project. Moreover, DFB-net technology has enabled the new FUSSBALL.DE site to get off to such a great start.

Managing director Stefan Ludwig explains: "Together with the DFB and its member associations, DFB-Medien is designing, implementing and operating state-of-the-art software systems under the DFBnet brand that help to organise the world of German football. Apart from the associations, the clubs will be the main beneficiaries of this networked IT infrastructure, as almost all administrative departments at all organisational levels are now supported by web-based procedures."



PRIZE-WINNING LICENSING
BUSINESS: TROPHIES AND
CUPS FOR DFB-
WIRTSCHAFTSDIENSTE

COMMUNICATION

TEAM SUPPORT, MEDIA ORGANISATION, PR CAMPAIGNS, SERVICES, DIGITAL INFORMATION AND CONVENTIONAL PUBLICATIONS - THE DFB HAS ADAPTED TO THE INCREASINGLY COMPLEX, RAPIDLY CHANGING CHALLENGES OF MODERN COMMUNICATION.

ORGANISING COMMUNICATION FOR A HOME MATCH INVOLVING THE NATIONAL TEAM is a complex project. PR appointments and planning meetings take place in the build-up, press conferences have to be prepared and organised, print and online interviews are coordinated and authorised. There are enquiries from newspapers and stations, TV shoots and radio broadcasts. A steady stream of news articles and photos are published on the dfb.de and team.dfb.de internet portals as well as Facebook pages and Twitter channels. The stadium magazine "DFB-aktuell" is handed out to every spectator free of charge at the entrance. Public interest is huge and public relations work extends far beyond the 90 minutes on the pitch.

An international match perfectly demonstrates the wide range of tasks required of the communication and public relations management under the leadership of media director Ralf Kötter. These include various PR campaigns, media support for the national teams all the way down to youth level, communicative measures for the DFB Cup, the Third League, women's football and the many important social activities of the association. Furthermore, a series of different publications are issued and service offerings created, neither of which are limited to only the media.



■ PRESS CONFERENCE BEFORE THE DFB CUP FINAL: DFB MEDIA DIRECTOR RALF KÖTTKER (CENTRE) WITH DORTMUND'S (FROM LEFT TO RIGHT) SEBASTIAN KEHL AND JÜRGEN KLOPP TOGETHER WITH JUPP HEYNCKES AND PHILIPP LAHM FROM BAYERN MUNICH.

Public relations work has changed drastically in recent years to keep up with the rapid development of the Internet. The DFB responded at an early stage by founding the company DFB-Online GmbH. "Communication is a classic cross-sectional task that covers all content areas of the DFB. There has always been a great deal of interest in the DFB, but the speed with which information now travels has multiplied as a result of the new media. One particular challenge is coordinating communication correctly in this environment," says Ralf Kötter. In doing so, the DFB dares to go new ways with the FUSSBALL.DE portal - the amateur game's home in the world-wide web, featuring results, background stories, and interesting information.

Whether it's team support, media organisation, PR work, sustainability issues or services for journalists, new techniques and methods increase the effectiveness of media processes in all of these fields. Proven conventional methods of communication such as press releases have been joined by the live streaming of press conferences and digital newsletter formats. Throughout all of these changes, personal



contact between Communications Dept. staff and media representatives has remained the cornerstone of public relations work.

Despite the emergence of innovations in the online segment, print publications have remained the most important image and information medium of the association. The core publication is the "DFB-Journal", which underwent a complete relaunch in 2012. Once every quarter, more than 100 pages provide readers with all the latest information about the DFB. The Journal is a magazine that provides insights, offers services and aims to entertain. With a circulation of 100,000 copies, the magazine is sent to clubs, subscribers, companies, media outlets and every member of the national team fan club powered by Coca-Cola.

There are also other publications: "DFB-aktuell", which was also redesigned in 2013, is published prior to international games, while the "arena" is the magazine published for women's international matches. Other publications include a journal for referees, official information releases as well as various brochures, reports and special publications.



■ VERSATILE AND INFORMATIVE: THE PUBLICATIONS OF THE DFB ARE AN IMPORTANT IMAGE MEDIUM.



CULTURAL FOUNDATION

FOOTBALL IS AN INTEGRAL PART OF OUR EVERYDAY CULTURE, WHICH IS WHY THE DFB CULTURAL FOUNDATION ORGANISES AND PROMOTES NUMEROUS PROJECTS AND INITIATIVES.



OCTOBER 2012. BERLIN. It's the day before the spectacular 4-4 draw in the World Cup qualification match against Sweden. National team manager Oliver Bierhoff stands in front of the golden ornamental pillars of the Martin-Gropius-Bau together with the German Minister for Culture Bernd Neumann. Both are surrounded by a throng of cameras and microphones. Around 70 journalists crowd the large exhibition centre. They have come to attend the opening of the "Unter Spielern" exhibition (Among the players) by Regina Schmeken, organised by the DFB Cultural Foundation. The artist has accompanied the national team for more than a year and today presents her large-format black and white photographs to the public. Artistically composed images show Lahm, Khedira, Klose and co. from unusual angles.

Many may voice their discontent that football has now arrived in the museum. Are football and culture really compatible with one another? On a day that ended with art historian Professor Horst Bredekamp giving an appraisal of the photographs, nobody asked this question. For the DFB, the question is an easy one to answer: Yes, because football is culture. Even if it

is not always presented in such a classic manner as in the Martin-Gropius-Bau exhibition.

According to the motto of the Cultural Foundation of the DFB founded in 2007, "Football is culture". The Cultural Foundation believes that football is a forever growing part of the German cultural heritage. Many people could not imagine their daily life without football, which has become a part of our cultural identity.

At the same time, the popularity of football makes it a permanent topic of conversation for the general public, the media and cultural organisations, as well as stimulating the imagination of writers and film directors, painters and actors. Nowadays, almost every art form can be associated with football: it is virtually impossible to keep track of the huge number of football books published every year. The "Lexicon of football films" contains more than 1,000 pages.

The DFB Cultural Foundation aims to support these different art forms with a series of foundation and development projects involving films, festivals, anthologies and documentaries as well as readings,



■ "UNTER SPIELERN"
(AMONG THE PLAYERS):
EXHIBITION OF ARTISTICALLY
COMPOSED PHOTOS OF THE
NATIONAL TEAM BY REGINA
SCHMEKEN.



discussion groups, exhibitions and concerts, for example. It aims to organise ambitious and entertaining projects on a local and national level that examine the social connections and impacts of football. It lays the foundation for discussing the role of football in society and the impetus it can give to values such as integration and international understanding as well as action against racism, xenophobia and discrimination in a free, democratic community.

Occasionally with surprising results: national team head coach Joachim Löw discusses football and integration at the Frankfurt book fair. Meanwhile, a very special team is lacing its boots: "Kick first, then read" is the motto of the German Authors Team, who use football and literature to build cross-border bridges and promote cultural understanding at their international football matches.

In addition to nurturing relations between football and the cultural world, the Foundation's statutes also call for the maintenance and preservation of German footballing history. The social, economic, and cultural facets of the game are the main focus because chil-

dren and young people involved in football also learn about German and international social history, including an examination of the National Socialist period. The general theme is "Erinnern aus Verantwortung", which roughly translates into Remembrance is a Matter of Responsibility. In early 2014, the Foundation teamed up with the acclaimed football monthly 11FREUNDE to publish a special edition of the magazine about the lives and merits of 192 Jewish pioneers of the game in Germany. Every year, the Foundation organises an educational program involving players from the DFB U18 national team, who take part in a four-country tournament in Israel and pay a visit to the holocaust memorial site at Yad Vashem.

Examining the history of their country is an impressive, defining experience for the potential first team players of tomorrow. With this project, the DFB Cultural Foundation comes full circle because the proceeds from the regularly organised benefit matches played by the national team provide the financial basis for community work carried out by the Foundation. Work that uses the popularity of football as a sociopolitical stimulus with the aid of partners from the arts, culture and education.

■ REFLECTION IN YAD
VASHEM: GERMAN
NATIONAL YOUTH PLAYERS
VISIT THE HOLOCAUST
MEMORIAL SITE IN ISRAEL.

DEUTSCHE FUSSBALL-LIGA/ LEAGUE ASSOCIATION



THE LEAGUE ASSOCIATION IS THE UNION OF THE 36 LICENSED CLUBS AND CORPORATIONS OF THE BUNDESLIGA AND BUNDESLIGA 2 WHICH BELONGED DIRECTLY TO THE GERMAN FOOTBALL ASSOCIATION AS ASSOCIATE MEMBERS UNTIL 28 APRIL 2001. ITS OFFICIAL NAME IS "DIE LIGA - FUSSBALLVERBAND E.V.", IT IS BASED IN FRANKFURT AM MAIN, AND IS A FULL MEMBER OF THE DFB WITH ALL RIGHTS AND OBLIGATIONS INCLUDING THE REGULATIONS IN THE MASTER AGREEMENT CONCLUDED WITH THE DFB.

ON 30 SEPTEMBER 2000, THE DAY HAD FINALLY COME: at the Extraordinary DFB Congress in Mainz, the 36 professional clubs were granted the independence they had been requesting for many years. The DFB ceded the use of its two professional leagues to the League Association founded on 18 December 2000. The leagues' 36 clubs are now full members of the League Association.

Since the 2001/2002 season, one of the tasks of the League Association has been to host the games in both professional leagues according to the international football rules, and to determine the German championship, promoted and relegated clubs, and participants in the international competitions. The League Association is managed by its Board, which - elected for three years - currently consists of the league president, two vice-presidents and six other members.

The first league president was Werner Hackmann. After his death at the age of just 59 on 28 January 2007, the then vice-president Wolfgang Holzhäuser became the provisional head of the League Association, until the general meeting on 6 and 7 August 2007 in Berlin elected Dr Reinhard Rauball as the new league president.

To fulfil its duties set out in a constitution, the League Association founded the Deutsche Fußball Liga GmbH (DFL, German Football League) and transferred operations to this body. Since its inaugural meeting in Frankfurt am Main on 19 December 2000, the DFL considers itself primarily a service provider and organiser of professional football. In addition to organising leagues and competitions, the most important tasks of the DFL include the licensing of the 36 professional clubs, the equally important Marketing business unit and the further development of the Bundesliga brand, which also entails the continual development and marketing of proprietary products.

Via its fully owned subsidiary DFL Sports Enterprises founded in September 2008, the DFL is chiefly responsible for the marketing of rights to professional league matches for TV, radio and Internet broadcasts in Germany and abroad. With the award of the new broadcasting rights, the League Association earned some EUR 2.5 billion from marketing these rights in Germany in the four seasons from 2013/2014 to 2016/2017. At a revenue of around EUR 628 million per year, this represents an increase of 52 percent in comparison to the EUR 412 million generated annually up until the end of the 2012/2013 season. Including the international receipts, German professional football will even generate around EUR 700 million in future, making the Bundesliga one of the highest-earning football leagues in the world.

Prerequisites for effective marketing include the seamless organisation of the leagues and the hosting of balanced and exciting competitions. The DFL is responsible for scheduling all 612 league matches of the Bundesliga and Bundesliga 2. Refereeing, sports jurisdiction, and hosting the DFB Cup competition remain the responsibility of the DFB.



■ LEAGUE ASSOCIATION
EXECUTIVES: PRESIDENT
DR REINHARD RAUBALL,
MANAGING DIRECTOR
ANDREAS RETTIG
(UNTIL JUNE 2015),
CEO CHRISTIAN SEIFERT
(FROM RIGHT)

The effectiveness of the strict licensing procedure already implemented in earlier years by the DFB and its league committee, which focuses particularly on verifying the liquidity of the clubs for financially maintaining the organisation of leagues and competitions in each coming season, is proven by one fact: in 51 Bundesliga seasons, no Bundesliga club has ever had to declare itself insolvent during the course of a season.

A master agreement signed between the DFB and the League Association/DFL for the first time in 2000 outlines each party's rights and obligations.

As a subsidiary of the League Association, the DFL Deutsche Fußball Liga GmbH also places special importance on balancing the different interests of all 36 member clubs. In other words, achieving fair results in the allocation struggle between German professional football clubs with varying levels of development and vastly different financial resources.

The new organisational structure of the DFL which came into force on 1 September 2012 comprises only two business units instead of the preceding three. The chairman of the senior management since 1 July 2005 has been Christian Seifert, whose contract was extended early in 2012 until 30 June 2017. Seifert succeeded Wilfried Straub, who had a decisive influence on the development of the Bundesliga for decades. From early 2013 to mid-2015, Andreas Rettig was the responsible senior executive of the "League and Competitions Organisation and Licensing" business unit.

■ BOARD OF THE LEAGUE ASSOCIATION
DR REINHARD RAUBALL (LEAGUE PRESIDENT)
PETER PETERS (VICE-PRESIDENT)
HARALD STRUTZ (VICE-PRESIDENT)
HERIBERT BRUCHHAGEN (BOARD MEMBER)
HELMUT HACK (BOARD MEMBER)
KARL HOPFNER (BOARD MEMBER)
ANSGAR SCHWENKEN (BOARD MEMBER)
CHRISTIAN SEIFERT (MANAGING DIRECTOR)
ANDREAS RETTIG (MANAGING DIRECTOR UNTIL JUNE 2015)

■ SUPERVISORY BOARD OF THE DFL
DR REINHARD RAUBALL (CHAIRMAN OF THE SUPERVISORY BOARD)
PETER PETERS (DEPUTY CHAIRMAN OF THE SUPERVISORY BOARD)
DR HEINRICH BREIT (MEMBER OF THE SUPERVISORY BOARD)
ULRICH LEPSCH (MEMBER OF THE SUPERVISORY BOARD)
INGO SCHILLER (MEMBER OF THE SUPERVISORY BOARD)
STEPHAN SCHIPPERS (MEMBER OF THE SUPERVISORY BOARD)

■ SENIOR MANAGEMENT OF THE DFL
CHRISTIAN SEIFERT (CEO)
ANDREAS RETTIG (MANAGING DIRECTOR)





DFB COACHING STAFF

THERE ARE 25 MEN'S AND WOMEN'S INSTRUCTORS WORKING IN KEY ROLES AS DFB COACHES. THEY ARE RESPONSIBLE NOT ONLY FOR LOOKING AFTER THE 15 NATIONAL TEAMS BUT ALSO FOR TRAINING AND DEVELOPING COACHES.

FIRST AND FOREMOST, THE DFB IS ABOUT SPORT. The national teams' performances are the association's business card. And it's the responsibility of our coaches to make sure those performances are the best they can be. The DFB therefore sets very high standards for its "leading" employees, in the truest sense of the word. It's no surprise, then, that all DFB coaches are football instructors in possession of the DFB Elite Coaching Licence (equivalent to the UEFA Pro Licence) and have extensive experience as players or coaches.

And this of course applies in particular measure to Silvia Neid and Joachim Löw (see "National team head coach") who head the women's and men's coaching staff respectively. They have built up skilled teams which dovetail well together.

For the men's senior national team, assistant coach Thomas Schneider has been Löw's trusted right-hand man since mid-2014. Born in Rheinhausen, Schneider proved his sporting prowess in the Bundesliga with VfB Stuttgart and Hannover 96. His playing career spanned 141 Bundesliga matches, one German Championship and one DFB German Cup winner's medal. Prior to his DFB engagement, he had demonstrated his coaching skills at, amongst other clubs, VfB Stuttgart.

Andreas Köpke completes the national team's coaching trio. Germany's goalkeeping coach joined the setup in 2004 and has been a close advisor to Joachim Löw ever since. In his professional career, he played 346 Bundesliga matches for Hertha BSC, 1. FC Nürnberg and Eintracht Frankfurt, plus 59 international matches as goalkeeper for Germany. He was in the winning squad in the 1990 World Cup and played in goal when Germany won the European Championship in 1996.

Horst Hrubesch, too, was a European Championship winner. Initially as a player in 1980, when he scored both goals in a 2-1 victory over Belgium at the final in Rome. He then repeated the triumph as a coach in 2008 and 2009 with the U19 and U21 squads respectively. He has been with the DFB since 1999, and is currently responsible for the U21s again. Together with Thomas Nörenberg he forms part of a well-integrated coaching team.

THE DFB COACHES:



■ ULRIKE BALLWEG



■ ANOUSCHKA BERNHARD



■ JÖRG DANIEL



■ FRANK ENGEL



■ MICHAEL FUCHS



Marcus Sorg and Guido Streichsbier are responsible for the U18/U19 age bracket. Sorg started his coaching career at the early age of 34, including a stint as head coach at SC Freiburg, and joined the DFB in 2013, while Streichsbier is the latest addition to the coaching staff (2014).

The U17s and U16s are coached by Christian Wück and Meikel Schönweitz. Wück joined the DFB in 2012 after

thirteen years as a professional player and eight as a coach, while Schönweitz joined the DFB in 2014, as did André Schubert who has been put in charge of the U15s.

Frank Engel is a seasoned member of the team, with nine professional coaching positions under his belt. He has been with the DFB since 2006 and is the association's Head of Talent Promotion responsible for overseeing how talent is supported and advanced.

■ THOMAS NÖRENBERG
(LEFT) AND HORST
HRUBESCH.



■ ANDREAS KÖPKE



■ JOACHIM LÖW



■ MICHAEL MÜLLER



■ RALF PETER



■ SILKE ROTTENBERG



II SILVIA NEID

Frank Wormuth works with the U20s along with his main job as head of the football instructor's course in Hennef. Further members of the coach training team are Bernd Stöber, Jörg Daniel, Paul Schomann, Ralf Peter and Michael Müller. Jörg Daniel is also sporting manager for the talent development programme. Tina Theune fulfils this role for the women's game, as DFB sports instructor with special responsibilities.

Silvia Neid heads the women's coaching team. And not without reason. She has been part of the entire history of the women's national team. In its first international match on 10 November 1982 against Switzerland, she was brought on as a sub and immediately contributed two goals in the 5-1 win. The midfielder played 111 international matches before being appointed as a DFB coach in 1996. She was initially responsible for the youth teams and worked as assistant to Tina Theune before being appointed national team head coach in 2005. In all that time, there is one thing that Silvia Neid held true to: success. Her collection of titles is huge, and as a coach her victories include the 2007 World Cup as well as the 2009 and 2013 European Championships.

As the national team head coach she heads a close-knit team of coaches for the women's game. Her assistant is Ulrike Ballweg, who is not only a permanent coach to the national women's team but also responsible for the U16s and U23s. Whenever possible, Maren Meinert also adds her talents to the women's coaching team. However the day-to-day responsibilities of this 2003 World Cup winner with 92 caps are the women's U19 and U20 teams. Meinert, who was best of the class in the DFB's 2004 Pro Licence course, is rightly credited with winning the 2010 (in Germany) and 2014 (in Canada) editions of the U20



II THOMAS SCHNEIDER



II MEIKEL SCHÖNWEITZ



II PAUL SCHOMANN



II ANDRÉ SCHUBERT



II BERND STÖBER



■ MAREN MEINERT

Women's World Cup. She is assisted by Bettina Wiegmann. The two of them were already kindred spirits on the pitch and now make an equally compatible coaching team. Wiegmann, an honorary captain and 2003 World Cup winner with 154 caps, is also responsible for the women's U15s.

The women's national U17 team have been trained by coach Anouschka Bernhard since 2011. She, too, comes with a great deal of experience as a player, having played for her country 47 times. She was on the winning squad in the 1995 European Championship and the World Cup runners up in the same year. She was also youth coordinator at Hertha BSC for eight years. She has led the U17s to two European Champion titles (2012, 2013) and to a 4th place at this age group's World Cup tournament in 2012.



■ MARKUS SORG (CENTRE)

Two-times world champion Silke Rottenberg was the obvious choice for goalkeeper coach for the under-age teams, while Michael Fuchs is in charge of the senior women's national team's keepers.

What they all have in common as DFB coaches is that they build a network of experts around them to provide the kind of support that is indispensable for any team. This often involves external specialists who work on a freelance basis. These include fitness trainers, video analysts and psychologists. But the team behind the team also includes doctors, physiotherapists, sometimes a chef, a press spokesperson, right through to the coach driver. Organising and managing this crew is also part of a DFB coach's job.



■ GUIDO STREICHSBIEL



■ TINA THEUNE



■ BETTINA WIEGMANN



■ FRANK WORMUTH



■ CHRISTIAN WÜCK

DFB CONGRESS

DECISIONS AND RESOLUTIONS, MILESTONES IN THE 114-YEAR HISTORY OF THE DFB WERE AND ARE DISCUSSED AND APPROVED BY THE DFB CONGRESS. AS THE LEGISLATIVE ASSEMBLY OF THE 6.85 MILLION-MEMBER SPORT ASSOCIATION, THIS "FOOTBALL PARLIAMENT" IS THE HIGHEST AUTHORITY OF THE DFB.

THE DFB CONGRESS agreed on the establishment of the German Football Association in 1900, and on its re-establishment in 1949. It decreed membership of FIFA in 1904 and the German Sports Federation 20 years later. In 1906 it adopted the English rules of play at the request of FIFA, decided in 1908 on what and how much say the regional FAs would have at the time of nominating players for the national team, and voted for the introduction of the Bundesliga in 1962. It elected Dr Ferdinand Hueppe as the first president of the DFB in 1900, and Wolfgang Niersbach as the eleventh in 2012.

Today, it is made up of over 250 voting delegates, including members of the DFB Presidential Board and the DFB Board, together with delegates of the regional and sub-regional associations and the League Association.

The Ordinary DFB Congress initially took place annually, then every two years from 1975, and every three years since 1983. The Presidential Board and Board are also elected at each Congress.

In addition, an Extraordinary Congress of the DFB Presidential Board can be convened at any time for good cause, as occurred on 2 March 2012, when Dr Theo Zwanziger resigned as president and Wolfgang Niersbach was unanimously elected as his successor in Frankfurt. The items on the agenda of an Extraordinary Congress can only include those which, as in the example above, have led to its convocation, unless they "qualify as an urgent motion".

Probably the most important agenda item of an Extraordinary Congress in the history of the DFB led to the unification of German football on 21 November 1990. In Leipzig, the city where the DFB was founded, the Northeast East-German Football Federation, which had been founded the day before following the dissolution of the East-German Football Federation (DFV) of the GDR, joined the DFB as a new regional association with its six sub-regional associations.

As well as electing the Presidential Board and Board, the Congress makes decisions on the constitution and regulations of the DFB. A simple majority



HISTORIC HANDSHAKE:
DR HANS-GEORG
MOLDENHAUER AND
HERMANN NEUBERGER
AT THE 1990 UNIFICATION
CONGRESS IN LEIPZIG.

41. DFB-BUNDESTAG

24.-25. OKTOBER 2013 | NÜRNBERG

FUSSBALL IST ZUKUNFT

Vereint. Innovativ. Leistungsstark.



■ WOLFGANG NIERSBACH AT THE ORDINARY DFB CONGRESS IN NUREMBERG, OCTOBER 2013.

of the validly submitted votes are sufficient to pass resolutions. However, constitutional and regulatory amendments that affect the League Association require a two-thirds majority.

The profound structural changes made during the past decades are all the result of resolutions at the Congress. The most spectacular decision was made on 28 July 1962 in Dortmund when a two-thirds majority introduced the Bundesliga as the highest single-league division from 1963/1964 onwards. Twelve years earlier, an Extraordinary Congress in Frankfurt am Main had implemented the first league player statute.

For professional football in Germany, 30 September 2000 was to become probably its most important milestone. In Mainz, the 18 Bundesliga clubs and the 18 Bundesliga 2 clubs were awarded the “independence” they had been requesting for many years by the Extraordinary Congress, with the League Associ-

ation remaining an ordinary member of the DFB (see “League Association”).

Naturally, the development of women’s football in Germany is also reflected in the specific decisions made by the DFB Congress. In 1955, it unanimously refused to promote women’s football in Berlin, only to reverse this decision in Travemünde in 1970. Just three years later, the Congress in Frankfurt am Main voted to introduce a German Championship in women’s football from 1973/1974 onwards, and then on 28 October 1989 in Trier, to introduce a two-league women’s Bundesliga from 1990/1991.

On 21 October 1995, the Congress in Düsseldorf finally amended the DFB constitution and regulations to replace the word “ladies” with “women”. Accordingly, the highest single-league division launched in 1997 became the Women’s Bundesliga and has been called the Allianz Women’s Bundesliga since 2014.

DFB.DE



1998



1999

DFB.DE IS THE STRONG BRAND OF THE GERMAN FOOTBALL ASSOCIATION ONLINE. UP TO 450,000 USERS DAILY VISITED THE SITE DURING THE 2014 WORLD CUP, KNOWING THEY' D FIND ALL THEY NEED TO KNOW ABOUT ANYTHING AND EVERYTHING RELATED TO FOOTBALL. FROM CURRENT NEWS TO HISTORICAL DATA, FROM THE MEN'S SENIOR NATIONAL TEAM TO THE U15 GIRLS, FROM INFORMATION FOR THE GRASS ROOTS TO THE DFB GERMAN CUP.

ANDREAS KÖPKE WAS INVOLVED FROM THE VERY START. On 3 June 1998, a few days before the start of the World Cup in France, the European champion and his goalkeeping colleague Oliver Kahn were present when the "button" was pressed and the DFB website officially went online. From then on, anyone could connect to the largest German sports association in the then-embryonic World Wide Web at the address www.dfb.de. Day after day, day or night, around the clock.

Nothing has changed in this regard over the years and after a few relaunches, except that the site is now several times larger, its visual appearance has moved with the times - and Andreas Köpke, goalkeeping coach for the national team since 2004, still plays a significant role. There are now also many channels, all belonging to the main "station", the dfb.de homepage. Köpke gives interviews on www.dfb.de, insights into his private life on the national team website team.dfb.de, video training tips on the video portal DFB TV (tv.dfb.de), and educational goalkeeper coaching sessions on Training and know-how online (training-wissen.dfb.de).

It's clear to see from the selection that the range of online DFB services has become extensive over the years - there's something for every football fan here. And since the last major re-launch in August 2014, users benefit from the single-sign-on (SSO) solution that offers access to all of the DFB sub-sites with one single login operation.

In addition, dfb.de functions as a large reference source, with thousands of pages of statistics on everything from the national team to the Bundesliga and the DFB German Cup through to the Junior Bundesliga and women's football. Both for current events or in the archives, the figures, facts and lists are all available. The icing on the cake: a live ticker displays interesting information almost in real time, from the national team to the Women's Bundesliga 2 - attracting a high number of page visits.

One great strength of the news section is that it is always up-to-date, not to mention the wealth of information available and the many exclusive interviews and stories. The videos on DFB TV also include films of the national team - that's as close as you can get to the national A-team.

But dfb.de is not just about football. It is also about social commitment, referees, coaches. And grass roots. "Our amateurs. True professionals." is the title of the amateur football campaign of the DFB, presented at the 2013 DFB Congress in Nuremberg. And this motto is put into practice, even online in the form of a dedicated website (kampagne.dfb.de). The site shows how important volunteering is to football, why volunteer work is fun, and how everyone can get involved as volunteers.

A couple of additional clicks lead to tips and pointers for those already actively involved in their club. The online advice centre (meinfussball.dfb.de) is the ever-expanding service portal of the DFB, with the association being a service provider for clubs, administrators, and fans alike. From qualification to schools' football and DFB Mobile through to modern club management, there are numerous services available, all for free. For example, free online seminars on subjects such as goalkeeper coaching or the defensive back four. The classic is the online training section, of course. The DFB has been supporting its coaches at the grass-roots level since 2001. Every two weeks, there are new coaching units, from the children's leagues to the U19s. The offerings, including modern TactX animations - exercises in 2D or 3D from different perspectives - are accessed over 1.5 million times a month.



2002



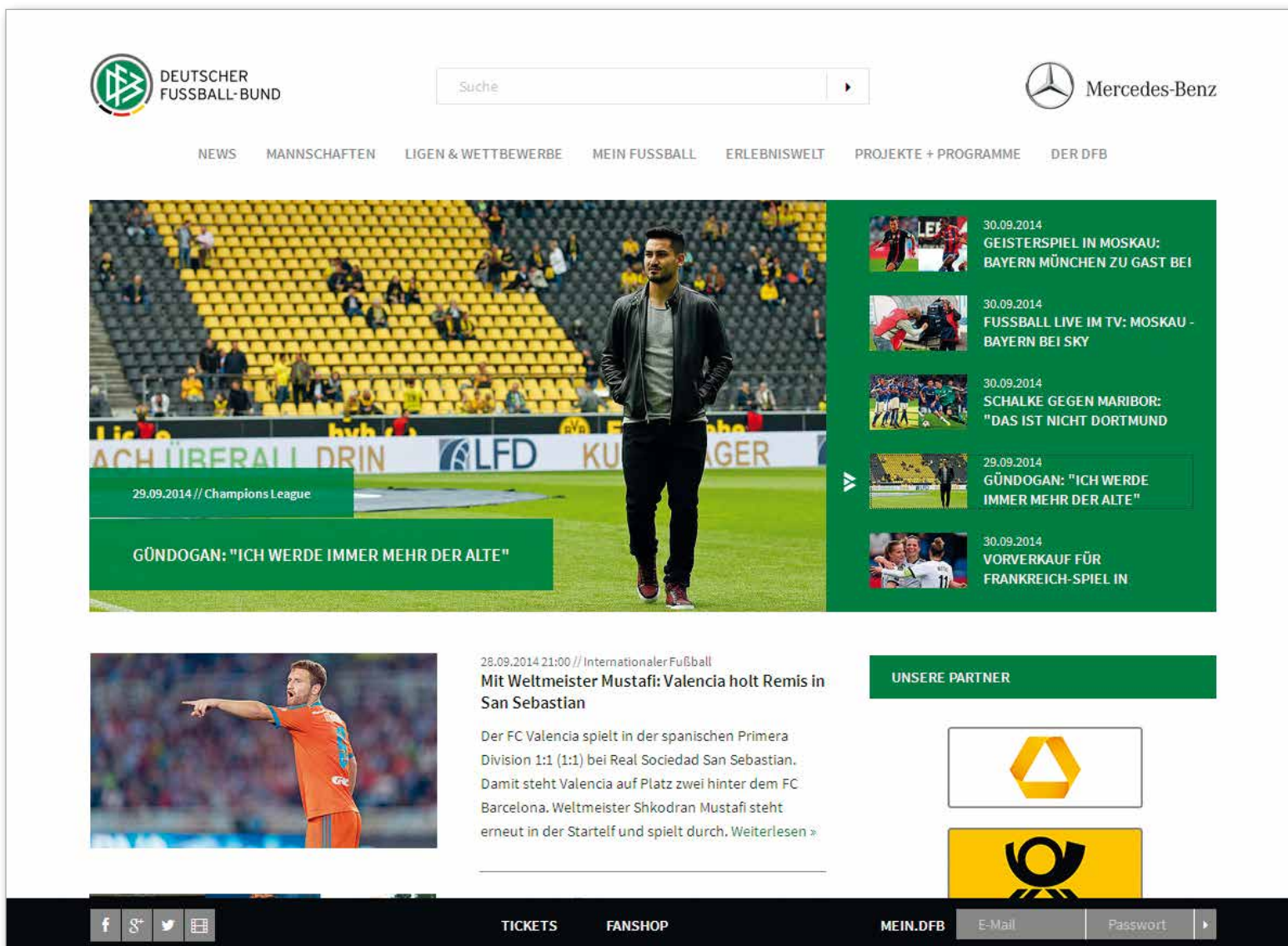
2007



2009



2013



Another feature attracting many users is DFB TV, showing live games and highlights from the Women's and Junior Bundesliga. Naturally, videos of the national team and the DFB Cup are highlights that keep users coming back online - and interested in the broad range of topics available. This extends as far as the children's site paule.dfb.de, where football is brought vividly to life for younger fans.

The DFB online is a contact point for fans, not just for the members of the National Team Fan Club, who have their own information and interaction platform at fanclub.dfb.de. They can purchase tickets for international matches and DFB Cup women's and men's finals from the DFB website - real best-sellers year

after year among football supporters and fans. And with Ticket Alarm, no one has to miss any sales deadlines anymore. The Fan Shop is always open: at dfb-fan-shop.de, users can shop to their heart's content, with no tiresome queues - even when the store is busy.

There is also plenty happening on social media, where the DFB is extremely active via multiple channels on Facebook, Google+ and the short messaging system Twitter (see also "Social Media"). Again, the national team is the flagship here - and not just during international match tournaments. The online resources of the DFB are also easily accessible on the go via the DFB app for smartphones and tablets or, thanks to the responsive design, as a website via the browser.

QUANTUM LEAPS: THE DEVELOPMENT OF THE DFB WEBSITE FROM 1998 UNTIL TODAY.



DFB GERMAN CUP

THE DFB CUP, OR "POKAL" AS IT'S KNOWN IN GERMANY, FOLLOWS ITS OWN DYNAMICS. NOT ONLY THAT, IT ALSO MAKES ITS OWN HISTORY - AND PLENTY OF IT. OVER ALMOST 80 YEARS NOW, THE GERMAN FOOTBALL ASSOCIATION (DFB) CUP HAS PROVIDED A RICH SOURCE OF INTERESTING ANECDOTES. JUST A SMALL SELECTION IS ENOUGH TO SEE WHY THE CUP IS SO WELL-LOVED.



THE PRICELESS TROPHY - ADORNED WITH PRECIOUS STONES.



THE VERY FIRST STORY IN THE DFB CUP'S HISTORY was written by the "Clubberer" as 1. FC Nürnberg is colloquially known. It was on 8 December 1935. The Nürnberg club beat the reigning national champions, FC Schalke 04, in a 2-0 win in front of a 60,000-strong crowd at the sold-out Düsseldorf Rheinstadion to become the very first DFB Cup winners. Nürnberg were also the first club to win the Cup twice, when they repeated the success four years later. Until 2007, however, they claimed only one further DFB Cup victory, in 1962, meaning that the club no longer ranks among today's list of leading Cup-winning teams.

Fittingly, it's the German Bundesliga record holders FC Bayern Munich who top this list with no less than 17 wins (out of 20 finals). It was also Bayern who achieved the most comprehensive victory in the Cup's history with a 16-1 drubbing of amateur club DJK Waldberg during the 1997/1998 season.



However, Bayern has of course also been among the victims at times when, with a dynamic all of its own, the DFB Cup has seen the Davids of the footballing world thwart Goliath, corroborating the Cup's giantkiller myth. Since the introduction of the Bundesliga, Bayern Munich has already been knocked out three times early on in the competition by amateur teams: in 1990 at FC 09 Weinheim, four years later against fifth-tier Bavarian team TSV Vestenbergsgreuth and in 2000/2001 at the then fourth-tier 1. FC Magdeburg.

But the fate of ending up on the wrong side of a sensational DFB Cup upset is a fate that FC Bayern shares with all the Bundesliga teams. In fact, not a season goes by when one or several of the so-called "small" clubs doesn't succeed in tripping up one of the established ones. Eintracht Trier took this to extremes. During the 1997/1998 season, the then third-tier club first eliminated reigning UEFA Cup win-

ners FC Schalke 04 from the Cup and then dispatched none other than Champions League titleholders Borussia Dortmund in the next round.

Three other amateur teams have succeeded where Eintracht Trier failed, making it through to the DFB Cup final: the Hertha BSC Berlin reserves (1993 against Bayer 04 Leverkusen), Energie Cottbus (1997 against VfB Stuttgart) and finally 1. FC Union Berlin (2001 against FC Schalke 04). But the biggest sensation failed to materialise, as it was the favourites from the Bundesliga who triumphed on each occasion in the finals.

With rare exceptions, the DFB Cup winners list is dominated by top-tier teams. Hannover 96 (in 1992 against Borussia Mönchengladbach) is the only second-tier team to have won the DFB German Cup. In 1970, Kickers Offenbach reached the final as a Bundesliga 2 side, but as the match had to be played as

■ HIGH EMOTIONS: SINCE 1985, THE OLYMPIC STADIUM IN BERLIN HAS BECOME GERMANY'S "WEMBLEY", HOSTING THE DFB CUP FINAL.



■ THE "GOAL OF THE YEAR 1973" - SCORED BY GÜNTER NETZER IN THE DFB CUP FINAL BETWEEN MÖNCHENGLADBACH AND KÖLN.

late as August - first came the 1970 World Cup in Mexico starting in late May - they were a de-facto first-tier team when beating 1. FC Köln 2-1.

The 2000/2001 season was another historic one for the DFB Cup, whose winners have automatically qualified for the European Cup since 1960. The draw for the second round brought VfB Stuttgart head to head with their own amateur team. This was an oddity which has now been ruled out in all but the final thanks to a subsequent change in the regulations.

In the DFB Cup's varied history there has yet to be a final where two teams from the same club have opposed one another. However, two teams from the same city contested the 1983 final. In that particular local derby, 1. FC Köln just managed to get the upper hand over the lower tier, Second Division SC Fortuna Köln with a 1-0 win.

The excitement was no less the following year when the DFB Cup had to be decided on penalties for the first time. Ironically it was Lothar Matthäus, who was transferring to Bayern after the match, who handed victory to the Munich club over Borussia Mönchengladbach when he miskicked his shot.

Another of the stories that lends the DFB Cup a history all its own.

Like the following chapter, which occurred some years earlier in the 1973 final and had already entered the chronicles of this so often dramatic and entertaining competition: Günter Netzer, playmaker of Borussia Mönchengladbach's "Foals", was forced to spend much of the game against 1. FC Köln stewing on the reserves bench, having announced his transfer to Real Madrid some days earlier. After ninety minutes, the score was 1-1 and it all became too much for Germany's key player, who had won the European Championship in impressive style the previous year. He brought himself on in extra-time without consulting coach Hennes Weisweiler and, moments later, scored the "goal of the year" bringing the final score to 2-1.

From 1985 onwards, the Olympic Stadium in Berlin became the major showplace of the DFB Cup story. Previously, the issue of finding a venue for the final used to be solved at rather short notice, the deciding factor being that it was easy for either team's fans to travel there. Since 1985, it's been successfully held at Germany's "Wembley", and no-one has ever looked back. In accordance with an agreement signed recently

by the DFB and the City of Berlin, the German capital's hosting rights have been extended until 2020.

"Berlin, Berlin, we're going to Berlin" is now a long-established chant for German fans, and long before anyone knows who the contestants will be, the stadium is completely sold out (not counting the ticket quotas set aside for the participating teams).

Since 1981, women's football has also been contributing some interesting stories to the Cup's history on a regular basis. 1. FFC Frankfurt hold the record, with nine successful campaigns, ahead of FSV Frankfurt who have chalked up five. Since 2010 the women's final has been held independently in Cologne, invariably drawing a large crowd of women's football fans.

The two items around which all these tales and anecdotes revolve are quite something to look at. The women's Cup, 60 centimetres high and weighing 11 kilograms, was created by Swiss designer Thomas Hug in 2010. In purely monetary terms, it is worth some EUR 30,000 but the sentimental value is, of course, far higher.

The same applies to its "male" counterpart. The men's DFB Cup is 54 centimetres tall, weighs 6.25 kilograms, is made of gold-plated sterling silver finished with 210 grams of pure gold, and decorated with 12 tourmalines, 12 quartz crystals and 18 nephrites.

In 1991, the Cup, whose estimated material value is EUR 35,000 and which can hold some eight litres of beer or champagne for victory celebrations, had to be extended by five centimetres as it ran out of engraving space for further Cup winners.

Ten years later, in 2001, it had to undergo further "cosmetic surgery". Rudi Assauer, manager of that year's winners FC Schalke 04, dropped the coveted trophy while celebrating, causing significant damage. The fact that Assauer paid for the repairs himself was not only honourable but also added to the many amusing and interesting stories surrounding the German Football Association Cup.

Stories that German football fans love to recall and that the media return to time and again. In 2011, new marketing contracts were approved for the DFB Cup's 2012/2013 to 2015/2016 seasons. Exclusive free-to-air TV rights for the competition were awarded to the German national ARD channel for the new four-year cycle, while the partnership with Sky continues for subscription TV. The pay-TV channel will continue to broadcast all the DFB Cup matches, both live and in NFL "red zone channel"-style, with coverage switching over to the live feed of a match where the action is heating up or a goal has been scored. Infront Sports & Media AG will continue to manage perimeter advertising centrally.

■ 1. FFC FRANKFURT, PROUD WINNERS OF THE 2014 DFB WOMEN'S CUP.





DFB-MEDIA

IN APRIL 2002, THE GERMAN FOOTBALL ASSOCIATION LAID THE CORNERSTONE FOR THE STANDARDISED, ONLINE ORGANISATION OF LEAGUES AND COMPETITIONS WITH THE FOUNDATION OF ITS FULLY-OWNED SUBSIDIARY DFB-MEDIEN GMBH & CO. KG. SINCE THEN, DFB-MEDIEN HAS BEEN THE SOFTWARE COMPANY OF GERMAN FOOTBALL AND THE COMPETENT PARTNER OF THE DFB AND ITS MEMBER ASSOCIATIONS FOR ALL ELECTRONIC MATTERS.

REGIONAL POLITICS, WEATHER FORECASTS, CELEBRITY GOSSIP: there is some information from home you can confidently go without when on holiday. But you will want to know how your village team did in the local league on Sunday afternoon. Thanks to the technology of DFB-Medien, this information is just a couple of clicks away, no matter where you are in the world. And that's not all the DFBnet modules have to offer.

DFBnet is a complete high performance system which supports most of the organisational processes at association and club level with its networked modules. It is based on a central database accessed by all integrated components. There are some 300,000 mainly volunteer users, with the DFBnet user management code governing who is allowed to view, use, and change which content features.

The core of DFBnet is made up of the applications bundled under the umbrella brand DFBnet SpielPLUS and relating to the organisation of leagues and competitions. Over 5,000 league controllers use these applications to manage and schedule their championship leagues, cup tournaments and competitions.

Around 1.8 million games per season - from under 7s to the senior level, from the district leagues to the DFB Cup - are registered in DFBnet. The home team is expected to enter the result online - by mobile app, phone or using the DFBnet Liveticker - within one hour after the final whistle, thus updating the stored data.

The DFBnet match report has been used in the Bundesliga and Bundesliga 2 since the 2004/2005 season. Today, all sub-regional associations make increasing use of the electronic match report to also serve their amateur competitions down to the youngest under-age leagues. Thanks to the high level of integration of the applications, the cumbersome filling out of printed forms is a thing of the past now, and DFBnet even helps clubs to avoid errors. For example, when selecting the team line-up, the application highlights any suspensions reported by the DFBnet Sports Tribunal module.

The administrative software products of DFB-Medien are also in demand with the regional and sub-regional associations. From issuing a player pass and determining the waiting periods to international





player transfers – all player pass-related processes are dealt with throughout Germany using the DFBnet Pass application.

The DFBnet Association module is used in part for address management. With DFBnet Licence, the associations have an application for managing coach and referee licences. Internal communication and the legally binding provision of sensitive documents is conducted using the secure DFBnet mailbox system, to which all associations, clubs and officials are connected.

To assist the clubs with their administrative tasks, DFB-Medien provides an online club management function. DFBnet Club and the supplementary book-keeping software DFBnet Finance use a separate data stock which can only be viewed by each of the clubs. With the DFBnet Pass Online application, the clubs have been able to simply process player pass applications and player transfers online since 2009, making it easier to keep to deadlines. "In short: the clubs' work goes faster, and is more transparent and less time-consuming," explains Karl Rothmund, president of the Lower Saxony Football Association and a member of the DFB-Medien Supervisory Board.

Even within the DFB, its subsidiary's software is in widespread use. For example, the DFBnet modules for the national and selection teams help coaches and team managers to prepare, process and document international matches or training courses. Several tailor-made applications for the Prevention & Safety Department contribute to security in the stadiums. And many of the online applications for DFB competitions and campaigns also originate from DFB-Medien.

Last but not least, active players and fans also benefit from DFBnet. The Internet portal FUSSBALL.de provides the results of all 1.5 million games per season, complete with team line-ups and goal scorers. True to the motto of "Our Amateurs. True Professionals", the site gives teams and players the opportunity to present themselves as professionally as possible. With the services offered to club administrators and coaches, FUSSBALL.de is not "just" one of the most successful sports websites in Germany, it is also the home of the amateur game. And the next time you're away on holiday and need to know how your local team has fared, you'll know where to look.

■ THE DFBNET MODULES ARE USED FROM THE BUNDESLIGA THROUGH TO THE DISTRICT LEAGUES.

DFB-ONLINE GMBH



DFB ONLINE GMBH WAS ESTABLISHED IN 2009. IT BRINGS TOGETHER ALL OF THE DFB'S ONLINE ACTIVITIES AND IMPRESSES WITH INNOVATIVE, SUCCESSFUL PROJECTS ON BOTH THE FIXED AND MOBILE WEB.

A POST OF JUST A FEW LINES AND FIVE PICTURES became one of the most heart-warming facebook moments of the 2014 World Cup. "Caros Brasileiros. Primeiramente gostaríamos de agradecer pelo carinho que estamos sendo recebidos por todas as pessoas em cada momento da nossa estadia no Brasil. Fora isto desde 2006 sabemos como é doloroso perder uma semi-final no proprio país. Desejamos tudo de bom e o melhor para o futuro para vocês." In English: "We'd like everybody in Brazil to know how much we appreciate the great welcome and warm hospitality extended to us throughout our stay. In 2006, we were at the receiving end of a World Cup semi-final defeat, so we can imagine how you feel today. Our message is: hold your heads up! We wish you all the best of luck and success for the future!"

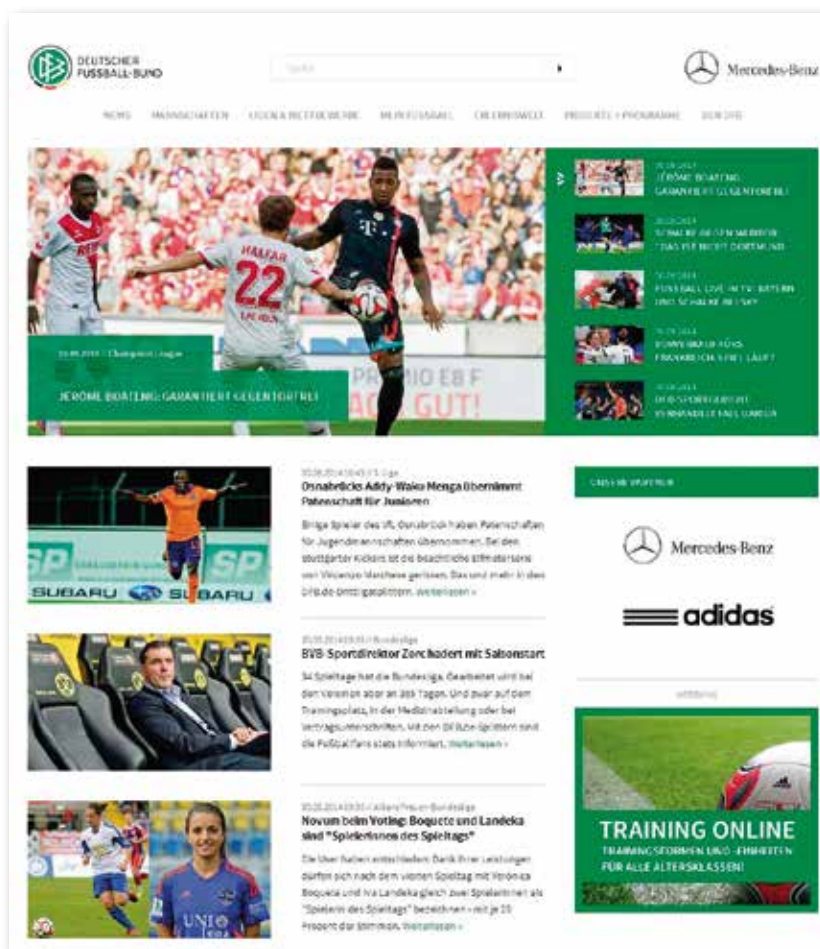
More than 11 million people read this message posted on 9 July 2014 on the German national team facebook account. Of those, some 200,000 users "liked" it while more than 42,000 shared it on other social networks. Just a few hours after going online, it was taken up by practically all of the Brazilian press and even referred to on the CNN network. And, perhaps even more importantly, there were over 200,000 comments thanking the DFB for finding the right words of consolation.

If any more proof was needed that the world is increasingly going digital, this episode has provided it. Social networks open up a new world of options and opportunities, also to football. Football stars have millions of followers, and new haircuts, shared online in photos, become trends among young fans in a matter of hours. If the national team board a London Underground train to get to their pre-match training session, their fans "sit" in the same carriage of the Tube with them via Facebook, Twitter or Google+. Call-ups to the squad, injuries, interviews or just a snapshot after the game in the team's hotel - millions are informed worldwide in an instant.

The DFB has long been aware of the significance of the Internet and the opportunities that this new medium offers for a football association. In 1998, the DFB published its first site with the address www.dfb.de. This has led to almost 40 online projects to date. DFB-Online GmbH was founded in 2009, the main tasks of which



POSTED ON FACEBOOK AFTER GERMANY'S 7-1 WORLD CUP SEMI-FINAL WIN OVER BRAZIL, THIS POST SPREAD AROUND THE GLOBE.



are the bundling of all Internet activities of the association, its companies and foundations, and the development of new, innovative online projects. The special importance of online activities to the DFB is demonstrated by the prominent names on the Supervisory Boards of DFB-Online GmbH. DFB president Wolfgang Niersbach, treasurer Reinhard Grindel, DFB Board member Karl Rothmund, general secretary Helmut Sandrock and his deputy Stefan Hans make up the panel.

"Through the online activities of the DFB, we can disseminate current information on and from the association as widely and authentically as possible. This also involves making the role of the DFB as a sociopolitical 'player' visible." This is how DFB Media Director Ralf Kötter, who manages the company with Michael Herz, describes the tasks of DFB-Online GmbH: "Of course, we're also a service provider for everyone interested in football and active in football - whether on or away from the pitch."

The range of projects by DFB-Online GmbH is extremely diverse. In addition to classic websites - especially the DFB homepage www.dfb.de - a whole range of further DFB platforms have been created since the foundation of the company. The DFB is also active on its Twitter, Facebook, Google+ and the Chinese Tencent as well as Sina Weibo networks, supplying almost nine million football fans with stories, photos and videos every day.

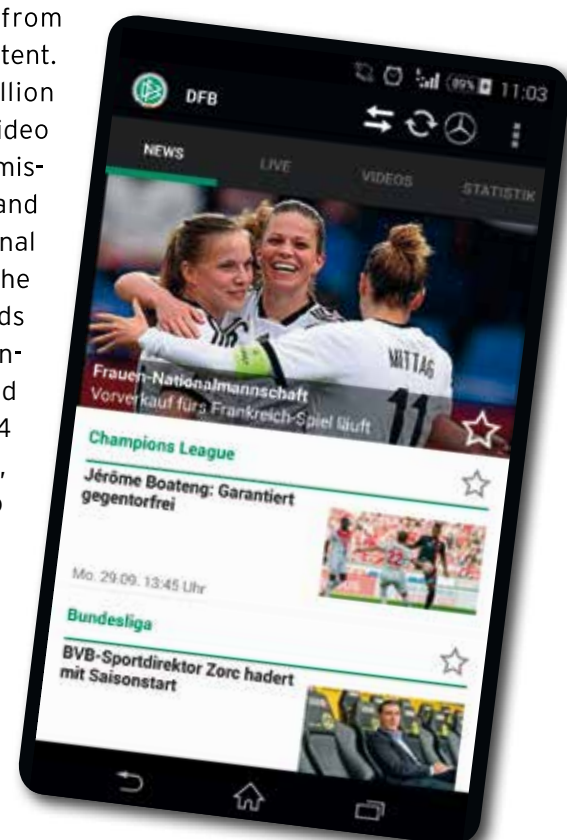
Since mid-2014, the DFB Online GmbH has employed staff producing copy for the amateur football plat-

form FUSSBALL.de., with texts, videos, and "Training and Service" content provided by the editorial experts working at DFB Head Office.

The DFB applications for iPhone, iPad and Android devices are prize-winning, and the hybrid Android app, which adapts its layout individually to each device, is particularly innovative. In addition to awards, the DFB apps also collect users: the three apps have been installed more than 800,000 times.

With the Facebook fan page, Twitter channel and iPhone app, football learn about the association and its teams straight from the horse's mouth. The extensive range of videos from DFB-Online GmbH also provides content. Videos are viewed up to five million times per month on the DFB TV video portal. Highlights include live transmissions of games from the Women's and Junior Bundesliga, junior international matches and press conferences by the national first team. Tens of thousands of users watched the daily press conferences featuring Joachim Löw and his players from their Brazil 2014 team base camp - live on their PCs, mobiles or tablets. Via the video portal, a DFB app, or on the Facebook fan page. The world of football is digital too. And the DFB is making the most of it with DFB-Online GmbH.

■ DYNAMIC, INFORMATIVE, INTERACTIVE AND MOBILE - DFB ONLINE PROJECTS UTILISE MUCH OF WHAT THE DIGITAL WORLD HAS TO OFFER.





DFB-TV

INSPIRED BY GERMAN FILM-MAKER SÖNKE WORTMANN'S "SUMMER FAIRYTALE", THE DFB LAUNCHED ITS OWN ONLINE VIDEO PORTAL. EIGHT YEARS ON, DBF TV GETS UP TO 9 MILLION VIDEO VIEWINGS A MONTH.

RELEASED TO CINEMAS IN THE AUTUMN OF 2006, Wortmann's film - a homage to the World Cup entitled "Germany - A summer fairytale" - provided the inspiration for the DFB online staff to make plans for the future: Why not produce our own features about the national team and post them on the web-site?

Initially, users of www.dfb.de were able to watch a mere one or two videos, but general feedback was so positive that the idea of a separate video portal was born and, indeed, put into practise. In February 2008, the association's own TV programme kicked off with live coverage of the top match in the women's Bundesliga between 1. FFC Frankfurt and FCR 2001 Duisburg.

Since those early days, DBF TV has grown and matured. At EURO 2008 in Austria and Switzerland, the video portal passed its first test, attracting around 2,500 viewers. In the summer of 2014, tens of thou-

sands of football fans watched the press conference given by the German team at the World Cup in Brazil, live on DBF TV. During the tournament, the site logged up to 300,000 users per day, with an aggregate nine million plus video-on-demand requests in July 2014 alone.

The focus of programming for the portal is on the men's senior national team. The national team magazine "ImTeam" (In the Team) is one of these ratings-pullers, reporting all about international matches from the team base camp and guaranteeing unique insights. Users can shiver in an ice bath with Lukas Podolski, watch Marco Reus play table tennis, follow a goalkeeper coach Andreas Köpke as he puts Manuel Neuer through his paces - or take a ride on the London Underground with the whole squad. Stars like Bastian Schweinsteiger or Lukas Podolski also get behind the camera themselves for "ImTeam". DFB TV users are regular guests at the national team's hotel. Always up close and personal with the players, and always exclusive.

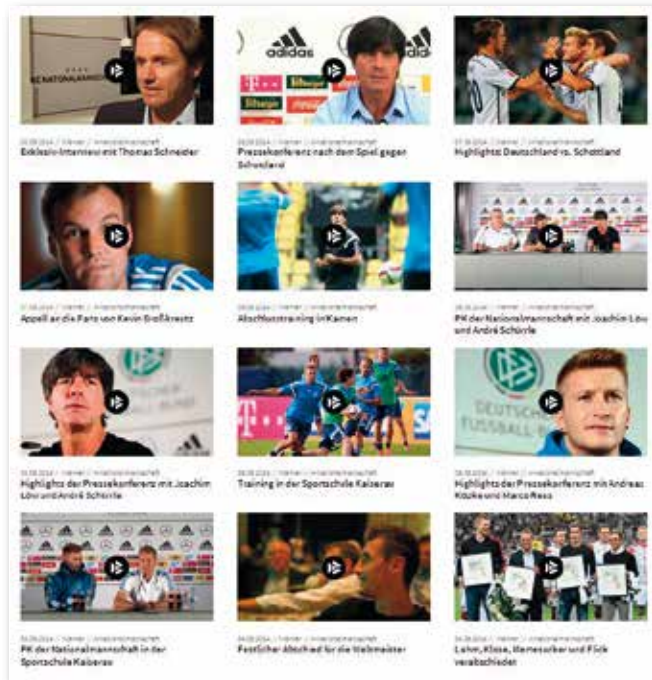
Even when the national team is not in action, the portal gets an average 2 million video viewings a month, and counting. Films about the Third League, the Allianz Women's Bundesliga, the U17 and U19 Bundesliga and the DFB German Cup are proving particularly popular.

DBF TV shows a top game live every match day of the women's Bundesliga. Live productions are the cornerstone of our video platform along with highlights from the various DFB divisions, and of course the (men's) DFB German Cup. On DFB TV, fans can watch highlights and repeats of the the most attractive games and the greatest Cup upsets.

The DFB video portal shows the whole colourful spectrum of football, from over-40s footballers to features about the association's social projects, and from the German Championship for players with disabilities to the Blind Football Bundesliga, plus a host of historical delights.

But it's at the various live events that DFB TV really offers people the feeling of being in the thick

FROM THE MEN'S SENIOR NATIONAL TEAM TO SUSTAINABILITY ISSUES - DFB TV COVERS A WIDE RANGE OF TOPICS.

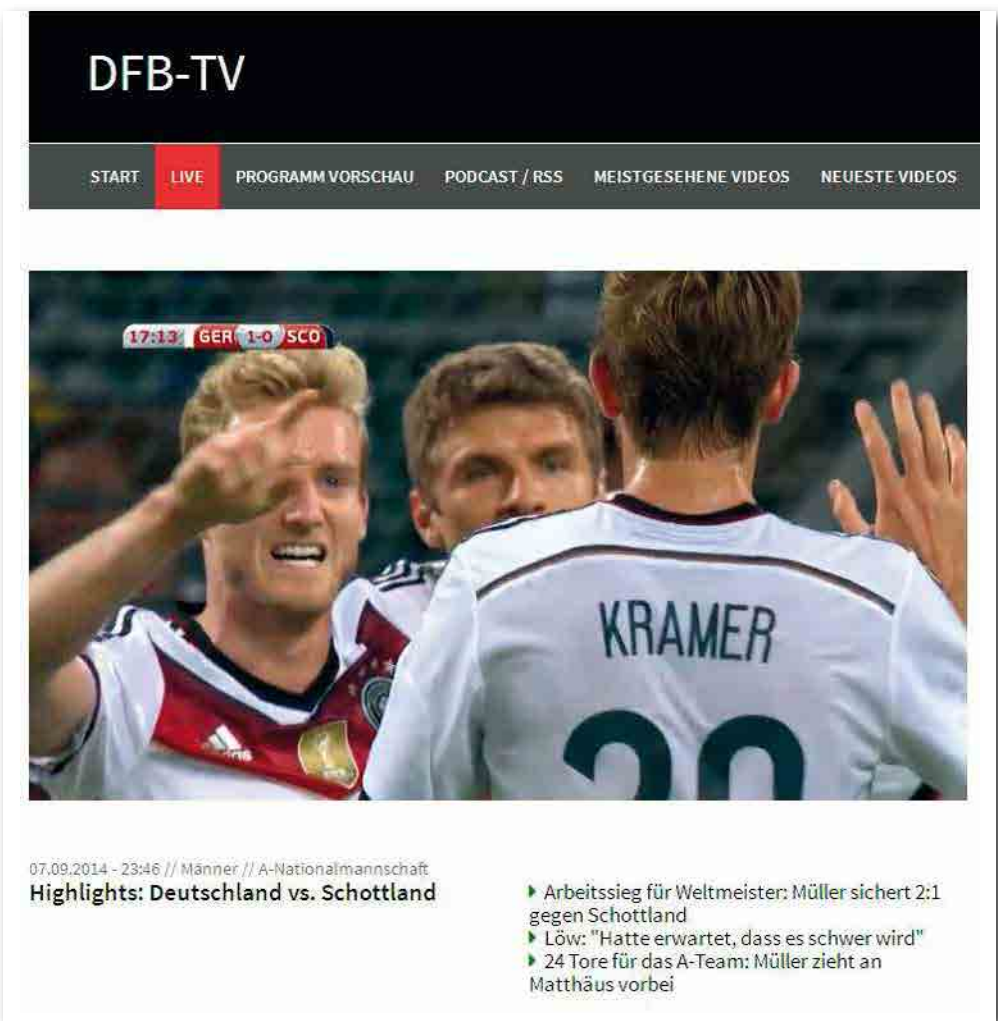
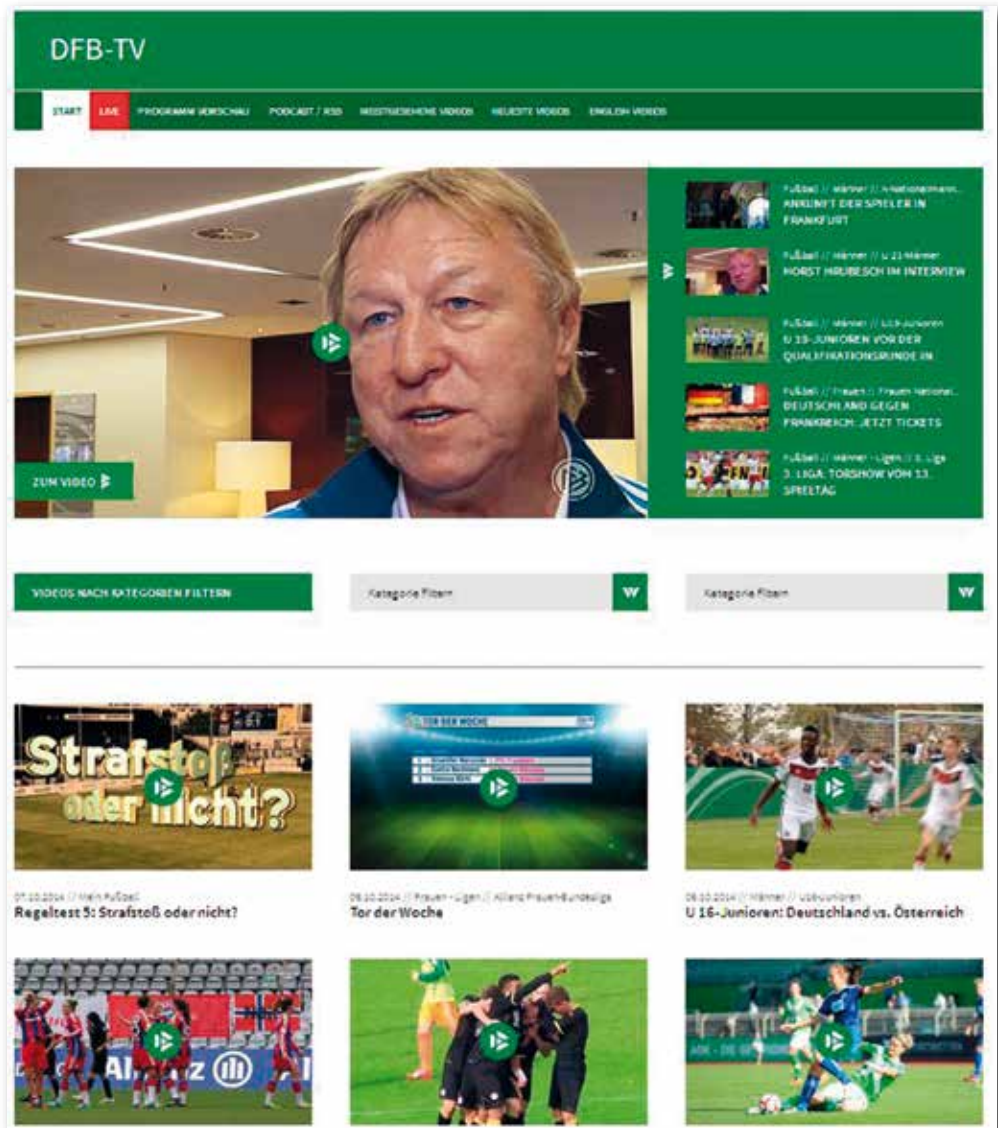


GET UP CLOSE AND PERSONAL WITH THE WORLD CHAMPIONS.

DFB TV ALSO SHOWS INTERNATIONAL MATCH HIGHLIGHTS (RIGHT: EURO 2016 QUALIFYER GERMANY VS. SCOTLAND).

of the action. Alongside national team press conferences and the women's Bundesliga matches, the portal always shows Junior Bundesliga matches, the Junior Cup or the national youth teams live - all for free. And thanks to Apple and Android apps, the mobile website mtv.dfb.de and the DFB's social network platforms, the videos and live productions are available anywhere. Quite simply an unbeatable service!

Now things have gone full circle - in 2006, Sönke Wörtmann's film provided the inspiration for DFB TV. And just before Christmas 2014, millions flocked to cinemas to see a new film ("Die Mannschaft"), compiled with footage produced by the DFB TV crew on site and celebrating the team's exploits in Brazil in the summer of '14.



DIALOGUE WITH THE FANS

THE REQUIREMENTS PROFILE IS CLEARLY DEFINED: TO HARMONISE THE GERMAN FOOTBALL ASSOCIATION'S OBJECTIVES WITH THE INTERESTS OF FOOTBALL FANS AND TO CONDUCT AND ADVANCE A CONSTRUCTIVE DIALOGUE. THAT IS THE TASK OF THE FAN REPRESENTATIVE RESPONSIBLE FOR THE OFFICIAL FANS' CENTRE AT THE DFB.

SINCE SEPTEMBER 2006 A FULL-TIME HEAD OFFICE EMPLOYEE has been looking after the interests of the fans. Previously, Business Studies graduate Gerald von Gorrissen was the fans' representative at Third League club Preußen Münster and the spokesman for all Northern Regional League fan representatives. As such, he has the right background to be the go-to man for fans' concerns and represent their views within the DFB. Since May 2014, he has been supported in this wide-ranging task by Bülent Akşen, a qualified social education worker and mental coach.

Their work is intended to break down differences and any ill-informed, preconceived opinions that may exist. They reach out to supporters proactively and make sure they have the information and service offerings they need, always under the premise that the fans' centre is not some kind of complaints office, but a platform for communication between fans and the DFB.

■ INDISPENSABLE: GERMANY FANS AT THE TEAM'S INTERNATIONAL GAMES.





■ FANS' CENTRE MANAGERS
GERALD VON GORRISSSEN
AND BÜLENT AKŞEN.

The fans' centre is especially important on national team match days. The DFB's fan representative is responsible for looking after supporters at international games and all large events, but he also keeps a watchful eye on what's happening on the stands. On match days, von Gorrissen can be found among the fans so that he has the information to make accurate judgements about potentially explosive situations and, if necessary, intervene.

Crisis management is one aspect of working with fans, but prevention is of course also a high priority. This is precisely why the DFB fans' centre also works closely with other DFB departments from security to ticketing. The DFB fan representatives are also the contacts for their counterparts in the Third League clubs and the regional and sub-regional associations in all matters concerning their supporters. Whenever necessary, they provide expertise to all the clubs, for example via training sessions and seminars. The DFB fans' centre also liaises with the German Football

League (DFL) which is responsible for the Bundesliga. At the same time, the office serves as the first port of call for fan initiatives, the coordination point for fan projects (KOS) and for the DFB Committee for Prevention, Security, and Football Culture.

Whatever the activity, on or behind-the-scenes, whether at fan forums, in the stadium or in discussions with supporters and their representatives, the same principle applies: the DFB takes its fans' concerns seriously. This is what led to the first DFB Fan Congress in Leipzig on 24 June 2007, which brought together 420 supporters from 50 clubs.

Dialogue with the fans extended beyond the Congress and continues to do so, initially in the Fan Dialogue Working Group and now in the Fans' Interests and Action Working Group. The official DFB working group involves fan representatives and professional fan workers, and to close the loop, the German Football Association's fans' centre.

■ POINTING THE WAY: THE
2007 FAN CONGRESS IN
LEIPZIG WAS VERY WELL
RECEIVED.





EDUCATIONAL INITIATIVE

EACH YEAR, 100,000 PEOPLE GO THROUGH THE EDUCATIONAL INITIATIVES PROVIDED, MAKING THE DFB AND ITS SUB-REGIONAL FOOTBALL ASSOCIATIONS A MAJOR TRAINING PROVIDER. FOR MANY YEARS, ANYONE WISHING TO ATTEND A TRAINING OR CONTINUED TRAINING COURSE HAD TO BOOK THEMSELVES INTO ONE OF THE DFB'S SPORTS SCHOOLS WHERE SEMINARS WERE HELD CENTRALLY. NOW, THE DFB COMES TO TOWN AND GOES GRASS-ROOTS.



WHETHER A EUROPEAN CHAMPIONSHIP, WORLD CUP, QUALIFICATION OR FRIENDLY GAME: whenever the German national team plays, millions of armchair head coaches sit in front of their TV, talk football and generally know how things could be done (even) better. But only very few people actually know how one becomes a real, licensed coach.

The DFB and its 21 sub-regional football associations are responsible for providing training. They offer a broad range of training and continued training programmes (see diagram). From short four-hour training courses to 44-week long football education programmes in the Hennes-Weisweiler Academy in Hennef.

Starting a coaching career is kept as simple as possible. Initial information is available from the "My Football" section on DFB.de or the "Training and Service" section on FUSSBALL.de. In addition to information about the venues and dates for specific seminars, this is where club coaches can find plenty of advice and inspiration for their work on the pitch. Since July 2012, this has also included online seminars which can reach several thousand coaches at once.

The DFB online seminars feature presentations by DFB coaching staff members and other experts, complete with photos, animations, and video clips covering a wide range of topics from how to play with a back four and specific goalkeeper training to tips on complying with tax regulations. The visual graphics include a three-window screen showing the content, the presenter himself, and the key terms of any given subject. At the end, users are invited to take an online test to verify comprehension of the training content.

Also available on Training and Service are the sub-regional FA contact persons in charge of organizing the DFB Info Van visits. Call, make an appointment, invite coaches, children and parents - it's worth it. First, the DFB Info Van team members (who are licensed coaches) give a kind of object lesson, providing inspiration for modern, age-appropriate children training. Then, in the club house, information is provided about current topics (children's coaching, educational initiatives, etc.) so that no question is left

■ OUR COACH IS AWESOME!
EDUCATIONAL INITIATIVES
IN FOOTBALL.

■ THE DFB INFO VANS –
A POPULAR AND WELL-
RECEIVED OFFER AT
GRASSROOTS LEVEL.

unanswered. 900,000 people, including 150,000 coaches, have already attended one of the almost 18,500 visits to clubs and schools since 2009.

For those whose interest has been awakened, the short training courses developed by the DFB and carried out across the 21 sub-regional associations are the perfect option. In four to six learning units, participants receive the most important information about coaching with different age groups (from small children to U19s) or about current topics (futsal, integration, team leading, etc.). Like with the DFB Info Vans, the speakers come directly to the grass-roots football clubs, perform coaching on the club pitch and give talks in the club house. The service is well received: there are approximately 27,000 participants in the short training courses each year.

While the short training courses are aimed more at grass-roots and amateur clubs, the info evenings offer focuses on the performance-oriented clubs and DFB training centres (cf. "Talent Promotion"). However, one thing is the same: the info evenings take place twice a year directly at the DFB training centres on the club grounds.

Participants in the preliminary licensing stages make the first step towards obtaining their coaching licence. They can choose between five modules with 70 learning units: children's team leader, youth team leader, adults' team leader, goalkeeper team leader, and team leader for recreational and grass-roots football.

These are counted at 100 per cent in obtaining the initial licensing level, for the C-grass-roots football coach, for which a total of 120 learning units are required. Those who earn this license have made their way into the coaching licensing system and can continue to scale the coaching pyramid and attain the next licence (see "Training the coaches").

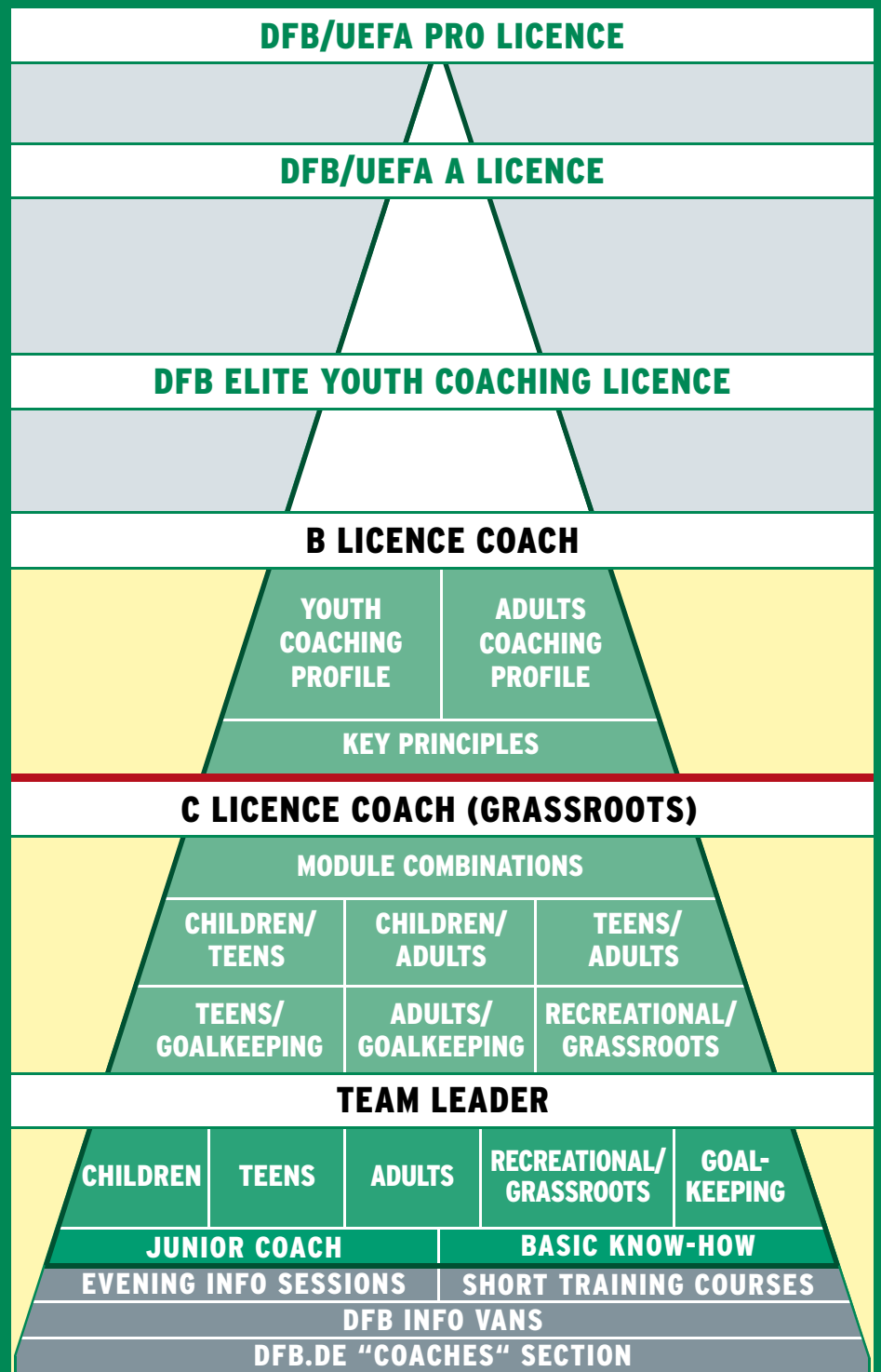
Not only what happens on the pitch is important in terms of educational initiatives, what takes place off the pitch is also an important focus because the workings of a club are a complex matter. To provide support, the training paths of instructor C and P, club manager B and C, club youth manager and club assistant were developed.

In this way, the DFB can fulfil its holistic vision as a service point for football. The goal always remains to improve the club infrastructure at grass-roots level, both on and off the pitch.



THE COACHING PATHWAY OF THE GERMAN FOOTBALL ASSOCIATION

COACHING COURSES, QUALIFICATIONS, LICENCES



■ = DFB Courses ■ = Sub-regional FA Courses

■ = High-performance level begins here (entry test required)

EGIDIUS BRAUN FOUNDATION

"THERE'S MORE TO FOOTBALL THAN JUST SCORING GOALS!". EGIDIUS BRAUN'S MOTTO HAS BEEN BROUGHT TO LIFE IN THE FOUNDATION THAT BEARS HIS NAME. BRAUN'S IDEA OF SOCIAL RESPONSIBILITY IN FOOTBALL, OF ITS POWER TO SET AN EXAMPLE, WAS SHARED BY THE LIKES OF SEPP HERBERGER, FRITZ WALTER AND HELMUT HALLER BEFORE HIM.



THE CURRENT HONORARY PRESIDENT OF THE DFB has lived out this idea of social responsibility with empathy and has supported it publicly time and again like no other. Journalists nicknamed him "Father Braun", mockingly at first, but then gradually with increasing recognition.

Via the Egidius Braun Foundation which was established in 2001, the German Football Association carries out a variety of charitable activities, not least thanks to the sustained financial support from the professional game. The foundation is a recognised non-profit organisation supervised by an executive board and a board of trustees. The members of both committees give their time on a voluntary basis, while a small but efficient team of full-time executives manage the foundation's day-to-day affairs. The DFB Egidius Braun Foundation is involved at the national and international level with projects and initiatives in five priority areas. The first of these is Mexico-Hilfe (Aid for Mexico), which was set up during the 1986 World Cup. The then DFB treasurer and head of delegation, Egidius Braun, started this relief organisation when he witnessed the alarming conditions under which



many of Mexico's children lived. After visiting an orphanage in Querétaro, Rudi Völler made an on-the-spot donation of 5,000 Deutschmarks, laying the cornerstone for the foundation's work. The national players maintain contact to this day and make donations on a host of occasions. One of the recipients of these funds is the "Casa de Cuna Oasis del Niño", a children's home in Querétaro, which houses 80 to 100 children. In the mid '90s, Mexico-Hilfe acquired a skilled partner in Aachen-based children's relief organisation "Die Sternsinger". On 27 February 2013, Braun celebrated his 88th birthday, and in a ceremony also attended by Wolfgang Niersbach and Rudi Völler, the Mexican ambassador awarded him the "Águila Azteca" order of merit - the country's highest honour for foreigners outside of the political world.

Together with the Sternsingers, the foundation is also at work in Eastern Europe. The "Kinder in Not" (Children in Need) project is another priority area for the foundation's activities. For example, it has for many years been supporting Children's Hospital No 16, in Kharkiv, Ukraine, including purchasing medical equipment and paying for the treatment of children



■ RUDI VÖLLER AND CO. ARE ON SIDE: IN 1986, THE THEN DFB TREASURER EGIDIUS BRAUN SET UP THE MEXICO-HILFE CHARITY.



with leukaemia. During the 2014 World Cup in Brazil, EUR 500,000 were donated to some 15 projects, courtesy of the Foundation, the Bundesliga Foundation, the Sternsingers, and the senior men's national team players.

The "Fußball-Ferien-Freizeiten" - recreational football holidays - are the DFB Egidius Braun Foundation's most commercially successful project. The scheme started in the early 1990s. It was the first DFB project to be aimed directly at the club base. It was Egidius Braun who came up with the idea. The former DFB President believed that football should not just be for the "big" clubs - it is precisely the apparently "small" ones who should experience what the DFB is about. That idea is still going strong today in our recreational football holidays, with more than 100 clubs now taking part every year.

These holiday camps are first and foremost about developing social skills. Over several days, DFB coaches take the children through training sessions. Tournament matches are played without referees, so that the players learn independently to play within the rules.

All camps are run and supervised by qualified staff. The Foundation has long-standing links with Germany's Government Office for Health Education (BZgA), which incentivises efforts towards healthy eating, sufficient exercise and rest, and supplements the office's "Kinder stark machen" (Making Children Strong) campaign.

Every two years, the Egidius Braun Foundation holds an international benefit match - a unique idea benefitting a good cause as the professional clubs release their players for national team duty free of charge. As a general rule, funding is granted to micro and small, usually volunteers-run projects and initiatives at home and abroad that do not necessarily need to have a football connection. The foundation also provides 50 percent of the funds assigned to the Brazil-based "Kinderträume" (children's dreams) projects, the other main contributors being the senior men's national team players themselves.

See www.egidius-braun.de or www.facebook.com/egidiusbraunstiftung for more information.

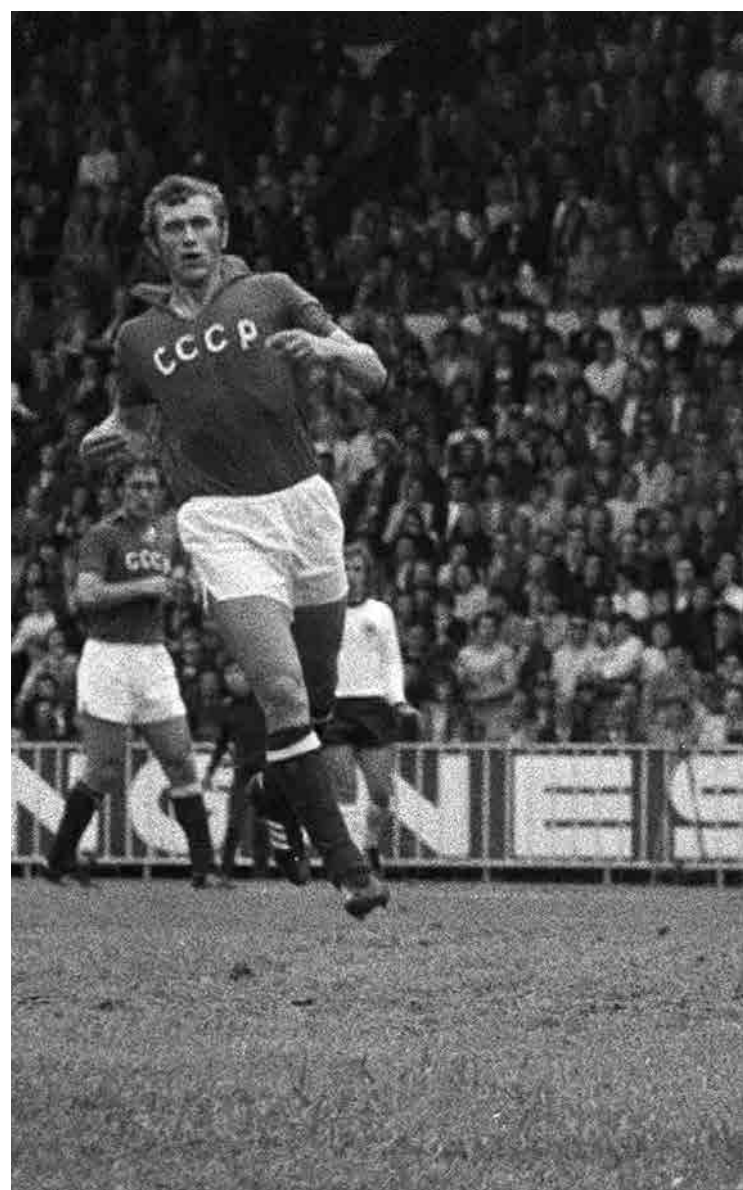
■ INVOLVEMENT FROM THE STERNSINGERS: AID FOR CHILDREN IN EASTERN EUROPE IS ANOTHER PRIORITY AREA FOR THE EGIDIUS BRAUN FOUNDATION.

EUROPEAN CHAMPIONSHIP

EUROPEAN STORIES, EUROPEAN SUCCESSES: NO COUNTRY HAS WON THE EUROPEAN CHAMPIONSHIP TITLE AS MANY TIMES AS GERMANY. THREE FOR THE MEN'S TEAM AND EIGHT FOR THE WOMEN'S.

THE SITUATION WAS DIRE and the German squad were the veritable walking wounded. The list of players injured or ill was no less than seven: Jürgen Kohler, Mario Basler, Fredi Bobic, Jürgen Klinsmann, René Schneider, Thomas Helmer, Thomas Häßler. Seven actual or potential missing players out of 19. The subs bench was looking bare. Even both substitute goalkeepers - Oliver Kahn und Oliver Reck - were wearing field players' shirts at the press conference. The DFB prepared itself for the worst case scenario in the 1996 Wembley semi-final against England. But it didn't come to that. Whether that was a good or bad thing is open to debate.

In any event, it was a special game, as games with England often are. Like the World Cup semi-final six years before, it went to penalties. Even after extra-time, the only goals had remained those scored by Alan



Shearer and Stefan Kuntz. The eleventh shot was the one before the decider. Gareth Southgate went for bottom left; Andreas Köpke went the same way. Next up was Andreas Möller. Having collected his second yellow card in the tournament, he knew: "If I convert this one, we're through to the final - only that I'll be watching from the stand ...". But his shot hit the net like those of all the other German players before him. The hosts were out, Germany got to play the final - which it went on to win. Oliver Bierhoff scored twice against the tenacious Czechs. His second decided the match - a "golden goal" in extra time, which brought the game to an abrupt end at 2-1. National team head coach Berti Vogts's team were European Champions for the third time.

■ "HACKI" WIMMER UPS THE SCORE TO 2-0 WITH THE PENULTIMATE GOAL IN THE 1972 FINAL AGAINST THE SOVIET UNION (FINAL SCORE 3-0).



No team has won the title more often than Germany. Only Spain has equalled it - in 2012. Each has stood three times on the podium reserved only for the victors. Germany's first time was more than 40 years ago. There are many who say that the class of '72 was the best that Germany has ever sent onto the pitch. Günter Netzer and Franz Beckenbauer orchestrated the game, Gerd Müller scored from every angle, and the world-class Sepp Maier stood in goal - to name but four.

The tournament system was different then. The quarter finals were played over two legs, home and away. Thus, on 29 April 1972, Germany and England came face-to-face at Wembley, where no German

national team had ever won. That day, the curse was lifted. Uli Hoeneß, Netzer and Müller scored for Germany, Lee for England. There was praise from all sides for Germany's inventive play. A goal-less draw at the return match in Berlin was sufficient for Germany to become one of the four final round participants in Belgium.

Germany were among the bookies' favourites, and thanks to two goals from Müller, the semi-final against the hosts was won 2-1. Their opponents in the Brussels final were the USSR. Helmut Schön's squad left no doubt whatsoever as to whose display cabinet the trophy would grace. Gerd Müller scored twice again,



■ **STRONG PERFORMANCE:**
HORST HRUBESCH (RIGHT)
SEWS UP THE 1980
EUROPEAN CHAMPIONSHIP
FINAL WITH TWO GOALS.

and the tireless "Hacki" Wimmer - real name Herbert (not many people know that!) - added a third. The game was decided in less than an hour. For the first time, Germany were the best team of the continent.

Four years later the German team got through to the final again but lost to Czechoslovakia on penalties. Uli Hoeneß launched the ball way up into the Belgrade night sky; cool-as-ice Antonin Panenka chipped it into the middle of the net, with Sepp Maier reduced to the role of helpless observer. Panenka's name still comes up every time another player "has the cheek" do that with a penalty, as did Andrea Pirlo at EURO 2012.

Another European Championship, another final, and this time Horst Hrubesch became the EURO hero. The angular centre forward scored twice against Belgium to take Germany to a 2-1 victory in Rome. Just before the goal fell, Karl-Heinz Rummenigge shouted to a photographer as he took the corner, "Point it straight at Hrubesch!" It was a good tip; Hrubesch converted with a header. Ironically, the bulky striker, aged a mature 29 at the time, had only debuted for the national team two months before because first-team regular Klaus Fischer was nursing a persistent injury. He scored his first two goals for Germany on that night in Rome.



In 1988 Germany played a European Championship on its own turf for the first time. Everything went fine until the semi-final, then came the unfortunate knockout against later European Champions the Netherlands. In Sweden in 1992, Germany went through to the final as favourites, but Denmark, who had only got there because of Yugoslavia's pre-tournament exclusion, went on to achieve their fairy-tale ending with a 2-0 victory. Germany also reached the 2008 final in Vienna. But Spain was the stronger team on the day, and won 1-0. In the most recent tournament in Poland and Ukraine, Germany reached the semi-final against Italy, but Mesut Özil's penalty was not

enough - Mario Balotelli's two goals ensured Italy's passage to the final.

Germany's up-and-coming talent has also enjoyed some successes. The men's U16s were European Champions in 1984 and 1992, the U17s in 2009, the U18s in 1981, the U19s in 2008 and 2014, and the U21s in 2009. And the women's U17s brought home the title in 2008, 2009, 2012, and 2013; the U18s in 2000 and 2001, and the U19s in 2002, 2006, 2007 and 2011. However, more impressive still is the track record of the senior women's national team. They have won eight of the last nine tournaments, most recently in Sweden in 2013.

■ THE DECIDER IN THE 1996 FINAL: OLIVER BIERHOFF SEES OFF KAREL RADA TO MAKE IT 2-1 AGAINST THE CZECH REPUBLIC.



FAIR PLAY

TO MIROSLAV KLOSE HIMSELF, IT WASN'T SUCH A BIG DEAL - MORE A GIVEN. BUT THE SCENE CAUSED A SENSATION RIGHT ACROSS EUROPE IN SEPTEMBER 2012. IN THE LEAGUE GAME AGAINST SSC NAPOLI, KLOSE, WHO PLAYS FOR LAZIO ROMA AS WELL AS GERMANY, SCORED WITH A HANDBALL. THE REFEREE MISSED THE INFRINGEMENT, AND AWARDED A GOAL. BUT KLOSE FLAGGED UP HIS FOUL TO THOSE WHO HADN'T SEEN IT, IN AN IMPRESSIVE EXAMPLE OF HOW THERE IS ALSO SCOPE FOR FAIR PLAY IN FOOTBALL'S "BIG" BUSINESS.

IN AMATEUR FOOTBALL AS WELL, MANY A FAIR-PLAY GESTURE IS MADE WEEK IN, WEEK OUT. But very few receive the public recognition that each of them really deserves.

That's why, since 1997, the German Football Association has been recognising particularly fair players, teams and officials as part of the "Fair ist mehr" (fair

is better) campaign. The initiative aims to help stop fair behaviour being perceived as a hindrance to success in the game. And it's working. Well over 7,000 nominations have been submitted since the scheme began. A truly daunting number that makes it hard for the jury which has to vote for a national winner every year. Even more so when what counts as fairness is almost limitless and goes far beyond simply apologising for committing a foul.

An small example will serve to illustrate. Let's take Frohnauer SC who, like national player Miroslav Klose, were prize-winners in 2012. In its game against Lichtenfelder FC the sub-regional team from Berlin was playing the ball back to the opposition goalkeeper following an interruption of play. But a slightly over-hit kick and an unlucky bounce landed the ball in the Lichtenfelder net. Now what? After a brief discussion between players and coach, it was decided that the other team should be gifted a goal as well. However, the gesture of fair play failed at the first try. The Lichtenfelder striker took the shot from 30 metres and it sailed past the empty FSC goal. And now? Well, they had their chance, so carry on with the match? Not Frohnauer SC! The team gave the ball right back to the striker and this time, from a much closer distance, he scored.

Great coaches can also exemplify the spirit of fair play. Jupp Heynckes is a standout example. On the occasion of an international match against Austria in September 2013, he was awarded the DFB's order of merit for special services to fair play. In 2013 his team Bayern Munich stood at the top of the fair play tables as well as those of the domestic league, the DFB Cup and the Champions League. In his acceptance speech, Heynckes extended the distinction to his players: "I have never seen a team that is so attentive to its fans. Wherever they've been, my players have always stopped and given autographs. Our success is not just down to the league we play in."

It's also down to behaving fairly. On and off the pitch.



■ FAIR PLAY ON THE GROUND: SCHALKE'S JEFFERSON FARFÁN AND FC BAYERN MUNICH'S JÉRÔME BOATENG.



■ TWICE-HONOURED: IN 2012, MIROSLAV KLOSE RECEIVED HIS SECOND DFB FAIR PLAY MEDAL.

FAN SHOP

BUT SHOPPING IS A FEMALE THING, RIGHT? THINK AGAIN! THERE IS A TOP NOTCH ADDRESS WHERE THE GUYS CAN SHOP WITHOUT EVEN HAVING TO PUT A FOOT THROUGH THE DOOR. AN ADDRESS THAT YOU CAN GET TO CONVENIENTLY AT THE CLICK OF A MOUSE AND WHERE MEN AND WOMEN ALIKE SHOP WITH EASE AND COMFORT: THE GERMAN FOOTBALL ASSOCIATION FAN SHOP. THIS SHOPPING CENTRE HAS EVERYTHING THAT FOOTBALL FANS DESIRE, FROM GERMANY SHIRTS TO TABLE FOOTBALL, AND FROM MINI PAULE MASCOTS TO DFB PINS.

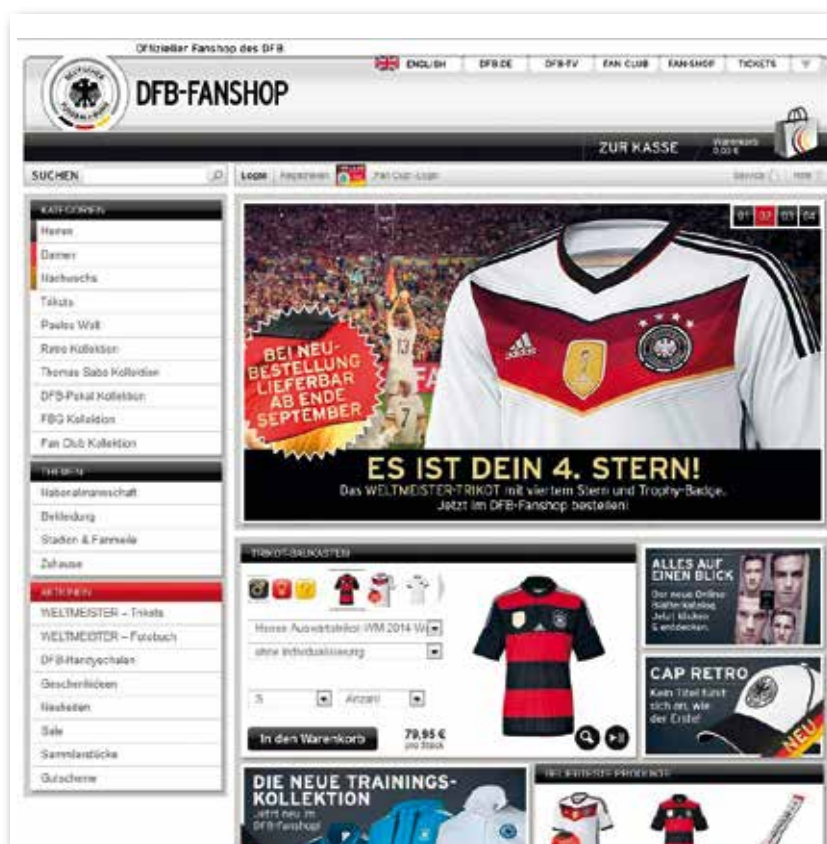
SHOPPING IS A FAN THING AT THE DFB SHOP - NO QUESTION.

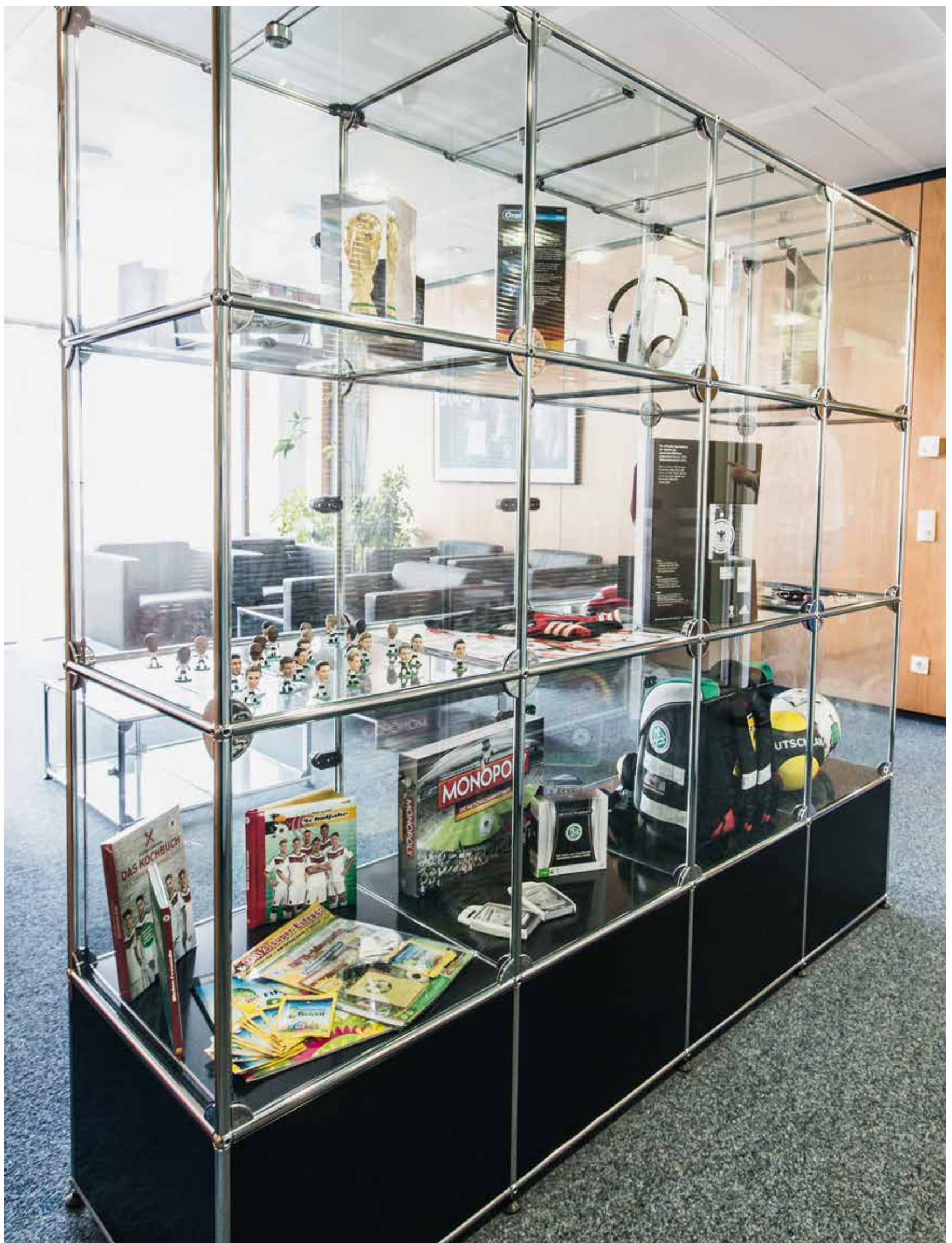
THE TOP SELLER IN THE SUMMER OF 2014: THE WORLD CHAMPIONS' HOME SHIRT, IN WHITE. A close second: the away kit that was an instant hit with millions of Brazilian fans. Tens of thousands of them wanted jerseys, caps, T-shirts or scarves - as long as these had four stars on them. And they knew where to turn to. At www.dfb-fanshop.de there are no crowded aisles, no crush at the bargain shelves and no checkout queues. Because the DFB fan shop is on the Internet, with 24-hour online access for everyone. Customers can pay any way they like, by credit card, bank transfer, PayPal or on account. Every fan, male or female, has the option to create his or her own profile and receive individually tailored offers. The price and product alarm is another practical feature - simply sign up for the fan shop newsletter and never miss another bargain!

The classic product at the DFB online shop is also its number one seller: the Germany shirt. The white shirt continues to be the trademark of Germany's team and the means by which many fans choose to show how closely they identify with the most important team in the country. Other items of official national team fan merchandise are increasingly popular, and demand has grown. Alongside the current DFB/Adidas collection, sales of retro items commemorating the three World Cups and three European Championships are also high.

This is also increasingly true of the women's national team shirt. The fan base of the women's team is constantly growing, and its strip is being handed over the virtual fan shop counter more and more often. Mini shirts for little fans, shorts, football socks, scarves and caps complete the range, which revolves primarily around the national teams.

The DFB fan shop also has a copious choice of other gifts: whether it's fan outfits, basics such as autograph cards or DFB calendars, DFB watches or umbrellas, retro and lifestyle shirts or caps, or Paule, the German mascot, in a variety of guises for the "Little Mascots" children's range, Germany is wearing black, red and gold - and not just at the EURO or the World Cup. Not only can fans buy from the official DFB fan shop, but certain items are available even more inexpensively - and exclusively - to members of the National Team Fan Club, for whom the shop often has very special offers.





FINANCES

THE GERMAN FOOTBALL ASSOCIATION IS MEASURED AND FAR-SIGHTED IN THE MANAGEMENT OF ITS FINANCES. USING FUNDS RESPONSIBLY STARTS WITH THE REVENUES GENERATED BY THE MARKETING OF COMPETITIONS AND INTERNATIONAL GAMES, AS WELL AS SPONSORSHIPS. FUNDS ARE PLOUGHED BACK INTO FOOTBALL IN A TARGETED MANNER. INVESTMENTS ARE DIVERSE AND HAVE LONG SINCE EXTENDED BEYOND THE NATIONAL TEAMS.



■ FORMER TREASURER HORST R. SCHMIDT SEES THE DFB ON A SOLID FINANCIAL FOUNDATION.

WHEN IT COMES TO FINANCIAL OPPORTUNITIES, THE GERMAN FOOTBALL ASSOCIATION EMBRACES THE PRINCIPAL OF FORWARD THINKING. The Association manages its business affairs with care and consideration. It invests in and drives the advancement of football across the whole of Germany at many different levels, but never beyond the means available. On the contrary, it is even careful to build reserves - EUR 100 million at the latest count.

Those reserves are enormously important, as they guarantee that the Association itself can pursue its socio-political activities as a non-profit organisation even in the event of unforeseen commercial scenarios. "The DFB's cautious financial planning, which is regularly and thoroughly audited to ensure that it is cost-effective and fit for purpose, means that the Association can operate sustainably in many important areas. As a non-profit organisation, we can make

a contribution to the common good which is simply not quantifiable," says long-standing DFB treasurer Horst R. Schmidt, who did not seek re-election at the 2013 DFB Congress in Nuremberg for reasons of his age.

Reinhard Grindel, formerly the DFB's anti corruption representative, was unanimously elected as his successor. The new DFB treasurer wants to follow in his predecessor's footsteps: "I am for a strong DFB head office in Frankfurt and I am for a strong League Association. But I am also for 21 strong sub-regional FAs. As DFB treasurer, I would like my contribution to be a good working relationship, and mutual understanding, between staff and volunteers."

The association's revenues, which amounted to EUR 211.7 million in 2012 and EUR 184.2 million in 2013, are mainly generated by commercialising international

matches and other competitions, and by sponsorship. However, these funds are not stashed away in a bank account. "As a registered association, the DFB can only build reserves within a legally prescribed framework. So we reinvest a large part of our revenues during the same financial year, which provides us with a solid, efficient budget," says Reinhard Grindel.

So how does the DFB use the funds? "Fostering the notion of performance at the elite level, strengthening the grass-roots and assuming socio-political responsibility," is our maxim. A large part of the DFB's budget therefore goes into the elite and talent promotion, amateur football, and social as well as socio-political projects. For example, in 2013 some EUR 22 million were budgeted for the junior teams and talent promotion via the elite schools, for the 366 talent promotion support centres across the country, as well as for the "DFB-Mobil" scheme.

Another significant outgoing is the DFB's extensive project work, which is primarily social and socio-political. Thus, in 2010-2012, some EUR 95 million were spent supporting the 26 regional and sub-regional FAs in addition to a host of DFB projects. Financial support is also provided to the association's various foundations as well as its sustainability programme. So all of the approximately EUR 5 million generated by the national team's biennial benefit match are used to help the DFB and DFL foundations.

The planned construction in Frankfurt of the DFB Academy (cf. own chapter), complete with new head office, training facilities, kit/equipment depot etc., is very much a future-oriented project. It will be financed with DFB equity, complemented by UEFA and FIFA allowances earmarked for national associations' infrastructural purposes. Total capital expenditure (including a built-in reserve fund) is estimated to be around the EUR 89 million mark.

Another forward-looking venture is the German Football Museum scheduled to be opened in 2015. The costs for the building under construction in Dortmund run to EUR 36 million and are funded from a number of sources including the DFB, the federal state of North-Rhine Westphalia, sponsorship agreements, and part of the profit realised at the 2006 World Cup.

A large part of the 2014-2016 financial allocation for the regional and sub-regional associations is bundled into what is termed the "master plan" - an issue that is especially close to the new treasurer's heart.



This encompasses a variety of offerings such as online advice for clubs, the amateur football image campaign entitled "Our Amateurs. True Professionals.", various development projects and, last but not least, the new FUSSBALL.DE portal. All of these are projects aimed at facilitating the work of clubs and of the people acting for them at the grass-roots level. "That's how the DFB puts basic conditions in place which enable its sub-regional FAs to remain effective," explains Reinhard Grindel. These are investments that drive development in all areas of football.

And this will remain the case in future. Using the available funds responsibly is regarded as an absolute duty. For the good of football's entire family. "Ultimately we are a non-profit association," says the treasurer.

■ REINHARD GRINDEL
HAS BEEN DFB
TREASURER SINCE 2013.

FOOTBALL DIPLOMA

WHAT FOOTBALLER WOULD NOT WANT TO KNOW HOW GOOD HIS OR HER INDIVIDUAL CAPABILITIES REALLY ARE? WITHOUT DOUBT, FOOTBALL IS A TEAM SPORT AND THE TEAM IS THE STAR. AND YET EVERY INDIVIDUAL WANTS TO KNOW THEIR OWN STRENGTHS AND WEAKNESSES AND PUT THEMSELVES TO THE TEST. THE IDEAL OPPORTUNITY: THE DFB & MCDONALD'S FOOTBALL DIPLOMA.



MORE THAN 10 YEARS AFTER THE LAUNCH of the DFB football diploma in 2002, and seven years after McDonald's came on board as a partner, the DFB & McDonald's football diploma is becoming increasingly popular. It's simply great fun and a highlight in every club's calendar. Never before has there been so much dribbling, passing, crossing, heading and shooting as part of club trials. Football-mad talented young players, especially, are keen to test their individual capabilities both individually and in competition with others. In 2013, there were 254,160 participants at over 3,000 events. And to mark the 15th anniversary of its

introduction in the World Cup year of 2014, special prizes were to be won by participants, including tickets and bus transportation to and from a German men's senior national team home match for 30 persons.

The support of the national team has played a large part in the diploma's popularity. Whether for the three-station introductory diploma for the youngest players, the newly developed school football diploma, or the classic DFB & McDonald's diploma which has five stations, coordination, physical control and shooting technique are the key characteristics



for achieving the gold, silver or bronze diploma. Starting from the 2012/2013 academic year, the school football diploma was introduced due to popular demand.

In full-time education in particular, the school football module offers the ideal supplement or alternative to a school football working group. The DFB & McDonald's football diploma and the school football diploma are designed for all boys and girls aged six and over who enjoy playing football. So, it's for (almost) everyone.

■ WHO WILL MAKE IT?
THE DFB & MCDONALD'S
FOOTBALL DIPLOMA.

■ GREAT ROLE MODELS:
MATS HUMMELS AT THE
FOOTBALL DIPLOMA.





FOOTBALL ELITE SCHOOLS

WHAT DO MANUEL NEUER, SAMI KHEDIRA, TONI KROOS, AND ILKAY GÜNDÖGAN HAVE IN COMMON? THAT'S RIGHT, THEY ARE ALL SUCCESSFUL PRO FOOTBALLERS AND PLAY FOR THE GERMAN NATIONAL TEAM. BUT THEY ALSO ALL ATTENDED A FOOTBALL ELITE SCHOOL AS YOUNGSTER.

WHAT THIS ACTUALLY REPRESENTS IS CERTIFICATION FOR AN EFFECTIVE NETWORK involving secondary schools, club academies, and the DFB and its (sub-)regional associations, which ensures that the best talent can get access to comprehensive support and services. Sporting skills and academic studies are developed in parallel. This is reflected, for example, in additional training sessions as part of morning classes, support with homework, tutoring, and flexible exam dates.

"THE FOOTBALL ELITE SCHOOLS ARE A MODEL FOR SUCCESS. THE EDUCATIONAL PACT THAT THE DFB, SCHOOLS AND THE DFL LAUNCHED IN 2006 HAS DEVELOPED REMARKABLY WELL. IT IS BASED ON THE JOINT RESOLUTION PASSED AT THE 2002 SCHOOL FOOTBALL CONGRESS IN POTSDAM BY THE DFB AND THE STANDING CONFERENCE OF THE MINISTERS OF EDUCATION, CULTURAL AFFAIRS, AND SPORT."

DR HANS-DIETER DREWITZ, DFB VICE-PRESIDENT
FOR YOUTH FOOTBALL



Studies, time-consuming sub-regional/DFB training camps, travel to international games and an intensive season in the Junior Bundesliga: for top talent, daily life is a constant balancing act between the pressures of school and football. They have to coordinate tough, time-consuming sporting requirements with their academic or vocational education, ensuring that they also have other prospects beyond those of an ultimately uncertain footballing career. Without the football elite schools, it would not be possible for outstanding talent to cope with the requirements of day-to-day living.

The programme's structures are consequently closely aligned with the talent potential in German football.

- 35 elite schools across the whole of Germany currently form a nationwide network that provides special training and advancement for footballing talent (see "X times").
- The system is designed to optimise the coordination of academic and sporting requirements.
- Each elite school is part of a networked system involving a school, a club academy, the responsible sub-regional football association, and other local/regional clubs, ensuring that all the stakeholders involved adopt a coordinated approach when developing talented players.



■ GERMANY HAS A
NATIONWIDE NETWORK
OF 35 FOOTBALL ELITE
SCHOOLS.

■ To ensure that players - both boys and girls - are professionally looked after whenever they're on the road with their respective junior national teams, a school coordinator and two qualified teachers form part of the backroom staff.

Khedira, Kroos, Gündogan: the national team is benefiting from players with top-class education and training from the elite schools. Ilkay Gündogan is a model student; in 2011 he completed his Abitur (the German A-level equivalent) at the Bertolt Brecht School in Nuremberg. He recalls his time at the elite school as very positive. "I had the best possible support from the club and my school. So I would be able to take the occasional break from training, or work with a tutor. It was a really good system," explains the midfielder. "I think a school education is a good addition to a professional playing career. It's enabled me to have a normal life alongside the 'fairy-tale world' of football. School developed me as a person. It was a good decision to work on both."

A-levels plus the national team: Ilkay Gündogan has shown the way forward. He is one of many examples that effective collaboration between schools, club academies, and the association make it possible to achieve an optimal academic and footballing education in parallel.

18 CRITERIA FOR A FOOTBALL ELITE SCHOOL

1. SCHOOL COUNCIL RESOLUTION ON PERFORMANCE-ORIENTED SUPPORT FOR SCHOOL SPORTS, WITH AN EMPHASIS ON FOOTBALL
2. LINK-UP WITH A CLUB ACADEMY FOR JUNIORS' AND/OR WOMEN'S AND GIRLS' FOOTBALL
3. FORMATION OF A REGIONAL TEAM AS A MANAGEMENT COMMITTEE, WITH REPRESENTATIVES FROM ALL AUTHORITIES
4. GUARANTEE OF FINANCIAL/ORGANISATIONAL ASSISTANCE FROM ALL AUTHORITIES INVOLVED
5. ADDITIONAL TRAINING IN SCHOOL CLASS TIMETABLE
6. APPROVAL OF ORGANISATION, CONTENT AND QUANTITY/INTENSITY OF TRAINING
7. ORIENTATION TOWARDS AN EDUCATIONAL PHILOSOPHY AS THE SPORTING GUIDELINE FOR TALENT DEVELOPMENT
8. FLEXIBLE RULES REGARDING SCHOOLING ROUTINES DURING ABSENCES FOR SPORTING REASONS
9. SUITABILITY STATEMENT (SPORTS SCIENCE SUPPORT/MONITORING)
10. QUALIFIED, LICENSED COACHES TEACHING FOOTBALL CLASSES
11. SECONDMENT OF COACHES FROM LICENSED CLUBS TO FOOTBALL CLASSES
12. A SPORTS PROFILE: SPORTS COURSES, SPORTS FEATURES
13. FOOTBALL, SCHOOL, AND SUPPORT AND LIVING AREAS ALL WITHIN CLOSE PROXIMITY OF EACH OTHER
14. EXTRA-CURRICULAR SUPPORT
15. APPROPRIATE SPORTS FACILITIES (INDOOR AND OUTDOOR)
16. COOPERATION WITH DFB TRAINING CENTRES IN THE REGION
17. REGULAR EXCHANGES BETWEEN COOPERATION PARTNERS
18. PROACTIVE INVOLVEMENT IN FURTHER TRAINING FOR TEACHERS AT REGIONAL LEVEL

FOOTBALL IN EAST GERMANY

TWO GAMES IN PARTICULAR WILL FOREVER BE ASSOCIATED WITH FOOTBALL IN THE GDR: THE 1-0 VICTORY OVER THE DFB TEAM AT THE 1974 WORLD CUP, AND THE FINAL AT THE 1976 OLYMPICS. IT WAS NO EASY TASK FOR EAST GERMAN FOOTBALL TO PREVAIL AGAINST THE PLANNED ECONOMY OF THE POWERFUL OVERSEERS OF THE COUNTRY'S SPORTS POLICY, BUT IT MANAGED TO PRODUCE A RANGE OF OUTSTANDING PLAYERS, AND THE DFB BENEFITED FROM ITS YOUTH TRAINING PROGRAMME LONG AFTER THE TWO GERMANYS WERE REUNITED.



IT WAS UNDOUBTEDLY THE MOST SPECTACULAR SUCCESS IN THE HISTORY of the East-German Football Federation (DFV): on 22 June 1974, Jürgen Sparwasser scored the goal of the day in the 77th minute of the World Cup match between the GDR and the Federal Republic of Germany in Hamburg's Volksparkstadion. The GDR team had defeated the "class enemy" and played a great tournament in general. After the "Hamburg wake-up call", however, the West German footballers still managed to win the World Cup yet again.

Even so, 1974 was the most successful year for football in East Germany. Before their impressive performance in the World Cup, East German football fans had celebrated the European Cup triumph of 1. FC Magdeburg. On 8 May 1974, the clear outsider beat the favourite AC Milan 2-0 in Rotterdam with a goal from Wolfgang Seguin and an own goal by Milan's Lanzi. It was to remain the only European club competition final won by a DFV club.

Two more GDR teams made it as far as a European final, Carl-Zeiss Jena and Lokomotive Leipzig in 1981 and 1987. On both occasions it was again the Cup Winners' Cup, and although neither was able to replicate Magdeburg's victory, they were among the most popular clubs, together with eight-time champion Dynamo Dresden.

The GDR national team played a total of 293 international matches - between 1952 and 1990. With 138 won, 69 drawn and 86 lost, their overall record is positive. But the men's senior national team of the DFV rarely made the big headlines.

Conversely, East German football was almost always successful at the Olympic Games. The high point in their Olympic history was winning the gold medal in Montreal in 1976. In front of a crowd of 76,000, goals by Dresden's Hartmut Schade and Reinhard Häfner with Martin Hoffmann of Magdeburg secured their 3-1 final victory against Poland (see "Olympic Games").

The successes of the GDR national team were based on the domestic Oberliga, as the top tier league of the DFV was called, with the winners proclaimed GDR Champions. There had already been championship matches in the former East before the DFV was founded in July 1950 - including two Ostzone championships. However, football in East Germany really only took off after the foundation of an association which was officially included by FIFA in 1952.

The GDR Oberliga quickly became popular with football fans - but was often also a pawn of the "powers that be". In 1954, for example, the team of Wismut Aue, one of the best teams of the time, was to be relocated to Karl-Marx-Stadt. The team and fans successfully resisted.

In addition, the championship was often also manipulated. Between 1979 and 1988, BFC Dynamo Berlin won the title ten times in a row. However, after the political transition, it was discovered that Dynamo had received many privileges as the favourite club of Stasi chief Erich Mielke, and gentle pressure was exerted in its favour in cases of doubt.

Despite this, East German football always produced top quality players - such as Joachim Streich, Jürgen Croy, Hans-Jürgen "Dixie" Dörner, Hans-Jürgen Kreische, Gerd Kische, Bernd Bransch, Henning Frenzel, Eberhard Vogel, Konrad Weise and Peter Dücke in the 1960s and 1970s. And in the 1980s, Thomas Doll, Ulf Kirsten, Andreas Thom and Matthias Sammer, who as captain and double goal-scorer led the DFV team to a 2-0 victory in Brussels against Belgium in its last international match on 12 September 1990.

German football was still benefiting from the talent nurtured in East Germany long after the reunification. Michael Ballack, Tim Borowski, Clemens Fritz, Bernd Schneider, Jens Jeremies, Marco Rehmer, Thomas Linke, Jörg Heinrich, Olaf Marschall, Dariusz Wosz and Steffen Freund - quite a number of the German national team players came from the former East during those years.



■ DISCOVERED AND
TRAINED IN CHEMNITZ:
INTERNATIONAL STAR
MICHAEL BALLACK.

■ NEVER FORGOTTEN:
JÜRGEN SPARWASSER'S
WINNING GOAL FOR THE
GDR IN HAMBURG, 1974.



FOOTBALL MUSEUM



DEUTSCHES
**FUSSBALL
MUSEUM**

RIGHT IN DORTMUND'S CITY CENTRE, CONSTRUCTION OF A NEW BUILDING IS WELL UNDER WAY TO SHOWCASE THE HISTORY OF FOOTBALL IN GERMANY. BUT FAR FROM JUST PRESERVING THE PAST, THE GERMAN FOOTBALL MUSEUM HAS BEEN CONCEIVED BY THE DFB AS A LIVING, MULTI-MEDIA, AND INTERACTIVE EXPERIENCE THAT WILL EXERT A SPECIAL MAGIC FAR BEYOND THE RUHR AREA, GERMANY'S INDUSTRIAL HEARTLAND AND FOOTBALLING STRONGHOLD. CONCEPTUALLY SPEAKING, THE VARIOUS STAGES OF A FOOTBALL MATCH PROVIDE THE FIGURATIVE RED THREAD FOR VISITORS.

PRE-MATCH. Visible from afar, the LED lighting on the front wall of the building has a floodlights effect on visitors who, like fans flocking to the stadium on match day, are drawn in. Larger-than-life sculptures of players on the forecourt set the scene for things to come.

KICK-OFF. Celebrating Germany's first World Cup title in 1954, the museum tour begins with an homage to the "Miracle of Berne", with the original ball of the final taking centre stage. The legendary German team players of that day and age welcome visitors to a very special trip down memory lane.

FIRST HALF. Moving from the top floor down, the first exhibition section presents national team football in all its facets. From the beginnings of the game in England and Germany - including the history of the DFB and football in the former GDR - to the greatest moments of German national teams over time, from the "New Soccer Lounge" showing football today to an oversize ball that leads to the "Ball Temple" featuring everything you always wanted to know about the development of two of the game's indispensable elements - balls and boots.



Sitting on a substitutes' bench, visitors can make ample use of the media archives that include highlights from international matches and in-action footage from all those great players of the past who are now members of The Capped Players' Society.

Next comes a multi-vision cinema, leaving the audience enchanted with magical pictures and sounds. Two more themes are explored to round off the first half. First, fans are invited to step inside the treasure trove filled with some of the most valuable trophies won by German national as well as club teams. This is followed by an introduction to the match philosophies of trend-setting coaches, complete with explanations of their tactics, systems, and training methods.

SECOND HALF. The mezzanine level is all about club football, telling the tale of how the Bundesliga was born, of the gradual professionalization of the game, of the innate passion felt for football, and of



■ HIGH-TECH: A VISIT TO THE FOOTBALL MUSEUM IS ALSO DESIGNED TO BE A MULTIMEDIA EXPERIENCE.



the timeless allure of the cup competitions. Visitors are then invited to enter the Hall of Fame honouring the greatest legends of men's and women's football; this is complemented by alternating artists' media installations of famous players.

Hopping onto a bus is an activity that only the fewest of people give any thought to, but getting to sit on the German men's senior national team bus is a different matter! A guided tour allows fans to join their favourite players on their way to a match.

EXTRA TIME. The street-level floor of the German Football Museum houses a large-dimensioned and highly versatile multi-purpose arena that lends itself to stage events such as prize award ceremonies, gala receptions, press conferences, readings, or even plays and TV productions. On the way out, visitors can watch a full-length broadcast of the "amateur football match of the week", or they can hover around the

Clubs Wall and try to spot their respective club's name as it comes up on bright LED strips showing the names of all of the roughly 25,000 clubs affiliated to the DFB. Obviously, there is also a Museum Shop offering all kinds of souvenirs, and a bistro called the N11 Bar whose menu features many national team players' favourite dishes.

The city of Dortmund and the German Football Association are equal partners in the DFB foundation, German Football Museum gGmbH, which functions as a project development business and later will serve as an operating company. DFB-appointed managing director Manuel Neukirchner is responsible for museology, communication and marketing, and is senior management spokesman, while the city of Dortmund has assigned Michael Keßeler as the managing director, responsible for construction and project promotion, and jointly responsible for administration and finance together with Manuel Neukirchner.

■ EYE-CATCHING: THE ARCHITECT'S VISION OF HOW THE GERMAN FOOTBALL MUSEUM WILL LOOK.



FOREIGNERS

WHAT WOULD GERMAN FOOTBALL BE WITHOUT THEM? PLAYERS FROM COUNTRIES AROUND THE GLOBE HAVE HAD A VITAL IMPACT ON THE GAME IN GERMANY, MAKING HEADLINES AND WRITING HISTORY. IN THE BUNDESLIGA ABOVE ALL.

FROM A FOR THE AUSTRIAN ALABA AT FC BAYERN MUNICH TO Z FOR PERUVIAN ZAMBRANO AT EINTRACHT FRANKFURT, the A to Z of the DFB was also an A to Z of foreign stars and super-stars in the top tier of German football in 2014/15. More than 100 nations make up this list of not only players but also coaches from abroad, from which the Bundesliga has recruited its squad lists since the first day of play in the summer of 1963. Not always have clubs' hopes of increasing appeal and effectiveness been as magnificently fulfilled as by Dortmund's Polish trio Lewandowski, Błaszczykowski and Piszczek, so crucial for the title wins in 2011 and 2012, or by FC Bayern Munich's wing magicians Robben and Ribéry whose performances were key to the Bavarian club's German championship triumphs in 2013 and 2014, as well as the UEFA Champions League title in 2013.

However, the charisma exuded by exceptional players in the league has always been a source of fascination: suffice it to mention the names of the Danes Le Fevre, Jensen and Simonsen, the Swedes Sandberg and Hellström, English Keegan or Yugoslav Oblak back in the 1970s or, later on, the Belgian Pfaff, Austrian Pezzey, Danish Lerby and Sand, Icelandic Sigurvinson, South Korean Cha, Spanish Raúl and Brazilian Jorginho, Emerson and Elber.

Eleven times in Bundesliga history, foreign coaches were at the helm of a championship-winning side: Max Merkel, Ernst Happel (both from Austria), Branko Zebec (Yugoslavia) and Pál Csernai (Hungary) managed this feat twice, while three men - Italian Giovanni Trapattoni, Dutchman Louis van Gaal, and

Spaniard Pep Guardiola - have each collected one German champions title coaching FC Bayern Munich.

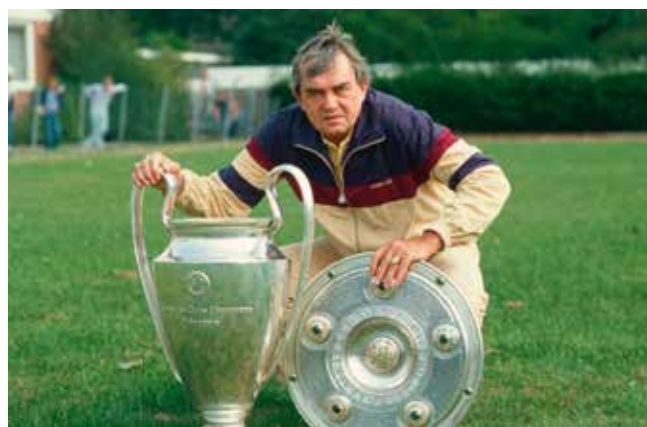
On the first Bundesliga match day on 24 August 1963, there were no more than three non-German players: Austrian Willy Huberts at Eintracht Frankfurt, Yugoslav Petar Radenković at 1860 Munich, and Dutchman Jacobus "Co" Prins at 1. FC Kaiserslautern. Over the decades, the proportion of foreign players has progressively expanded to become a mass phenomenon in German professional football.

With the expansion of the EU, the restrictions that had permitted the use of only two "foreign workers" per team until 1992, were gradually relaxed. Next came the Bosman ruling of the European Court of Justice on 15 November 1995 that shook the world of football to its core: the abolition of transfer fees for out-of-contract professionals and the elimination of any restrictions on the use of EU nationals was subsequently introduced by the DFB. On 6 April 2001, Energie Cottbus became the first Bundesliga team to feature 11 foreign players in its starting line-up. From the 2006/07 season, even the differentiation between UEFA foreigners and non-UEFA foreigners (originally limited to three in the squad) was abolished in the Bundesliga and Bundesliga 2. To make up for this, the Local (or "home-grown") Player regulation now requires squads to include at least eight licensed players trained and educated by a German club.

Also, the new trend of hiring foreign players as a marketing instrument was discovered. Chinese, Japanese and Koreans are no longer contracted and used



■ PLAYING FOR BREMEN AND BAYERN: CLAUDIO PIZARRO IS THE FOREIGNER WITH THE MOST GAMES AND GOALS IN THE BUNDESLIGA.



■ SYNONYM FOR SUCCESS: COACH ERNST HAPPEL, TITLE WINNER AT HAMBURGER SV.



■ SUPERSTARS AND "FOOTBALLERS OF THE YEAR" AT FC BAYERN: ARJEN ROBBEN AND FRANCK RIBÉRY.



■ MASTERFUL POLISH TRIO: ROBERT LEWANDOWSKI, ŁUKASZ PISZCZEK AND JAKUB BŁASZCZYKOWSKI (FROM LEFT) CELEBRATE THE BORUSSIA DORTMUND TITLE VICTORIES IN 2011 AND 2012.

based on class and costs, ability and endurance, but rather with a view to the increasingly important East Asian market.

Many stars from afar had already made a name for themselves, making their mark on football in Germany long before the Bundesliga was even conceived. L.C. de Villiers is one of the first foreigners ever on record. The South African defender, who came to Germany as a geology student, became a German champion with Freiburg FC in the South-Baden region in 1907. Two Hungarians from Budapest were key players in the battle for the Championship in 1914 and 1920. One, Fritz Weicz, scored a goal for SpVgg. Fürth in the 3-2 final victory over Leipzig; the other, Péter Szabó, scored six years later in the 2-0 win of 1. FC Nürnberg in the final against Fürth. The Norwegian Asbjørn Halvorsen even won two German Championships with Hamburger SV, for which he played between 1921 and 1933.

And finally: What would German amateur and recreational football be without its foreigners? Hundreds of thousands of them are active participants in leagues and competitions from local pub teams up to the fourth-tier regional leagues. In addition, millions of players with foreign roots are testament to the integrative force of football that extends to the German national team as world champions Mesut Özil, Sami Khedira, or Jérôme Boateng are happy to confirm.

Twice in the past, the DFB and the Bundesliga have clearly expressed their position in favour of integration and against discrimination and racism in Ger-

many through widely acclaimed campaigns. In 1992, all Bundesliga teams played with the motto "Mein Freund ist Ausländer" (My friend is a foreigner) and in 2012 with "Geh Deinen Weg" (Go your way) on club kits otherwise free of advertising, in order to highlight their social commitment to millions of spectators. (See also "Integration").

FRIENDS OF THE NATIONAL TEAM

THE ASSOCIATION OF FRIENDS OF THE NATIONAL TEAM HAS EXISTED SINCE 1978. FOR THE ASSOCIATION'S MEMBERS, IT'S NOT ABOUT GOING PUBLIC ON THE BIG STAGE. ALL THEY WANT TO DO IS DO GOOD. AND THAT'S HOW, DURING THE ALMOST 37 YEARS OF ITS EXISTENCE, THE ASSOCIATION HAS COME TO DONATE OVER 4 MILLION EUROS TO THE SEPP HERBERGER FOUNDATION.



■ GOETZ EILERS IS A FOUNDING MEMBER AND DEPUTY CHAIRMAN OF FRIENDS OF THE NATIONAL TEAM.

GERMANY IS WELL KNOWN AS A COUNTRY OF ASSOCIATIONS. Choral societies play a role in cultural activities, football clubs in sports activities, and others dedicate themselves to nature conservation or political causes. An association of a rather different type, certainly, is the "Association of friends of the German national team", or FdN for short. If you take a look at its articles, you will find the following among other things: "The association's purpose is to promote the sport of football (...) by funding the tax-advantaged Sepp Herberger Foundation in Cologne on behalf of the association and/or its members."

And if you then take a look at the balance sheet for financial year 2013, you will be amazed to see that Friends of the national team, founded in 1978 in Munich, made donations of over 4 million euros to the DFB's Sepp Herberger Foundation.

It's an impressive sum, but one about which Friends of the national team doesn't generally shout

from the rooftops. "The FdN is a group that goes about its good deeds modestly," explains Goetz Eilers in his capacity as deputy chairman of the FdN.

There is probably no-one who knows the association as well as the former long-standing legal adviser and head of human resources at the DFB - together with other DFB representatives and friends, he was there when it was launched on 22 February 1978. Under the chairmanship of Otto Andres, DFB vice-president at the time, the FdN had 79 members. Today there are around 150, Karl Rothmund is chairman and Olliver Tietz is managing director.

The Friends generally get together at international home games and watch the match together from the stands. But they also organise and offer attractive trips to international away games. And every year there is a members' event, usually in the context of an international match. The association's key objective is for each member to make annual donations to the Sepp Herberger Foundation, following the recommendation of the board as to an amount deemed appropriate.

And how exactly are those monies put to use? "We focus on using funds to support initiatives in prisons and in sport for people with disabilities, as well as social care for members of the football family who have been seriously injured playing football, become critically ill or suffer some other kind of hardship, through no fault of their own," says Goetz Eilers. Part of the FdN's donations are also used to co-fund the "Sepp Herberger Days" aimed at attracting primary school children to the game. He should know, as up until spring 2006 he was the longest-serving managing director of the foundation. And so we come back to where we started.

■ FOOTBALL BEHIND BARS: AMONG OTHER THINGS, THE FdN PROVIDES FUNDS TO PROMOTE FOOTBALL IN PRISONS.



FUSSBALL.DE

AMATEUR FOOTBALL ENTERS THE DIGITAL AGE. THE DFB HAS TAKEN OVER TECHNICAL AND EDITORIAL RESPONSIBILITY FOR THE INTERNET PORTAL FUSSBALL.DE. IT HAS REDEVELOPED THE SITE FROM THE GROUND UP, WITH A NEW DESIGN, EXCLUSIVE STORIES, ALL THE GAMES, ALL THE GOALS, AND PROFILES OF PLAYERS, TEAMS AND CLUBS. FUSSBALL.DE IS THE HOME GROUND FOR AMATEURS.

Flashback: Late February, 2012, and the foundations are laid for the most ambitious Internet project in the history of the DFB. And it all began at grass-roots level. At the amateur football conference in Kassel, representatives of amateur clubs expressed their strong desire to the DFB and sub-regional associations that it was high time for a common home online. Although FUSSBALL.DE had already existed for many years and drew on exclusive data from DFBnet, there was very little focus placed on amateur football from an editorial perspective. Consequently, as may be expected, a large number of local portals sprung up over the years focusing on grass-roots football.

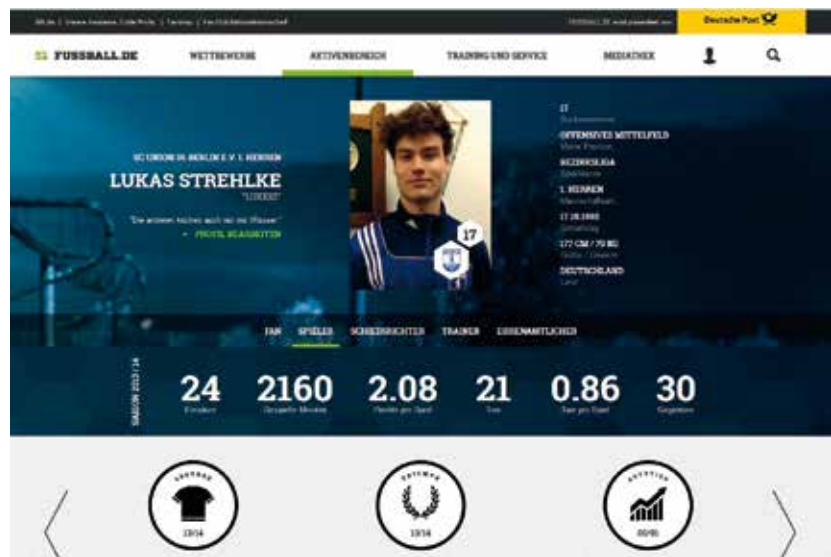
WHEN IT COMES TO REDESIGNING A WEBSITE, THE WORD RELAUNCH IS OFTEN USED. The look is changed, and maybe also some content. And then it's done. "However, in the case of FOOTBALL.DE, this falls well short of the mark, as we gave everything a complete overhaul. Since we went online on 29 July 2014, everything's been totally different to how it used to be," says DFB Media Director Ralf Köttker. This is certainly the case, as FUSSBALL.DE is now scarcely recognisable from its former self. Except, of course, for the name and for the fact that the official results and statistics from around 80,000 games appear here exclusively and rapidly after the final whistles are blown. Week after week, from Flensburg to Oberstdorf, from Kleve to Guben.

The project team began working intensively on this in summer 2013. The technical work was carried out at DFB-Medien GmbH in Hanover, with editorial, functional and financial work taking place in Frankfurt. "Our main areas of focus in redeveloping the site were user-friendliness and user interaction. We have a number of people on our team who are involved in small amateur clubs as trainers or players. We incorporated this experience into the project from the very beginning," says Köttker. "And of course we also have many more potential developments and lots of creative ideas in store, which we would like to implement gradually over the coming years in close collaboration with the sub-regional associations and, in particular, the users of FUSSBALL.DE."



With its range of editorial content, in particular, the new FUSSBALL.DE is immersing itself fully in amateur football. The news ticker on the homepage also provides users with the top stories from the professional world, although longer reports on these stories are not offered here. This space is reserved for grass-roots football. "We want to write up the many exciting stories that happen every day in amateur football and share them with the nation. Our goal at all times is to share the passion and commitment with which football is played at grass-roots level with as many people as possible," says Kötter.

FUSSBALL.DE also offers the DFB and its 26 regional and sub-regional associations a unique opportunity to directly interact with grass-roots levels. Service is a core issue in this. Players, trainers, referees and volunteers dealing with various issues around club management can find a wide range of support and tips to help them in their work at grass-roots level in the new "Training and Service" area. Dr Rainer Koch, first DFB Vice-President for amateur football, says: "I am certain that the FUSSBALL.DE portal is exactly what is needed at the current time. Amateur football has incredible potential. But it's not really known that there are far more people in total playing on amateur football pitches up and down the country than there are in Bundesliga stadiums. We want to show everybody this and build up positive self-esteem." Ronny Zimmermann, DFB Vice-President for educational initiatives, agrees: "Our new shared online platform is a quantum leap for amateur football in Germany. I am very excited about all the new possibilities offered by FUSSBALL.DE. Modern, stylish and functional, it's simply a real winner!"



However, the main component of FUSSBALL.DE remains the results area. This is where almost seven million amateur footballers come to look at their games, check how their rivals got on, see who scored the goals and find out how the latest league tables look. The results area has been greatly expanded, however. Each team has its own page, each league has its own discussion forum and each player has the opportunity to create their own high-quality, personal profile.

Of course, the DFB cannot undertake such a major long-term project without some financial support. In Deutsche Post AG, amateur football has found a strategic main partner and an active supporter for FUSSBALL.DE. "We are delighted that Deutsche Post will continue to be a premium partner of the DFB, and that it will remain strongly committed to amateur football in the future," says DFB President Wolfgang Niersbach. "With such a reliable and strong partner on our side, the DFB and its sub-regional associations can provide an unprecedented level of service for amateur football online." The second partner to commit to FUSSBALL.DE is Adidas, long-term kit supplier to the DFB.

WEB PAGE SHOWING A PLAYER PROFILE: AT FUSSBALL.DE, EVERY AMATEUR FOOTBALLER CAN LOOK LIKE A PRO.



FUTSAL

FUTSAL - THOSE ARE THE SIX LETTERS THAT MAKE UP THE OFFICIAL FIFA INDOOR FOOTBALL FORMAT. SO-CALLED "FUTEBOL DE SALÃO" WAS RECOGNISED BY FIFA AS AN OFFICIAL INDOOR FOOTBALL VARIANT IN 1989. FUTSAL IS STILL NOT AS POPULAR IN GERMANY AS IT IS IN BRAZIL, ITALY OR SPAIN, BUT INTEREST IN THIS HIGH-SPEED GAME IS ON THE RISE.



THE DFB HAS PROMOTED THE DEVELOPMENT OF FUTSAL since 2001 and is determined to reinforce its efforts even more as a result of the 2013 Congress where Futsal was declared one of the key action items of the DFB's amateur football master-plan. This includes the directive issued to the 21 sub-regional FAs to make the Futsal rules binding for all indoor competitions from 2016, from the grass-roots level upwards.

Introducing the DFB Futsal cup in 2006 was the DFB's first step towards establishing Futsal in Germany, with the winning team entitled to call itself German Futsal Champions. In the junior football age bracket, the DFB organises a U17 and an U15 Futsal Cup, respectively.

In addition, 2014 saw the introduction of a new tournament planned to take place every year and pitting the representative teams of the 21 sub-regional FAs against each other. The event will be an opportunity for young, talented players to showcase their abilities and, ultimately, form the core of what is going to be the German national Futsal team in the middle term.



While being a game in its own right, Futsal has a lot to offer to the (so far) unconverted, too. Indoor football under official FIFA rules uses a Futsal ball with less bounce than a conventional one, making it easier, particularly for beginners, older players and female players to take part in the sport at the grass-roots and recreational level. The heavy emphasis on fair play is also a significant feature of the game. And finally, performance oriented football is also benefiting, as the Futsal ball, which is optimised for sports hall floors, is particularly good for teaching coordination and technical skills. The game also teaches important tactical principles and encourages intelligent play.

DFB Futsal Cup finals demonstrate an impressive level of play in sporting terms. Better and better teams are emerging. At the same time, the sub-regional and regional FAs have begun organizing regular leagues in the lower echelons of the game, ensuring that Futsal, rather than being seen as a mere winter variant, is played on a year-round basis. The DFB Futsal cup-winning team represents German football at the international level, participating in the

UEFA Futsal Cup, indoor football's answer to the Champions League.

According to FIFA, Futsal is one of the fastest-growing indoor sports in the world. Immediately after the game was recognised by FIFA in 1989, the first Futsal World Cup took place in the Netherlands and was won by Brazil. In contrast, there was something of a wait before a European championship was established. The first official European championship was held in 1999 in Spain, which had held an unofficial tournament in 1996. Russia won the title. There are no predictions yet as to when a German Futsal team will celebrate its first big international win.

One thing that's obvious though, is that this fast-growing football variant is increasingly popular in Germany. The number of active players and teams is constantly on the rise, and the prospect of becoming a German national team player one day, is more than likely to attract new followers.

■ N.A.F.I. STUTTGART, PROUD WINNERS OF THE 2014 EDITION OF THE DFB FUTSAL CUP.



GENERAL SECRETARY

KEY DECISIONS AT THE DFB ARE TAKEN BY MEMBERS OF THE PRESIDENTIAL BOARD AND THE BOARD, OR ARE THE SUBJECT OF RESOLUTIONS PASSED BY THE DFB CONGRESS. HOWEVER, THE PRELIMINARY AND PROACTIVE WORK OF THE FULL-TIME MANAGEMENT TEAM AT HEAD OFFICE IS IMPORTANT AS REGARDS PROFESSIONAL PREPARATION, SPECIFIC ASSISTANCE WITH DECISION-MAKING AND THEREFORE THE BASICS OF DFB POLICY. AND AT THE HEAD OF THAT TEAM IS THE GENERAL SECRETARY, THE MOST SENIOR DFB STAFF MEMBER. THE LATEST ADDITION TO HIS TERMS OF REFERENCE: MANAGING THE CONSTRUCTION AND IMPLEMENTATION STAGES OF THE MULTI-MILLION ACADEMY PROJECT SCHEDULED TO BE COMPLETED BY 2018.

AT THE EXTRAORDINARY DFB CONGRESS on 2 March 2012, Helmut Sandrock became General Secretary of the German Football Association. His tasks are as varied as they are demanding, and carry a heavy responsibility. Because since 2001, or more precisely, since the DFB Congress in Magdeburg, the General Secretary has had more decision-making powers than before. At that point, the General Secretary became the most senior permanent employee who is a voting member of the DFB Presidential Board, and the senior management hierarchy was streamlined.

What the 2001 DFB Congress in Magdeburg made official was already the General Secretary's de facto role: head of central administration. Horst R. Schmidt, who hails from Nuremberg and held various key roles at the DFB between 1974 and 2013, brought tremendous momentum to this leadership role and handled it with skill and application as the General Secretary's basic, management and future-oriented tasks expanded.

Schmidt was succeeded by Düsseldorf-born Wolfgang Niersbach who has committed himself to the interests of German football with equal enthusiasm and skill between October 2007 and March 2012. As the most senior figure at DFB head office, Niersbach made no secret of his conviction that the association's number one strategic focus is high quality standards, above all in elite and performance football.



1928 - 1960

DR GEORG XANDRY



1960 - 1984

HANS PASSLACK



1984 - 1992

DR WILFRIED GERHARDT



1992 - 2007

HORST R. SCHMIDT



2007 - 2012

WOLFGANG NIERSBACH

Born in 1956, Helmut Sandrock is now continuing Niersbach's work, his personal credo being to make his mark "as an attacker and creator, but above all as a team player." With the motto, "Football is a game, and a game it must stay", the core business is his clear priority, with a particular focus on resolutely confronting the potential for conflict in stadiums, without neglecting the association's intensive social and socio-political activities.

Over the next few years, Sandrock and his colleagues will have their work cut out for them, managing and supervising the planning, construction, and implementation stages of "the greatest infrastructure investment in DFB history": under a decision adopted unanimously by the DFB Presidential Board on 26 September 2014, the DFB Academy is going to be erected on what is now a greenfield site-cum-hippodrome in Frankfurt's Niederrad district. "This will be the logical continuation of our talent development and promotion philosophy," he says. From 2018, German football is going to have a new home as the Academy is envisaged to house the DFB elite coach and referees' education, the depot/warehouse for all the national teams' kit and equipment and, last but definitely not least, the new head office.

In Sandrock, who grew up in the town of Moers, the DFB now has an all-rounder at the helm, a former junior national player and someone who has personal experience of every aspect of football. He was chairman of MSV Duisburg from 2000 to 2002 and was a founding and serving board member of the German football league (DFL). He joined the DFB in 2003 as tournament director on the organisation committee for the 2006 World Cup in Germany. He then had a spell as managing director at Red Bull Salzburg before returning to the DFB in 2008, where, as director for organising leagues and competitions, talent promotion, coach education, and the junior national teams, he successfully launched the nationwide Third League, German professional football's third tier, in the summer of that year. The new DFB General Secretary also has an excellent international network. He has worked for FIFA as overall coordinator at various World Cup tournaments, was appointed to the world football governing body's stadium and security committee in 2013, and was appointed to the UEFA Football Committee in 2014.



Before Horst R. Schmidt, Dr Wilfried Gerhardt headed the general secretariat for eight years. Like Dr Gerhardt, Hans Passlack, who served as managing director from 1960 and General Secretary from 1962 to 1984, was a man with profound professional knowledge who did his job far from the brouhaha of sensational headlines.

The DFB recognised early on that it needed a professional executive at the head of the organisation, and in 1923 at the 24th Congress in Würzburg, confirmed its intention to put in place a full-time salaried association secretary. At that time Georg P. Blaschke in Kiel was still managing DFB affairs in a voluntary capacity as "executive chairman of association management".

But then, on 1 May 1928, Dr Georg Xandry was appointed full-time managing director at the new DFB command centre in Berlin. After the head office relocation to Frankfurt in 1951, he resumed his professional activity and was, until 1960, the first official General Secretary of the DFB. Xandry, who at the tender age of 16 had already taken over the chairmanship of his home-town club SpVgg. 03 Neu-Isenburg, helped lay the groundwork for German football's standing and significance today (see also "Head office").

■ HELMUT SANDROCK HAS BEEN DFB GENERAL SECRETARY SINCE MARCH 2012.



GIRLS' FOOTBALL

GIRLS PLAY FOOTBALL. EVERYWHERE. FOOTBALL IS THE MOST POPULAR WOMEN'S TEAM SPORT IN THE WORLD. IN GERMANY, THE NUMBER OF FEMALES PLAYING THE GAME IS STEADILY ON THE RISE. IN 2014, PRECISELY 337,288 GIRLS OF 16 AND UNDER WERE REGISTERED BY THE DFB, MAKING FOOTBALL ONE OF THE MOST POPULAR SPORTS AMONG GIRLS IN GERMANY.



THE SUCCESSES OF THE FEMALE JUNIOR NATIONAL TEAMS and women's national team have certainly made a significant contribution to this increase. Lira Alushi, Célia Šašić and Dzsenifer Marozsán are great role models for young female footballers whose ultimate aim is to follow in the footsteps of their footballing heroines. As two-time world champions and eight-time European champions, the women's national team has created a favourable environment for developing women's and girls' football and has made a vital contribution to increasing public awareness of their sport. The team is the engine room for the development of women's and girls' football, while their exhilarating performances are a pivotal reason why many girls decide to join a local club.

The successes of the U20, U19 and U17 national teams, as well as the international matches of the U16 and U15 squads, also increase exposure to the sport. In 2010, the U20 women's team even succeeded in winning

the World Cup on home soil. The team managed by DFB coach Maren Meinert remained unbeaten throughout the tournament and appeared two years later in Japan to defend their title. The title holders won over the hearts of the Japanese public with refreshing attacking football while simultaneously demonstrating the strengths of the comprehensive talent development system run by the DFB. By 2010, numerous U20 national team players had been promoted to the national first eleven: Alexandra Popp, Svenja Huth, Kim Kulig, Bianca Schmidt, Almuth Schult and Dzsenifer Marozsán are all members of the women's national team. Seven players from the U20 team of 2012 who were runners-up in Japan, namely Lena Lotzen, Melanie Leupolz, Luisa Wensing, Laura Benkarth, Leonie Maier, Jennifer Cramer and Dzsenifer Marozsán, won the 2013 European Championship in Sweden with the DFB women's team. And who knows - they might soon be joined by some of the players who formed the U20 World Cup-winning squad at Canada 2014.



The transparency of the talent development system, close collaboration and intensive exchange between the coaches of the youth teams and national team head coach are important factors in the sustained development and introduction of talented players into the women's team. The girls' U17 Bundesliga, which was introduced in the 2012/2013 season is the latest initiative in the extensive top-level development of the girls. 30 teams in three divisions ensure that girls within this age group are regularly exposed to competitive sport at the highest level.

The DFB not only focuses on top-level development, but also mass sporting events such as "Girls' Football Day", which has been a permanent fixture in the calendar for many years. The sub-regional associations are responsible for organising "Girls' Football Days", which are coordinated with local and district FA branches, clubs, schools, town authorities, and other supporting organisations. The DFB provides

comprehensive assistance here. Covering almost 95 per cent of footballing districts, more than 260 "Girls' Football Day" events were organised in 2013. These events are primarily designed to appeal to girls who are not yet actively playing for a club. "Girls' Football Day" should give them the opportunity to discover football and experience kicking the ball for the first time.

Special campaigns are also organised in schools. As part of the 20,000plus project, for example, teachers from primary schools are trained and qualified to run school football workshops and integrate football activities into the lessons. Social projects such as the "Social integration of girls with a migratory background through football" are also supported by the DFB. National players such as Lira Alushi or Celia Šašić are perfect examples here. They are important role models that many football-playing girls wish to emulate, and not only in this particular domain.

■ ON THE BALL AT AN EARLY AGE: AN INCREASING NUMBER OF GIRLS ARE STARTING TO PLAY FOOTBALL.



GLOBE

THIS SYMBOL OF AN INTOXICATING FOOTBALL FESTIVAL THAT WAS, IN THE WORDS OF GERMANY'S MOTTO FOR THE 2006 TOURNAMENT, "A TIME TO MAKE FRIENDS", HAS BECOME THE IDENTIFYING VISUAL FEATURE OF DFB HEAD OFFICE IN FRANKFURT.

SINCE MID-NOVEMBER 2006 it has occupied the square in front of DFB head office - the "Football Globe Germany". As a mobile international ambassador in anticipation of the 2006 FIFA World Cup it travelled the world, returning to Frankfurt via Tokyo, Paris, Milan and Zurich.

Its big brother, the 2006 FIFA World Cup football globe, was a 15m high event venue in which people could walk about, and was designed as part of the German government's World Cup arts and culture programme. It was opened in September 2003 by the then German Chancellor Gerhard Schröder, FIFA president Sepp Blatter and organising committee president Franz Beckenbauer. The unmistakable "badge" of the tournament, it then toured all 12 World Cup venues.

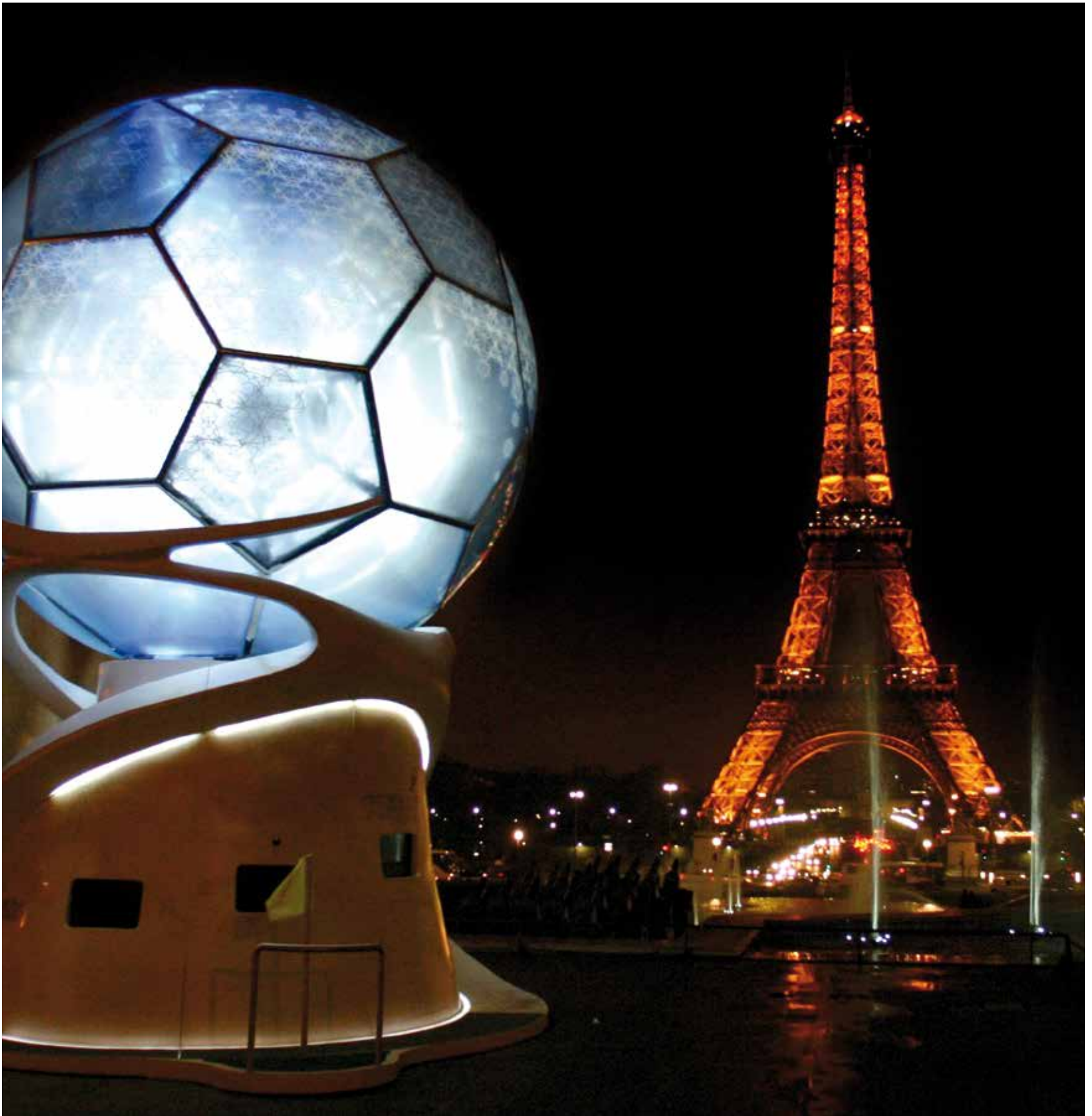
The smaller foreign version, the "Football Globe Germany", a nine-metre high light sculpture of a blue and black football - illuminated by night - on a white base, is an eye catching sight in front of DFB head office, and now serves a dual purpose.

Firstly, the World Cup trademark, designed by Vienna-based universal artist André Heller, serves as a permanent reminder of a wonderful tournament where millions of fans from all over the world came together for four weeks of passionate, light-hearted and friendly celebrations. It is a symbol which conveys the positive feeling that, in the words of none other than the then UN Secretary Kofi Annan as he addressed the DFB and its organisational committee, German football and the whole of Germany "achieved something great" in the summer of 2006.

Secondly, the Globe is the clearest signpost that the DFB could possibly wish for. "Our head office used to look like a very standard office building. But now, any visitor can immediately see that this place must have something to do with football," says Horst R. Schmidt, the then DFB general secretary and subsequently treasurer, who had also been first vice-president of the organisation committee at the same time.

It is in this context that Schmidt adds, "The globe was a major symbol throughout the entire World Cup operation. Not just for the event but for football as a whole. I think the fact that we now have the globe here is of great significance for our employees. You just can't fail to realise that football is what we do."





THE SMALL GLOBE IN PARIS ...

ON THE MOVE IN GERMANY:
THE BIG GLOBE AS THE
2006 WORLD CUP SYMBOL
IN STUTTGART, BERLIN AND
FRANKFURT.



... AND AS THE IDENTIFYING
FEATURE OF DFB HEAD
OFFICE IN FRANKFURT'S
CITY FOREST.

HEAD OFFICE

THE GERMAN FA'S HEAD OFFICE IS LOCATED IN FRANKFURT AM MAIN. IT HAS BEEN BASED AT OTTO-FLECK-SCHNEISE 6 SINCE 1974. ORIGINALLY A BUNGALOW, WHICH HOUSED THE ORGANISING COMMITTEE FOR THE 1974 WORLD CUP, THE COMPLEX NOW ACCOMMODATES MORE THAN 230 DFB EMPLOYEES. THE CONTINUOUS EXPANSION OF THE HERMANN NEUBERGER BUILDING REFLECTS THE ASSOCIATION'S GROWING RANGE OF RESPONSIBILITIES. AS A CONSEQUENCE, PLANS ARE FOR THE HEAD OFFICE TO BE GIVEN A NEW ADDRESS - THE DFB ACADEMY, BUILT ON THE SITE OF THE FORMER FRANKFURT HIPPODROME, IS GOING TO ALSO HOUSE THE ADMINISTRATIVE HEART OF GERMAN FOOTBALL FROM THE END OF 2018.

WITH MORE THAN 6.85 MILLION MEMBERS, around 25,500 clubs and roughly 165,000 teams, the DFB is one of the largest professional sports associations in the world in 2014. These impressive figures, which are also reflected in more than 80,000 games each week, are brought together in one cohesive whole by the efficient cooperation of countless volunteers and full-time employees in the various districts and counties and in the 5 regional and 21 sub-regional football associations. The entire organisation is managed and coordinated at the top of the pyramid by a streamlined, well-structured and constantly growing internal organisation, the DFB head office in Frankfurt am Main.

The head office of the German Football Association performs many important tasks. It is responsible, for instance, for refereeing and the sports jurisdiction of the independent League Association and its Deutsche Fußball Liga (DFL), which come under the remit of the DFB.

The DFB head office has been based at Otto-Fleck-Schneise 6 since 1975, initially in a bungalow, which was completed in September 1972 and which originally had housed the organising committee for the 1974 World Cup.

The varied nature and steady growth of German football have also been reflected in the history of its central official head office. The DFB set up its first head office in Dortmund in 1910, where Walter Sanß, the first full-time managing director of the DFB and its only employee, lived. When Sanß was called up for military service during the First World War, the DFB closed the office in Dortmund and in 1916 transferred it to Kiel, where Georg B. Blaschke, a founding member of Holstein Kiel, had been working as the managing director of the DFB on a voluntary basis since 1915.

The DFB once again engaged a full-time managing director with the appointment of Dr Georg Xandry on 1 May 1928 before moving into new quarters again - from September 1928, Berlin was the home of the DFB.





■ THE FORMER DFB HEAD OFFICE IN FRANKFURT'S ZEPPELINALLEE.

Following the Second World War, the office was based temporarily in Stuttgart between 1949 and 1951, where the DFB was re-established, before Frankfurt am Main was chosen in 1951 as the capital of German football.

Arndtstraße 19 was the first DFB address in the city of banking where Dr Xandry was based with eight employees. By 1957, the DFB head office employed a staff of 19 and moved to Zeppelinallee 77. For the first time, the DFB and its administration team was master in its own home.

The rapid growth of the DFB was reflected in 1974 in a staff of almost 40 employees, which made it necessary for Hans Paßlack, general secretary from 1962 to 1984, and his team to move to a new building on Otto-Fleck-Schneise, near Frankfurt's Waldstadion (now Commerzbank Arena).

Two extensive annexes, the first built in Paßlack's successor Dr Wilfried Gerhardt's term of office which lasted until 1992, and one in 2002 during Horst R.

Schmidt's era as general secretary, initially for the organising committee of the 2006 FIFA World Cup and the Deutsche Fußball Liga, a two-storey new building built on steel piles, lend the DFB's head office, which began as a one-man operation, the air of a medium-sized enterprise. An impression that will be reinforced once the head office is part of the DFB Academy that is planned to be built in the nearby Frankfurt Nieder-rad district, with completion scheduled for 2018.

Some 230 employees are now registered with the HR department headed by Deputy general secretary Stefan Hans after the DFB increased its workforce, taking on staff who had previously worked for the 2006 World Cup and the 2011 Women's World Cup organising committees - another chapter in head office history that reflects the DFB's corporate credo of accepting and managing change.

■ THE DFB HEAD OFFICE HAS BEEN BASED AT OTTO-FLECK-SCHNEISE SINCE 1974.





HISTORY

THE WAY IN WHICH THE DFB HAS DEVELOPED FROM HUMBLE BEGINNINGS INTO ONE OF THE WORLD'S BIGGEST SPORTS ASSOCIATIONS IS A PERFECT EXAMPLE OF FOOTBALL'S TRIUMPHAL MARCH ACROSS EVERY CONTINENT. THE DFB'S HISTORY DEMONSTRATES HOW FOOTBALL RAPIDLY BECAME THE NATIONAL SPORT PAR EXCELLENCE AND IN THE PROCESS, BOOSTED THE DFB'S SIZE AND SIGNIFICANCE TO A PHENOMENAL EXTENT NOT ONLY IN SPORTING TERMS BUT ALSO AS A SOCIAL PLAYER.



WHEN PROFESSOR KONRAD KOCH, one of the great pioneers of the originally English game, wrote down the first "Rules for the Game of Football" in Germany in 1874, no one could even have come close to predicting where it would lead. In the early days, football in Germany was a tale of woe. Educators of all creeds viewed the game socially as a "foot-sprawl" or "the English disease", and in 1898 players even had to endure their posture described thus: "the sinking of the supporting leg at the knee, the curving of the spine like a hunchback and the animalistic thrusting out of the knee reduces people to apes." Such was the opinion of gym teacher Karl Planck.

Fortunately, his was not the only view. Enthusiasm for football under the German Empire was unstoppable, and clubs and tournaments - even the first unofficial international matches against France and England - soon sprang up. The game was still a mix of rugby and football, which appealed to youngsters.

Berlin was not only the capital of the Empire but also that of the football movement, and in 1890 the Association of German Football Players was founded there, but gained no acceptance outside the region. The desire for a central association combined with a structured way of organising leagues and competitions along with binding rules and regulations (for example, that goals should have a crossbar as opposed to a rope as in the early days) inevitably led to the foundation of the DFB.

En route, preliminary discussions were held in Leipzig in July 1899 at the General German Sports Festival, where the Association of Leipzig Ball Game Clubs called a general inaugural meeting. Nothing concrete was achieved at that first conference, but on 28 January 1900, the German Football Association was founded at Leipzig's Mariengarten Tavern, and Prof. Dr Ferdinand Hueppe was elected as its first chairman.



■ A FORWARD-THINKING BAND OF MEN: THE DFB BOARD AT A MEETING IN 1906.

The cornerstone for football's meteoric development into the national game and the DFB's rapid transformation into a major sporting and social political force had been laid. Milestones included the introduction of the German Championship in 1903, the formation of a national team which began taking part in international games from 1908 and the process of dividing into regional and sub-regional associations. The Congress was also introduced, initially every year, biennially after the war and from 1983 onwards, every three years.

In the 1920's, football established itself as Germany's number one national sport. Stadiums sprang up everywhere to cope with the growing interest. The game with the ball was becoming people's most popular Sunday treat and the sceptics had long since retreated.

In 1933, the National Socialists co-opted the DFB into the "Reich League for Physical Education" and turned it into the "Department of Football". The game



■ ON 22 NOVEMBER 1950, THE GERMAN NATIONAL TEAM PLAYED ITS FIRST INTERNATIONAL MATCH AFTER WW2. PICTURED ABOVE: MAX MORLOCK WITH A SPECTACULAR HEADER.



■ FOOTBALL PLAYS AN IMPORTANT SOCIO-POLITICAL ROLE: DFB PRESIDENT WOLFGANG NIERSBACH WITH GERMAN CHANCELLOR ANGELA MERKEL AT A DFB CUP FINAL.

didn't change and the enthusiasm grew. In the 1930s, Germany's matches against England or world champions Italy at the new Olympic Stadium in Berlin were attended by 100,000 people. Likewise, the final of the German Championship at the same venue. In 1934 and 1938, Germany took part in the final rounds of the World Cup. (The DFB had withdrawn in 1930.)

In May 1945, when the war had practically crippled public life and people were anxious about basics such as food and shelter, football was an antidote to the pain of everyday life. Only six weeks after the end of the war, Bayern Munich were back on the pitch, at which point the US military authorities promptly had the club president detained for failing to have the game duly authorised.

But overall, the hiatus was short-lived, and on 4 November 1945 the go-ahead was given for the Southern German upper league. So club football was rolling again, and after the re-establishment of the DFB on 1 July 1949 with a ceremony at the Stuttgart Opera, and re-entry to the world association granted by the FIFA executive committee on 22 September 1950, Germany was finally back in the international game.

That day in Stuttgart, with a 1-0 victory against Switzerland on 22 November 1950 was of immense

importance for the people at the time. The Neckarstadion simply couldn't accommodate the crowds, which were in excess of 100,000. Just to see a friendly, they slipped and slid down the muddy hill in their Sunday best to be there at the moment when the world wanted to play football with Germany again.

And the rest is history - four World Cup and three European Championship titles, plus many a triumph in the European Cup. But the sport also cemented its role in everyday life at home in Germany, thanks to the organisation that represents it. Not everyone can be a champion, but winning the Cup is within any team's grasp - theoretically at least. Since it was first introduced in 1935, the DFB German Cup has been providing sensational football and a good many upsets, especially when Goliath has to come to David's village.

Since 1969, there has also been a domestic U19s Championship, which now takes place within its own Bundesliga. The ladies have been playing in their own German Championship since 1973. They have won two World Cups and eight European Championships, all to the benefit of German football.

In 1990, something happened which had even greater historical significance. On 21 November, fol-



Following German unification and once again in Leipzig, the Northeast German Football Association joined the DFB as a new regional association with its six sub-regional associations. The East German Football Federation (the DFV) had been dissolved the day before.

But the DFV nevertheless remains a piece of German football history. It existed for 38 years, starting in 1952 when it was accepted as a member of FIFA. That year saw the first of 293 international matches, when on 21 September 1952 the East German team were defeated 0-3 by Poland in Warsaw. East Germany only managed to qualify for one World Cup: the 1974 edition of the tournament where they enjoyed a sensational win on 22 June 1974, defeating the hosts (and world champions-to-be) West Germany 1-0 in Hamburg in the final group match. Jürgen Sparwasser made football history with his winning goal.

A further unforgettable part of the DFV's history was the gold medal won at the Montreal Olympic Games in 1976 when East Germany beat Poland 3-1. In terms of club football, the former East Germany's greatest triumph was 1. FC Magdeburg's cup title in the 1974 European Cup Winners Cup (see also "Football in East Germany" and "Olympic Games").

West Germany's far greater success in the sport was due in part to the fact that a new era had begun there in 1963. The introduction of the Bundesliga professionalised German football. And yet a national league was an age-old idea that was the subject of controversial discussions even in 1908. But despite being rejected at various DFB Congresses, it was a line of thinking that could not be set aside, especially as it had long since been implemented in neighbouring countries.

But in Germany, under the table payments and illegal funding were still common practice, which, for example, resulted in a one-season ban from the West German Football Association for Schalke 04 in 1930. The problem of illegal funding also characterised the top-tier of the period until, in 1950, contract player status came into effect as an interim solution.

With the first Bundesliga match day on 24 August 1963, professionalism gradually prevailed, and salary capping was soon a thing of the past. Today free-market forces reign, and it's not just the players who are making a good living from the game that began as "foot-sprawl". Looking at football's social standing and packed stadiums right down to the lower tiers of the game, even the sceptics will agree that the pioneers have been vindicated, and impressively so.

THE MASS APPEAL OF FOOTBALL, IMPRESSIVELY DEMONSTRATED WHEN GERMANY RETURNED TO BERLIN FROM WINNING BRAZIL 2014. CLAD IN A GERMAN FLAG: BASTIAN SCHWEINSTEIGER.

HONORARY CAPTAINS

ONLY SIX INDIVIDUALS HAVE BEEN AWARDED THIS DISTINCTION IN THE LONG HISTORY OF GERMAN FOOTBALL. AS NATIONAL TEAM HONORARY CAPTAINS, THEY HAVE THREE KEY CRITERIA IN COMMON.

THE DFB'S CODE OF MERIT states that anyone "who has played a number of international matches well above the average, has captained the team over many years and has made an exceptional contribution to football," can be awarded the title of honorary captain of the national team.

The "glorious six" have, without a doubt, earned this great honour. Above all Fritz Walter, captain of the 1954 World Cup winning team. Two days after the "Miracle of Bern" with a 3-2 win over Hungary in the final, he was named as the first honorary captain of the national team on 6 July 1954.

While Walter's international playing career was not over at the time when he received the honour (he retired from the national team in 1958), this precondition was later added to the code of merit and has applied to all those who have since received the honour. Thus, Uwe Seeler was appointed honorary captain on 9 September 1970 in Nuremberg after his 72nd and final international match in a 3-1 win over Hungary, breaking Paul Janes's long-standing record for the longest international playing career.

Likewise Franz Beckenbauer, who captained the German team to victory at the 1972 European Championship and the 1974 World Cup. His testimonial match took place in Hamburg on 2 June 1982, with Beckenbauer appearing for Hamburger SV in the first half, and for the national team in the second. Having played 103 international matches, he was Germany's most-capped player of his era and was rightly awarded the honorary captaincy.

Lothar Matthäus, captain of the 1990 World Cup team and, with 150 international matches, the most capped German player of all time, had also retired from the national team when he was appointed an honorary captain on 27 April 2001 at the DFB Congress in Magdeburg.

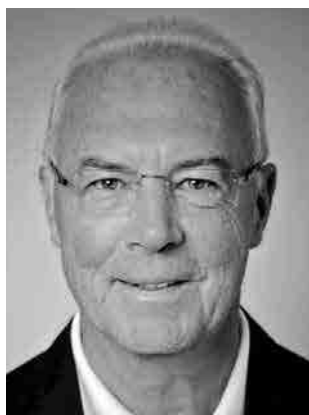
Bettina Wiegmann, too, was awarded her honorary captaincy at a ceremony as part of the DFB Congress (as has become the official procedure) on 22 October 2004 in Osnabrück. The DFB honour acknowledged her status as most capped player at the time (154 matches) as well as her fantastic successes with the women's



FRITZ WALTER



UWE SEELER



FRANZ BECKENBAUER



LOTHAR MATTHÄUS



BETTINA WIEGMANN



BIRGIT PRINZ

national team: the 2003 World Cup and the European Championships of 1991, 1995, 1997 and 2001. Birgit Prinz is also absolutely worthy of the distinction. Winner of several World Cups and European Championships, three-time FIFA World Player of the Year, eight-time German Player of the Year and the nation's most-capped player (214), the record goalscorer was appointed honorary captain of the women's national team at the opening ceremony of the October 2013 DFB Congress in Nuremberg.

After their active careers, all of the six honorary captains got involved in a variety of charitable causes benefiting people in need.



■ AS CAPTAIN, HE ALWAYS LED FROM THE FRONT: MOST CAPPED PLAYER, LOTHAR MATTHÄUS.



■ A HERO SAYS GOODBYE: HELMUT SCHÖN, JUPP DERWALL, UWE SEELER AND FRITZ WALTER ESCORT FRANZ BECKENBAUER BEFORE HIS TESTIMONIAL MATCH IN HAMBURG.

HOST NATION

HAVING SUCCESSFULLY ORGANISED THE 2006 FIFA WORLD CUP AND THE 2011 FIFA WOMEN'S WORLD CUP, THE DFB CONFIRMED ITS EXCELLENT REPUTATION AS A HOST OF MAJOR INTERNATIONAL EVENTS. NEW AS WELL AS RENOVATED STADIUMS, ALONG WITH EXTENSIVE INVESTMENTS IN INFRASTRUCTURE, PROVE THAT GERMANY ADOPTS A SUSTAINABLE APPROACH. ONE OF THE REASONS WHY UEFA HAS AWARDED EURO 2020 HOST CITY STATUS TO MUNICH (THREE FIRST-ROUND MATCHES AND ONE QUARTER-FINAL) AND THE DFB'S PRIME MOTIVATION TO BID FOR THE RIGHT TO HOST EURO 2024.

GERMANY IN SUMMER 2006. Or: "A time to make friends". This motto became programmatic at the 2006 FIFA World Cup, the largest event to take place since the political reunification of Germany, in twelve German cities, with the unimaginable participation of millions of people. An average of more than 53,000 spectators watched the 64 games, 18 million visitors came to the fan festivals, and 21,000 media representatives from around the world were accredited. Germany had hosted the best World Cup of all time, said UN Secretary General Kofi Annan. And FIFA president Joseph S. Blatter praised it as the greatest and most emotional World Cup he had ever experienced.

The recognition of the sixth FIFA Women's World Cup held by the DFB five years later was equally unanimous. 75,000 spectators attended the opening match between Germany and Canada in Berlin's Olympic stadium. In total, some 800,000 visitors attended 32 games in the nine World Cup cities, and millions of spectators achieved sensational TV ratings during the three weeks of the women's football tournament, truly making it "The beautiful side of 20ELEVEN", as the World Cup slogan went.

On both occasions, in 2006 and 2011, the DFB received as much praise in terms of global feedback for its outstanding organisation as it did for creating

a unique, exuberant and peaceful atmosphere, confirming its excellent reputation as a host nation of international events. This was thanks to its two organising committees with Franz Beckenbauer and Steffi Jones as presidents in charge, guided on both occasions by the self-expressed requirement to forego taxpayer funding and other public subsidies in its organisation.

Previously, the two largest tournaments on German soil had been closely linked to the name Hermann Neuburger. From 1975 until his death in 1992, the Saarlander was DFB president and, for almost 20 years, also chairman of the FIFA World Cup Organising Committee. Under his tutelage, the final round of the 1974 World Cup was as perfectly, cheerfully and informally organised as the final round of the 1988 European Championship.

In 1974, over 1.8 million spectators attended the 38 World Cup matches (47,368 on average). As during the 2006 World Cup and the 2011 Women's World Cup, new or renovated World Cups stadiums and extensive infrastructural measures ensured significant sustainability back in 1974.

At EURO 1988, twelve of the 15 matches were sold out, and UEFA reached a new record with 935,681 visitors and a spectator average of 62,379 per game. And at the 2005 FIFA Confederations Cup, held in five German cities, new standards were also set.

In addition to these top events, the DFB successfully organised the final rounds of the European Women's Championship tournaments in 1989, 1995, and 2001, as well as the 2010 edition of the FIFA U-20 Women's World Cup, plus seven European Championship final rounds in various under-age categories - a figure that will grow to eight in 2016, with the U-19 Euros. At EURO 2020, Munich will be one of the venues of the first truly Pan-European tournament. In addition, twelve UEFA club competition finals have taken place on German soil, most recently the memorable 2012 UEFA Champions League (UCL) final in Munich. Germany's capital Berlin will be the scene for the UCL final in 2015 (see also "Organisation and Event Management").



■ FLAMBOYANT: OPENING CEREMONY OF THE 2006 FIFA WORLD CUP IN MUNICH.



■ IMPRESSIVE: OPENING CEREMONY OF THE 2011 FIFA WOMEN'S WORLD CUP IN BERLIN.



■ ALL'S WELL THAT ENDS WELL: CLOSING CEREMONY OF THE 1974 WORLD CUP IN MUNICH.



INTEGRATION

INTEGRATION IS PROOF OF THE POWER OF FOOTBALL AND HAS LONG BEEN PART OF SPORTING HISTORY. TODAY, EUROPE'S GREAT FOOTBALLING NATIONS FIELD PLAYERS WHOSE PARENTS WERE ONCE IMMIGRANTS - IN FRANCE, IN THE NETHERLANDS, AND ALSO IN GERMANY. THE DFB HAS DONE A GREAT DEAL IN ITS ENDEAVOURS TO DRIVE FORWARD INTEGRATION IN AMATEUR CLUBS IN THE SENSE OF AN ACTIVE CAMPAIGN ENCOURAGING PEOPLE OF DIFFERENT CULTURAL BACKGROUNDS TO LIVE RESPECTFULLY ALONGSIDE ONE ANOTHER.

THE FIVE MESSAGES OF INTEGRATION

INTEGRATION STARTS WITH ME

EVERY INDIVIDUAL, REGARDLESS OF BACKGROUND, AGE OR GENDER HAS A RESPONSIBILITY TO SHAPE DECENT HUMAN INTERACTIONS IN GERMANY. THIS INCLUDES HAVING THE STRENGTH OF CHARACTER TO QUESTION ONE'S OWN CERTAINTIES AND ATTITUDES CRITICALLY.

UNDERSTAND AND RECOGNISE DIFFERENCES

EVERY PERSON HAS CULTURAL CHARACTERISTICS, BUT ABOVE ALL EVERY PERSON IS UNIQUE. GENERALISATIONS FOR EXAMPLE ABOUT "THE GERMANS" OR "THE TURKS" ARE SIMPLY NOT CONSTRUCTIVE.

WITHOUT RULES, THERE IS NO GAME

FAIR PLAY IS ABOUT BEHAVING RESPECTFULLY TOWARDS FELLOW PLAYERS, OPPONENTS, REFEREES AND SPECTATORS. FAIR PLAY IS ESSENTIAL IN FOOTBALL.

FOOTBALL IS ALL ABOUT DIVERSITY

FOOTBALL IS THE WORLD'S NUMBER ONE SPORT AND REFLECTS THE WORLD'S DIVERSITY. THIS INTERNATIONALISM AT EVERY LEVEL IS FOOTBALL'S SPECIAL CHARACTERISTIC, ITS STRENGTH, AND ITS RESPONSIBILITY.

COMMITMENT AND FUN IN FOOTBALL

GETTING INVOLVED AS A VOLUNTEER IS NO SELF-SACRIFICE. IT IS A WAY OF DEVELOPING YOURSELF MEANINGFULLY. WITHOUT ITS 1.7 MILLION VOLUNTEERS, FOOTBALL IN GERMANY WOULD NOT BE ABLE TO FUNCTION.



SINCE AUTUMN 2006, INTEGRATION HAS BEEN FIRMLY EMBEDDED IN THE DFB'S STRUCTURES by creating the (honorary) office of integration commissioner, currently held by Ms Gül Keskinler, and by adding integration issues to the DFB vice-president's terms of reference. From the outset, integration has been regarded as a cross-functional task at DFB head office and is managed under the banner of "social responsibility". The necessary foundations were put in place regionally by appointing integration representatives in the sub-regional associations. Thus, the DFB was able to put in place sound structures for the promotion of integration within the federally organised association.

The DFB Mercedes-Benz Integration Prize is one of the most highly endowed social awards in Germany, with a value of EUR 150,000 in cash and non-cash prizes. Since 2007, the annual prize has been under the patronage of Oliver Bierhoff. Prominent German national team players are guests of honour at the



■ BRIDGE BUILDERS: GERMANY INTERNATIONALS SVEN BENDER (LEFT), SIDNEY SAM (RIGHT) AND TEAM MANAGER OLIVER BIERHOFF (CENTRE) ARE ROLE MODELS FOR INTEGRATION.

prize-giving ceremonies and in 2011 Angela Merkel gave an address.

A commission of experts developed a set of guidelines, and the "Integration Practice Handbook", containing 200 practical tips, was developed in 2011. Over 100,000 copies have been distributed among the clubs. For almost five years, before the broadcast of the German men's national team matches, an integration spot filmed by director Sönke Wortmann was shown on TV and watched over that period by an aggregate total of 335 million viewers.

To achieve sustainable prosperity, Germany needs all of its people. And football needs young talent to be and to remain strong. A glance at some figures on the demographics of the population reveals that 16.3 million of Germany's 81.913 million citizens have a migratory background (Federal Statistical Office 2012). In 2005, this figure stood at 14.8 million. From the above 16.3 million, 7.3 million are foreigners (44.8

percent), and 9 million hold a German passport (55.2 percent) (source: Federal Statistical Office).

This state of affairs is reflected at the grassroots of the game: the share of migration-background members in football-only clubs is 16.5 percent, while it is 7.6 percent in sports clubs offering various athletic disciplines. A total of 1.1 million people with a migration background are successfully integrated in Germany's roughly 25,500 football clubs - which adds more proof to football's status as the integrative force par excellence (source: German Sport Development Report, 2013/14 issue).

From the 23-strong Germany squad at the 2010 World Cup in South Africa, eleven players had a migration background, a fact acknowledged and recognized by the German public at large. According to a poll conducted by the REPUCOM market research company in 2014, more than 70 percent of respondents agreed to the statement that the German national team stands for integration.

INTEGRATION AMBASSADORS

KOSOVO, CAMEROON AND FRANCE, THE USA, BRAZIL AND TURKEY ARE THE CULTURAL ROOTS OF THE DFB'S SIX INTEGRATION AMBASSADORS. FATMIRE 'LIRA' ALUSHI, CACAU, JIMMY HARTWIG, CELIA ŠAŠIĆ, SERDAR TASCI AND SINEM TURAC TAKE ON THE ROLE OUT OF CONVICTION, AND WITH GREAT COMMITMENT. HERE IS WHAT THE AMBASSADORS HAVE TO SAY:



FATMIRE 'LIRA' ALUSHI

"Football helps you to arrive and take root. It's just great that the DFB and Mercedes-Benz award an annual integration prize. The winners get a van, which is something that's always needed in youth football. But more importantly, it rewards role models. It seems to me that the most important advice for a migrant is 'Learn the language. And take part in sport, because sport unites.' In the early days, when my family came to Germany from Kosovo, it really wasn't easy. I had no idea what the other kids were talking about. I was excluded. Apart from school, football was the thing that's helped me the most. It's nice to be seen as a role model. Especially by children. It makes me proud. And it places a day-to-day responsibility on me that I'm happy to fulfil."



CACAU

"I came to Germany in 1999, and I've been a German citizen since 2009. That was the year I made my debut with the national team. I found people in Germany open and friendly towards me from day one. I may play in Japan now, but Germany is and remains my home. Integration can only succeed if you're proactive yourself. When I came to Germany, everything was new to me at first. Initially it was hard, I was separated from my family and I didn't speak any German. At the time I didn't have enough money to take a language course, so I bought myself some books and two CDs. That's how I started. The national team is a symbol of our modern, multicultural, cosmopolitan society. The team combines values such as discipline and reliability with ease and creativity. That's really nice. There are lots of things I value about the German mentality, like punctuality."

JIMMY HARTWIG

"For most of my life, I've been up against prejudice, even from my own family. That's why today I love being a DFB Ambassador and committing my time to integration. In the last few years I've been receiving more and more requests. Big companies call me and ask if I'll talk to their workforce about integration, opportunity, and inclusion. Quite a few school classes do too. I can relate to the kids and really change things. When I talk to up-and-coming players, I tell them a football career can be over in five minutes. School is important. What's in your head is something that no-one can take away from you. Even at school you see cliques forming. To me, there's far too much separation and segregation. We need to be more curious about each other."



CELIA ŠAŠIĆ

"My father is from Cameroon, my mother is French, and my husband's family is from Croatia. I became a German citizen in early 2004, and about a year later I played my first international game for the women's national team. I was the second youngest player ever to debut in the squad. When I was younger, we only spoke French at home. Football has really helped me integrate easily into German society, so I was able to study, and I can play for the national team. It was sport that made me aware that children from a migratory background have an opportunity to better themselves, too".



SERDAR TASCI

"Both countries, Turkey and Germany, wanted me in their national team. My parents emigrated to Germany from Turkey and all my relatives live over there, so it was a difficult decision. But I was born in Germany, I went to school here, and I did my football training here. At home we spoke German and Turkish - mostly Turkish with my parents. When I was five I started playing football with SC Altbach. Football connects people. The game gives people from foreign cultures the chance to integrate. If I'm honest, I find fasting hard. Ramadan doesn't fall at the same time every year and can vary by 20 days. I know other top Muslim sportspeople who see it through with a will of iron. But if I didn't eat before an important game, I'd never be able to give the performance I need to."



SINEM TURAC

"I'm originally from Turkey, and I referee top-tier matches in Berlin for both men's and women's football. At the international game against Turkey at the Olympic Stadium in Berlin, the DFB asked if I would address the Turkish fans. I was delighted to do so, as I am to play my role as a integration ambassador for the DFB. I've been really surprised at all the interest I get from people, but the title is only worth something if I broaden my commitment. I've already led lots of football courses, for example for girls from migrant families in Berlin. It would be so great if we could use football to give these girls better opportunities and options for taking part in our society."



INTERNATIONAL COMMITMENT

SHOWING PRESENCE AND ASSUMING RESPONSIBILITY IN THE DECISION-MAKING BODIES OF WORLD FOOTBALL, AS WELL AS FUNDING DEVELOPMENT ACTIVITIES AND GIVING ACTIVE SUPPORT FOR SOCIAL PROJECTS IN THIRD-WORLD COUNTRIES, ARE TWO CORNERSTONES OF THE DFB'S INTERNATIONAL COMMITMENT CONCEPT.

FOR MORE THAN 100 YEARS NOW, the DFB has viewed itself as a responsible member of the world's footballing family. The most recent example for this is current DFB president Wolfgang Niersbach. On 24 May 2013, just several weeks after he was elected, the DFB president was elected a member of the UEFA executive committee at the UEFA Congress held in London, thus succeeding Dr Theo Zwanziger at both national and European level. Since then, Niersbach has also chaired UEFA's committee for national team competitions, has been deputy chairman of the media committee and a member of the financial committee. Former DFB president Theo Zwanziger will keep the DFB's executive committee seat in FIFA until 2015.

"It's great for me to be welcomed at UEFA by such a unanimous level of support. At the same time, getting elected to the executive committee is a show of appreciation towards the DFB and my own work. It's important and appropriate for the DFB, as one of the world's largest football associations, to be repre-



■ REPRESENTING UEFA:
MICHEL PLATINI AND
WOLFGANG NIERSBACH.





■ FIFA GENERAL SECRETARY
FOR TWELVE YEARS:
DR IVO SCHRICKER.

sented in the highest bodies of FIFA and UEFA," explained Wolfgang Niersbach after his election.

Gerhard Mayer-Vorfelder, FIFA executive committee member until May 2007, had previously made way for Dr Theo Zwanziger to assume office in UEFA's top-level management body by resigning from his vice-president position at UEFA.

The DFB's former general secretary, Horst R. Schmidt, was one of the longest-serving representative of Germany's football association on an international level. On behalf of FIFA, Schmidt was the first vice-president of the organising committee for the 2006 World Cup and, as such, one of the architects of the "summer fairytale". He also acted as a consultant for the LOC of the 2010 World Cup in South Africa before assuming the same role during the 2014 World Cup in Brazil.

The DFB joined the world's footballing family on 21 May 1904, the very day FIFA was established in Paris by seven nations. While no German envoy was physically present there and then, the DFB did send a telegram on the same evening, informing FIFA of its intent to join as well. A decision that had been made just several hours earlier, during the DFB's eighth Congress in Kassel.

Since then and since 15 June 1954, when the DFB was one of 29 founding members of UEFA, the German FA has been represented by various individuals in the top-level bodies of FIFA and UEFA, whether by referees and technicians, sports physicians and lawyers, finance and media experts or of course top administrators from the amateur and professional game.

The two most distinctive German personalities who held a FIFA office between the two World Wars were Dr Peco Bauwens and Dr Ivo Schricker. Bauwens, a top referee on an international level and the first DFB President after World War II, was voted into FIFA's rules committee in 1925 and became the panel's top chairman in 1928. In 1926, he became a member of the influential International Board and became a FIFA executive committee member in 1932. Schricker was FIFA's vice-president between 1927 and 1932 and held office as FIFA's general secretary between 1932 and



■ OFFICIALS IN THE UEFA
AND FIFA EXECUTIVE:
EGIDIUS BRAUN, FRANZ
BECKENBAUER AND
GERHARD MAYER-
VORFELDER.

1950. Dr Hermann Gösmann, who succeeded Dr Bauwens as the DFB president, also represented Germany's football association in the top-level management bodies of world football.

Hermann Neuberger also enjoyed an illustrious career as an international sports functionary. The long-term DFB president (1975-1992) and FIFA vice-president was also chairman of FIFA's World Cup organising committee, arguably the world football governing body's most important committee. Affectionately called "Hermann the German", he successfully led the charges from an organisational point of view for the World Cups in 1974, 1978, 1982, 1986 and 1990.

Egidius Braun, who was elected as the eighth DFB president following Hermann Neuberger's death in 1992, was similarly successful on a European level. As vice-president and treasurer he successfully guided UEFA into the new millennium. Furthermore, the DFB strengthened its commitment for social causes in the Braun era. His slogan "There is more to football than just scoring goals" is especially fitting for various social projects around the world. Against that background, it was a matter of course for the DFB to get involved in the Meridian Project jointly managed by UEFA and the African Confederation, CAF.

The DFB's best-known social project abroad is, without a doubt, the Mexico Aid relief fund. During the 1986 World Cup, Egidius Braun, who was the DFB's head of delegation at the time, witnessed first-hand under which poor conditions children were living in Guadalajara and Querétaro. Braun founded the aid organisation and Germany's national team players became the first donors. A stand-alone body for many years, Mexico Aid has meanwhile been incorporated into the DFB Egidius Braun Foundation.

JULIUS HIRSCH PRIZE

"NEVER AGAIN" IS THE MESSAGE THAT THE DFB WANTED TO SEND OUT WHEN CREATING THE JULIUS HIRSCH PRIZE. THE ASSOCIATION HAS MADE AN IMPORTANT CONTRIBUTION TO STRENGTHENING A CIVIL SOCIETY IN WHICH DEMOCRACY, HUMAN RIGHTS AND THE PROTECTION OF MINORITIES ARE FUNDAMENTAL VALUES.



■ EVOCATIVE BACKDROP:
THE BEAR HALL IN THE
OLD BERLIN TOWN HALL.



■ AWARD: THE DFB HAS
AWARDED THE PRIZE IN
THE MEMORY OF JULIUS
HIRSCH SINCE 2005.

ANDREAS HIRSCH, ERIC FOCH AND JULIAN HELLER STOOD ON THE STAGE hand in hand, united in the pleasure to have met one another. Especially here in Berlin. The grandchildren of international footballers Gottfried Fuchs and Julius Hirsch met during the ceremony for the Julius Hirsch Prize in 2012 - certainly one of the most moving moments in the history of the award, which the DFB has presented since 2005.

In the expansive hall of columns in the old Berlin town hall, two Berlin schoolgirls sang "Irgendwo auf der Welt" (Somewhere in the World) by the Comedian Harmonists to 300 guests invited by DFB President Wolfgang Niersbach and German League Association President Dr Reinhard Rauball - the atmosphere was low-key, sombre and reflective. Prior to that late afternoon in Berlin, 893 players had donned the German football jersey, two of whom were Jewish: Gottfried Fuchs and Julius Hirsch. Fuchs, who scored ten goals against Russia in Stockholm in 1912 and still holds the national team record, flew to France via Switzerland in 1937 and then on to Canada in 1940. He escaped the holocaust. Julius Hirsch's life met a violent end in Auschwitz.

When the grandsons of the two only German international footballers of Jewish faith met on invitation from the DFB president, it was regarded as one of the

silent victories over the "Thousand Year Reich", which occurs every time survivors and descendants of the victims of Nazi racial fanaticism meet together.

It is in any event a very special honour which is bestowed every year in the name of the murdered national team player. The DFB presents the award to initiatives, clubs and individuals who exercise civil courage and bravery to combat racism and anti-Semitism on a regular basis.

For example columnist and former national footballer Thomas Hitzlsperger in his fight against right-wing extremism, the Chief Editor of DIE ZEIT newspaper, Giovanni di Lorenzo, or FC Bayern Munich's "Schickeria" ultras and their impressive pre-match choreographies in memory of former club president Kurt Landauer, who was driven from office by the Nazis but returned to take the reins again after the war. It is just as important to recognise grass-roots organisations such as the Gräfenberg Alliance of Sports, which successfully stopped Nazi rallies in their small Franconian community. There have been many award-winners over the years.

For those who react with a shrug of the shoulders and a cynical "Who cares?", Wolfgang Niersbach found a fitting response during the award ceremony in 2013 in



Cologne when he summarized the current state of affairs: "We are still living with these dangers today, even if only a tiny minority of people are involved. You only have to open the newspaper. The award is not intended to deal exclusively with the past." In a speech to the honoured guests, the actress Iris Berben outlined the historic purpose of the award: "Every generation needs its own form of remembrance. The DFB uses the Julius Hirsch Prize as a way of remembering the victims of fascism and bringing their faces and biographies back to life."

In 2000, the DFB Presidential Board made the decision to independently reappraise the history of the association during the Third Reich. At this time, the DFB enshrined "actions against racism, xenophobia and antisemitism" in its constitution. Nils Havemann's study "Fußball unterm Hakenkreuz" (Football Under the Swastika) was a self-critical reflection of the DFB's role during the era of National Socialism.

After consulting his descendants and obtaining their consent, the DFB Board decided to award an annual prize in the name of Julius Hirsch in memory of the German national footballer, born in 1892. As one of the most popular strikers in the country at the start of the century, "Juller" Hirsch won the 1910 German Championship with Karlsruher FV and was called



up to play for the national team at the age of 19. In 1914, he won the championship again with SpVgg Fürth. In 1943, the Nazis deported him to Auschwitz. He never returned.

An associated text from the panel of judges states: "Under pressure from the inhuman Nazi regime, the DFB and its clubs turned their backs on these heroes and pioneers, leaving them at the mercy of their fate. In accordance with a DFB decree dated April 1933, Jewish and communist members had to leave their local clubs. Many of them were murdered. Nothing like this must ever happen again."

■ AN ENCOUNTER WITH HISTORY: THE GRAND-CHILDREN OF GOTTFRIED FUCHS, ERIC FOCH AND JULIAN HELLER, TOGETHER WITH ANDREAS AND MATHIAS HIRSCH (FROM LEFT TO RIGHT).

JUNIOR BUNDESLIGA

MORE THAN TEN YEARS HAVE NOW PASSED SINCE THE JUNIOR BUNDESLIGA CELEBRATED ITS DEBUT SEASON. THE FIRST MATCH DAY OF THE NORTHERN/NORTH EASTERN, WESTERN AND SOUTHERN/SOUTH WESTERN DIVISIONS WAS SCHEDULED FOR THE WEEKEND OF THE 30 AND 31 AUGUST 2003. PERHAPS LUKAS PODOLSKI STILL REMEMBERS THAT HE WON 3-2 AWAY TO ALEMANNIA AACHEN TOGETHER WITH THE 1. FC KÖLN U19 YOUTH TEAM.

THE GERMANY INTERNATIONAL, who was voted young player of the tournament at the 2006 FIFA World Cup and has since played more than 100 international matches, was not the only talent to take part in the inaugural season of the new division and develop very quickly afterwards. At the time, Marcell Jansen played on the Borussia Mönchengladbach team that lost 4-0 away to VfL Bochum. Or take Mario Gomez and his VfB Stuttgart team-mates who only managed a laboured 1-1 draw against their SSV Ulm 1846 peers.

The days of the youth division are a distant memory for stars like these. The trio have reached a higher level of performance. Today they feel right at home on the global football stage and have become German national team regulars.

But not only Lukas Podolski, Marcell Jansen and Mario Gomez used the Junior Bundesliga as a springboard to greater things. Players such as René Adler (Bayer 04 Leverkusen), Dennis Aogo (SC Freiburg), Ashkan Dejagah (Hertha BSC), Sascha Dum (Bayer 04 Leverkusen), Aaron Hunt (Werder Bremen), Marc-André Kruska (Borussia Dortmund), Manuel Neuer (FC Schalke 04), Andreas Ottl (Bayern Munich), Eugen Polanski (Borussia Mönchengladbach), Jan Rosenthal (Hanover 96), Marco Russ (Eintracht Frankfurt) and Lukas Sinkiewicz (1. FC Köln) also played a part in the inaugural season.

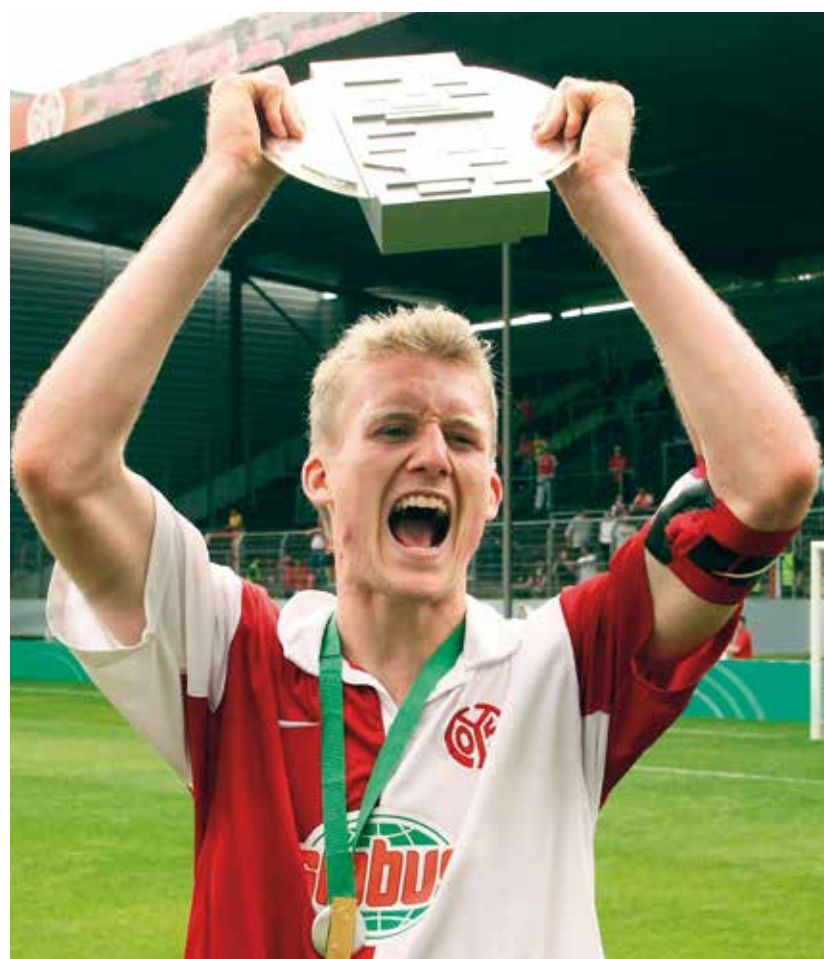
Impressive statistics that prove that the idea of introducing the Junior Bundesliga was a success. "The aim of creating the new division was to bring the strongest teams together into one league to improve the overall performance of the players, reduce the disparity between performance levels and challenge the young players even more. For young talent, a balanced level of performance means having to complete difficult matches week in, week out, which should pay dividends in the long run. Becoming accustomed to football played at a high level prepares players for the transition to the senior leagues," explained former DFB president Gerhard Mayer-Vorfelder, who made the development of young talent a priority during his term in office.

The founding of the Junior Bundesliga was groundbreaking for the DFB because it was the first time that the association had run a youth league. Indeed, the concept of this new league was well devised. "It makes sense for the development of young talent to be a top priority and this is why the DFB has been very active in this area over the past few years. Launching the DFB talent promotion scheme and requiring professional clubs to set up youth academies - a binding licensing procedure condition - are two just examples of our involvement," said the then DFB treasurer Dr Theo Zwanziger, naming important reasons for introducing the Junior Bundesliga. What is more, the assessment of the U19 Bundesliga was so positive that the U17 Bundesliga was launched for the start of the 2007/2008 season, also divided into three divisions each containing 14 teams. This approach was aimed at guaranteeing the long-term intensive development of talent and offering young players an excellent opportunity to establish their career.

"The coaching staff know how well their young talent develops. For the players, the Junior Bundesliga is a great opportunity to prove just how close they have come to reaching the performance levels of the senior leagues. Players who play in the Junior Bundesliga leagues will come to the attention of their clubs and the general public. It is a challenge for every young player to play in the Junior Bundesliga," said former DFB Sports Director Matthias Sammer at the launch of the new division for U17 players.



■ MESUT ÖZIL CHALLENGING ALEXANDER BENEDE FOR THE BALL IN THE JUNIOR BUNDESLIGA IN 2006.



■ FOUNDING MEMBER: LUKAS PODOLSKI (LEFT) PLAYED IN THE U19 BUNDESLIGA IN 2003.

■ ANDRÉ SCHÜRRLE CAPTAINED THE 1. FSV MAINZ 05 U19-TEAM TO THE GERMAN CHAMPIONSHIP IN 2009.

JUNIOR NATIONAL TEAMS

ON 31 MARCH 1953, A JUNIOR DFB NATIONAL TEAM TOOK TO THE PITCH FOR THE FIRST TIME AT THE SO-CALLED "FIFA TOURNAMENT" IN BELGIUM. A 3-2 VICTORY AGAINST ARGENTINA SIGNALLED THE START OF A SUCCESSFUL CHAPTER IN THE HISTORY OF GERMAN FOOTBALL, UWE SEELER SCORING ONE OF THE GOALS.

THE DFB CURRENTLY HAS SEVEN MEN'S AND SIX WOMEN'S JUNIOR NATIONAL TEAMS. Comprising the most promising talent from around the country, these junior national teams were assembled to challenge and develop youth players at the highest international level.

Following the appointment of the former DFB Sports Director Matthias Sammer, the concept for German national youth players was redefined to mirror the playing ethos of the national team and now stands for modern football to an even greater extent. The new Sports Director Hansi Flick will continue to optimise in this area and further develop the key principles of the German teams' game philosophy.

The aim is to train talented players to a high level of technical ability and flexibility in attacking and defensive play, as well as nurture their creative potential. Winter training camps, selective training programmes and junior team weeks are organised in regular intervals. In addition to training, the players are often mentored by instructors to ensure that their school education does not suffer while they are away from home.

Players included in one of the selection teams require continuous intensive support and monitoring. "Talent should never go unobserved, every talented player should receive support!" This maxim is a cen-

tral component of the DFB talent-spotting system and supports scouting effectively on other levels. One of the key measures of the DFB is a series of large tournaments traditionally held at the Duisburg-Wedau sports centre and featuring the sub-regional associations' representative teams.

DFB coaches and their assistants have been observing players from the regional youth leagues regularly since the spring of 1998. The introduction of the Junior Bundesliga in 2003 and the U17 Bundesliga four years later provided additional opportunities for observing players and gave late developers the chance to literally come into view and get a call-up for the junior national team corresponding to their age bracket.

The playing and training approach adopted by the junior national teams has the following characteristics:

- A dynamic, attacking style of play based on a disciplined, compact defence.
- A varied, attractive game in midfield, with quick, flexible transition play from defence to attack and vice-versa.
- Different attacking approaches, switching deliberately between controlled, safe build-up play and unexpected changes in pace.
- Offensive, "active" defence.
- A defensive approach that embraces the physical side of the game, but remains fair at all times.

In addition to this, the concept aims to transform talented young players into characters with genuine leadership qualities. Characters such as Uwe Seeler, for example.

The honorary captain is top of the list of exceptional players who showcased their talents on the international stage for the first time in junior national teams and were honed into footballing greats by DFB coaches. Wolfgang Overath, Sepp Maier, Franz Beck-



II TRIUMPHANT IN CANADA:
GERMANY'S U20 WOMEN
CELEBRATE THEIR SECOND
WORLD CUP TITLE.



II CAPTAIN SAMI KHEDIRA
LIFTS THE U21 EUROPEAN
CHAMPIONSHIP TROPHY IN
2009. SIX PLAYERS OF
THAT SQUAD WOULD GO
ON TO WIN THE 2014
WORLD CUP IN BRAZIL.

enbauer, Ulli Stielike, Klaus Augenthaler, Lothar Matthäus, Oliver Bierhoff, Jürgen Klinsmann, Bastian Schweinsteiger and Lukas Podolski. What reads like a Who's Who of German football history, is but a small selection of exceptional players who wore the DFB jersey in their younger years.

Extremely talented players have guided the DFB youth teams to considerable success. Managed by the former DFB Youth Head Coach Dietrich Weise, youth team achievements have included victory at the U20 World Cup in 1981 in Australia with talents such as Rüdiger Vollborn, Michael Zorc and Roland Wohlfarth as well as three titles at the U18 (1981 in Germany) and U16 European Championships (1984 in Germany and 1992 in Cyprus).

In 2008 and 2009, the DFB even managed to win all three titles with the U17, U19 and U21 national teams. Horst Hrubesch was responsible for winning two of the titles. Consequently, UEFA awarded the

Maurice Burlaz Trophy to the DFB in 2009 for the best talent development programme in Europe. In 2014, the German U19s, coached by Marcus Sorg, emulated the 2008 success, winning the European Championship tournament hosted by Hungary.

DFB women's teams have already won 14 titles in their short international history. Under coach Silvia Neid, the U19 squad dominated the international football scene. Between 2000 and 2002, the DFB team won the European Championship three times in succession, repeated the feat in 2006 and were even crowned World Champions for this age group in 2004 in Thailand. The team enjoyed success again in 2006, 2007 and 2011 by winning the continental championship with coach Maren Meinert. The U20 women's team won the 2010 World Cup on home soil and in Canada in 2014. And even the youngest-age competition at international level, the U17 European Championship, has seen Germany crowned champions four times (2008, 2009, 2012, and 2013).



LOGO

IT MUST BE RECOGNISABLE, MODERN BUT NOT OVER-ELABORATE, ZEITGEISTY BUT NOT BRASH. IT IS THEREFORE NO SURPRISE THAT THE DFB LOGO HAS CHANGED SEVERAL TIMES DURING THE HISTORY OF THE ASSOCIATION THAT WAS FOUNDED IN 1900.





1900



1926



1995



2008

THE EVOLUTION OF AN EMBLEM: THE DFB LOGO.

THE DFB LOGO is the prominent abbreviation for "Deutscher Fußball-Bund" or German Football Association. Whether young or old, pupils or teachers, nurses or doctors - when the term DFB appears, everybody knows what it represents. And what would be more fitting than making these three important and meaningful letters a defining part of the graphic element that symbolically represents the association: the DFB logo.

The first logo was created in 1900 when the DFB was founded in Leipzig. The overlapping black, white and red initials were integrated into a slightly rounder emblem on a golden background at the centre of a blue circle bearing the inscription "Deutscher-Fußball-Bund" with two hyphens, which was the correct spelling at the time.

What the founding fathers certainly could not imagine in 1900 was how the logo would evolve and how important it would become over the years. The DFB signet was redesigned for the first time in 1926. The three letters were given a much sharper, angular design and then positioned to overlap one another. The surrounding circle was omitted completely, the letters were made a uniform green colour and the new DFB trademark was born.

The emblem doubtless had its virtues, coming across as striking, memorable, and with a high recognition value, but as the years went by people felt it lacked charm and conveyed an image of harshness and severity. In 1995, the DFB management therefore decided to redesign the logo again, whereby the three green letters remained the central focus of the emblem. However, this time it was presented in a more engaging and open format that documented the self-image of the DFB as a modern association striving to keep up with the times.

The last time the DFB emblem underwent a comprehensive "face lift" was in 2003. The three letters, which are now white, are embedded in a green inner circle surrounded by an open outer ring that incorporates the national colours of black, red and gold and was widened slightly in 2008. And that is how the current umbrella brand of the DFB came into existence.

The DFB signet has represented the professionalism of the association for many years. Today, a special corporate design manual outlines where and how the logo can be used. The manual includes special forms of the umbrella brand as well as variations (or sub-brands) for the national team, the Third League, the DFB German Cup, social activities, and the women's Bundesliga, for example. Sponsors of the association benefit from a separate partner logo. The design manual also contains exact specifications on the use and positioning of the different logos.

The logo has also been a symbol for the versatility of the DFB since it was founded more than 110 years ago.



A WORK OF MELTING ART: THE DFB ON ICE.

MARKETING

THANKS TO ITS COMMERCIAL EXPERTISE, FAR-SIGHTED PLANNING AND STRATEGIC NEGOTIATION, THE DFB CAN FUND ITS BUDGET FROM SELF-GENERATED RESOURCES.

IN ORDER TO OBTAIN THE REQUIRED FINANCIAL RESOURCES, the Marketing management focuses on a three-pillar strategy: marketing media rights, sponsoring and licensing/merchandising.

"We are responsible for providing the DFB with the necessary finances to achieve the mission statement outlined in its statutes," explains Marketing Director Denni Strich describing the general tasks assigned to his team of full-time management employees. Strich adds that, "Television and sponsoring money are the most important sources of revenue. The licensing business has also developed at lightning speed."

The main priority is to safeguard existing revenue and identify new sources of income by adapting and further developing the marketing concept. A separate sponsoring structure was implemented in response to the increased importance of women's football, for example. Furthermore, the nutrition and personal hygiene pool was replaced with one main partner each for these areas, and the marketing concept for the DFB Cup was revised in collaboration with long-standing DFB partner Infront and the number of sponsors reduced. All measures are implemented with the aim of offering business partners of the DFB an exclusive, high-quality platform that adds value to brand communication for the company.

Traditionally, impressive performances by the men's senior national team create the strongest, most stable basis for the successful marketing strategy. "The national team is the number one product of the DFB and the best advertisement for German football. TV viewing figures and the conditions of contract extensions or new contracts for rights, which are concluded throughout the marketing business, depend on the attractiveness and success of the team," says DFB general secretary Helmut Sandrock.

Head of the Sponsoring department Patrick Kisko backs up the extreme importance of the national team with impressive statistical data. A survey revealed that 79 per cent of the population are "enthusiastic" about the national team. 76 per cent are also convinced that the national team is an important ambassador for Germany abroad.



■ MARIO GÖTZE AT THE WHEEL OF THE NATIONAL TEAM MERCEDES BUS.



This also confirms the role of football as the most popular sport on television in Germany by far for many years. National team mania reached ever new heights at Brazil 2014, with public broadcasters ARD and ZDF transmitting thrilling matches and emotional moments live into millions of homes. These stations will also continue to feature the men's national team's international friendlies. Meanwhile, UEFA has awarded

the media rights to the EURO 2016 and 2018 World Cup qualifying campaigns to the RTL network. Thematic channel Eurosport is where fans can tune in to watch how Germany's U19 European Championship-winning team develops.

Attracted by the growing importance of women's football, global insurance provider Allianz has not only

■ RIDING THE WAVE OF SUCCESS - EXPLORER/ADVENTURER MIKE HORN TOOK THE NATIONAL TEAM ON A CRUISE AS PART OF MERCEDES-BENZ'S "READY AS NEVER BEFORE" CAMPAIGN.

assumed the role of main partner of the women's national team. The corporation has also acquired the naming rights for the elite league, so that from the 2014/15 season (and for the next five years), Germany's best women's teams will be competing in the Allianz Women's Bundesliga. Fans preferring to watch from the comfort of their living rooms can switch on ARD, ZDF, or Eurosport, with the latter broadcasting one full-length match live every weekend.

Moreover the association regards itself as being equally well represented during the TV presentation of the DFB German Cup by the ARD as its exclusive free TV partner as it is by Sky. In addition to the Bundesliga and the Champions League, the pay TV broadcaster has secured the broadcasting rights for the DFB German Cup and has broadcast all matches live in their entirety from the first round since the 2008/2009 season.

In line with the DFB's central marketing philosophy, the DFB German Cup has had six premium partners since the 2012/13 season. As such, they benefit from a number of exclusive rights, including perimeter advertising and other advertising media in the stadium, a guaranteed TV presence at all 63 matches, use of the title "Official partner of the DFB Cup" as well as an integrated logo for advertising purposes. In addition, Volkswagen enjoys the privilege of featuring on the substitutes' benches, the substitution boards, and on the players' shirtsleeves.

Support from two partners is inextricably linked to matches played by the national team: adidas has supplied kits and clothing for the senior team and all DFB youth teams for more than 50 years. The Mercedes-Benz star and logo have also appeared on the training and leisure wear of the DFB national teams since 1990 and is ever-present when the DFB teams play at home and abroad.

SPONSORING STRUCTURE

Main Sponsor



Mercedes-Benz

General Supplier



DFB Premium Partners



DFB Partners



Women's National Team



■ MODEL: BENEDIKT HÖWEDES DURING THE PHOTO-SHOOT FOR THE WORLD CUP KIT PROVIDED BY GENERAL SUPPLIER ADIDAS.

"Lasting partnerships spanning many years or even several decades prove that nationally and internationally active corporations, when looking for a partner in the sport sector, prefer the DFB marketing platform," explains Denni Strich. "Current market research data has also found that sponsoring the DFB not only creates awareness and support for the relevant brand but also encourage consumers to make a conscious decision to use the products."

The DFB awarded the rights for perimeter advertising to Infront and so the Marketing management focuses on the strategy and partnerships of the sponsoring business, the visual image of the association, the marketing of international media rights and the licensing business (see also "Commercial Services").

The DFB therefore knows it has powerful, globally active partners on its side. Helmut Sandrock has no doubt that this partnership is based on mutual goodwill, understanding and respect. "The protection of the DFB brands, the guaranteed exclusivity of our partner products and close collaboration during our events are therefore extremely important," says Sandrock. DFB president Wolfgang Niersbach explains further: "Our aim is not only to provide financial backing, but also to have committed campaigners working alongside us in a first-class partnership for a common cause."

These basic principles of the DFB Management define the marketing strategy of the association. "The employees in our Marketing management team work extremely professionally in all the relevant areas to achieve the results desired by the DFB," says 48-year old Denni Strich, lauding the "outstanding collaboration" with national team manager Oliver Bierhoff. When Strich was promoted to the position of Marketing Director on 1 November 2006 (the department having been established by the Presidential Board in 2001), he was the youngest member of the DFB's senior management.

Strich, a former defensive specialist for various second division teams and 1984 European youth champion under Berti Vogts is fully aware that he must go on the offensive with his business unit to realise the objectives. True to this motto, Denni Strich sees himself and his marketing experts as "attacking players" who not only manage what the DFB already has, but fight to obtain what the association still needs.



MEDICINE/ANTI-DOPING

THE PREAMBLE TO THE ANTI-DOPING GUIDELINES OF THE DFB READS: "THE DFB IS COMMITTED TO UPHOLDING THE DOPING BAN TO PREVENT BOTH MALE AND FEMALE PLAYERS FROM DAMAGING THEIR HEALTH AND MAINTAIN FAIRNESS IN ALL SPORTING COMPETITIONS." PARAGRAPH 1, POINT 1 IS AS BRIEF AS CAN BE: "DOPING IS FORBIDDEN."

THIS CLEAR POSITION CONFORMS WITH THE SELF-IMAGE OF THE ASSOCIATION and the fundamental principles of German football: Competitive sport, development of young talent and commitment to a sport based on values. In the 2013/14 season, an aggregate total of 2,200 doping tests were conducted in both training and competition, and more than 20,000 players have been tested in German football since 1988. The number of tests conducted since the end of the 1980s has thus increased more than ten-fold. In almost three decades, with more than 40,000 A and B samples analysed, a mere 23 players were tested positive, and even this figure is mainly attributable to the strict doping regulations that also penalise carelessness in the use of medication or missing an appointment.

The Anti-Doping Commission of the DFB is responsible for organising all drug tests with the exception of training tests, which are carried out by the National Anti-Doping Agency (NADA) for the licensed clubs of the Bundesliga and Bundesliga 2. A computerised system selects games earmarked for random doping tests. In special instances such as cases of actual suspicion, individual directives are issued by the Commission.

According to Dr Rainer Koch, "WADA statistics reveal that German football is a global leader in drug testing with around 2,200 tests per year". The first DFB vice-president is chairman of the Anti-Doping Commission, which also includes famous sport medicine specialists Prof. Dr Wilfried Kindermann, Prof. Dr Toni Graf-Baumann and national team doctor Prof. Dr Tim Meyer. They are also all members of the DFB Sports Medicine Commission, which is headed by Prof. Dr Tim Meyer and ensures close cooperation between the two DFB medical committees.

Since the start of the 2013/2014 season, blood samples have also been taken for the first time. At present, blood tests are only taken by the NADA during training, but an extension to competitive matches is currently being considered. "With the introduction of blood tests into football, we are closing a loophole to make the testing system even more unpredictable," says NADA Chairman Dr Andrea Gotzmann. The blood tests enable the detection of growth hormones and



■ CLEARLY SEPARATED: CONTAINERS WITH RED LABELS FOR THE A SAMPLE AND BLUE LABELS FOR THE B SAMPLE.



EPO successor products. However, urine is still the best way of detecting the presence of most substances on the banned list.

Legal adviser Dr Stefan Schmidt is the full-time anti-doping commissioner of the DFB. Tests are taken in the Bundesliga, Bundesliga 2 and Third League, the women's Bundesliga and the Junior Bundesliga leagues as well as the DFB German Cup. The DFB continues to conduct doping tests in the five divisions that have comprised the Regional League since the 2012/2013 season. In the 2009/2010 season, the DFB implemented the so-called chaperone system, where two independent escorts (referees from the lower leagues) accompany the selected players from the pitch to the doping test room.

Critics of the growing number of tests argue that the entire process cannot be justified, and not only due to the considerable costs. National team doctor Tim Meyer disagrees with this point of view: "It would be wise not to downplay the risks. Football involves a lot of money and that makes cheating more appealing. Doping enhances individual elements of physical per-

formance - a truth that applies to football like any other sport. Our tests don't have to be legitimised by the percentage of positive samples. After all, doping tests also have a deterrent effect."

The Anti-Doping Guidelines of the DFB, which are available for download at www.dfb.de, clearly stipulate that players not only infringe the regulations if their tests indicate a positive result, but also if they "fail to attend an appointment to provide a sample without a valid reason or attempt to avoid providing a sample in any other way". Tampering with a doping test and handling banned substances or using banned methods are also considered an infringement and are sanctioned accordingly.

In reference to the track record of doping tests, Dr Rainer Koch adds: "In spite of ever more frequent tests, especially in the training phases, and a higher volume of tests on players, the number of positive results has not increased. Nevertheless, we don't lean back in self-satisfaction, but rather maintain an unabated level of commitment. Any single case of doping in football is one too many."

■ INEVITABLE: EVEN VICTORIOUS EMBRACES CANNOT PREVENT A VISIT TO THE DOPING TEST ROOM.



MEMBERSHIP STATISTICS

THE GERMAN FOOTBALL ASSOCIATION (DFB) HAS MORE THAN 6.8 MILLION MEMBERS, MAKING IT ONE OF THE BIGGEST SOCIAL NETWORKS IN GERMANY. AT THE TIME OF WRITING, THE NUMBER OF CLUBS AFFILIATED TO THE DFB IS 25,513.

IN THE FIRST STATISTICAL SURVEY IN 1904, there were 9,317 members from 194 clubs. Around 900 new football clubs were founded in the following six years, which added more than 80,000 new members. It was the start of a unique triumph for the beautiful game.

The number of members reached 756,703 after the First World War and the number of clubs grew to 4,361, fielding 20,088 active teams. The million mark was surpassed for the first time in 1932 as the number of members reached 1,025,326. In 1950, when football within the DFB was back up to full speed again following the Second World War, the statistics show that there were 13,076 clubs, with 1,416,256 members from 54,053 teams.

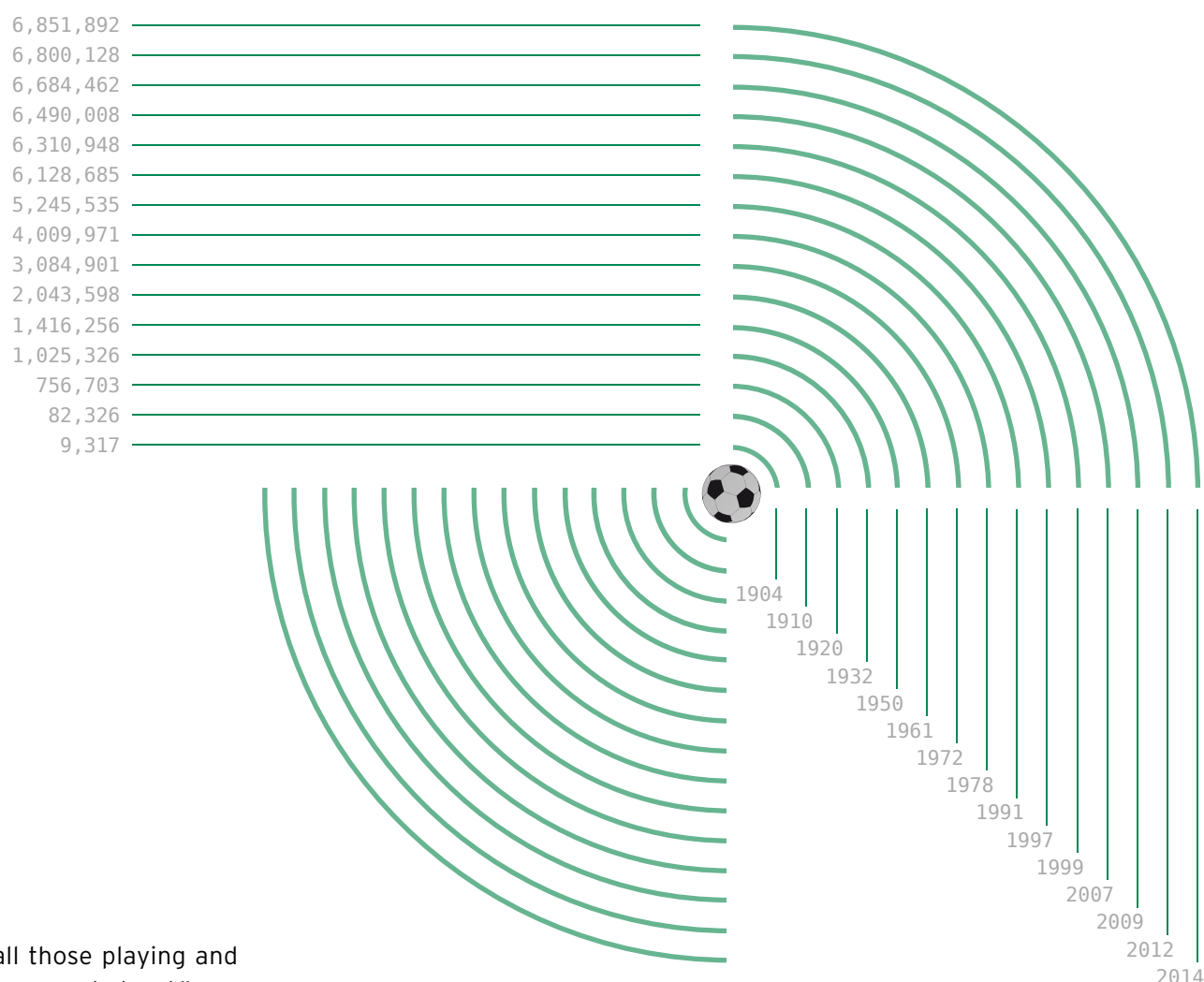
The upward trend continued year upon year. In 1960, there were 1,950,957 members, 14,380 clubs and 66,371 teams registered. The statistics in 1970 showed that this increased to 2,794,309 members, 16,453 clubs and 86,117 teams. In 1980, the number of members reached 4,321,304, in addition to the number of clubs and teams standing at 18,613 and 123,828 respectively. In 1990, there were 4,829,698 members, 21,826 clubs and 121,912 teams.

After the reunification with the East German Football Federation, the five million barrier was surpassed as the number of members reached 5,245,535 in 1991. At this point, there were 138,992 teams from 26,162 clubs affiliated with the DFB. At the turn of the millennium, the German Football Association had 6,255,299 members from 172,716 teams within 16,697 clubs.

In 2014, the membership figures reached their highest mark ever, with 6,851,892 members (a plus of 29,659 over the previous year) registered with the 21 sub-regional associations. Two further increases are worth mentioning. Not only did the number of football clubs rise to 25,513 (from 25,456 in 2013), there are also more women's teams now than ever before: 5,855 compared to the previous year's 5,782.

"These figures underline the high status enjoyed by football, as well as the great appeal it holds for people in Germany, especially in view of the general demographic trend", says DFB president Wolfgang Niersbach, adding "with the adoption of the amateur football master plan, we've taken an important step

DEVELOPMENT OF DFB MEMBERSHIP FIGURES



towards efficiently supporting all those playing and administering the game at the grassroots level."

Encouragingly, it looks as if the drop in the over-all number of teams fielded has slowed. In 2014, a total of 164,384 teams were registered, still down from 165,229 the year before, but in percentage terms only 0.51 percent lower as opposed to the rather alarming 2.33 percent decrease that occurred between 2012 and 2013. However, that's probably to be expected in any country with an ageing population. In 2014, there were a total of 99,546 under-age boys' and girls' teams, down from 100,035 in 2013.

"We mustn't exaggerate things but there is no doubt in my mind that it's in youth football where we are going to face the greatest challenges", says Niersbach. "The good news is the joint efforts undertaken by the DFB, the sub-regional FAs and the clubs are beginning to bear fruit. But we're determined to follow this up with innovative strategies and ideas aimed at youngsters and club volunteers, one of these being FUSSBALL.DE, the online portal that is full of exciting features for every player or administrator."

DFB MEMBERSHIP FIGURES 2014


6,851,892
TOTAL


337,288
FEMALE MEMBERS
UNDER 16


752,952
FEMALE MEMBERS
OVER 16



MINI PITCHES

THE CONSTRUCTION OF MINI PITCHES WAS ONE OF THE MOST POPULAR AND SUSTAINABLE PROJECTS FACILITATED BY THE 2006 FIFA WORLD CUP. PRECISELY 1,019 OF THESE ARTIFICIAL PITCHES ARE LOCATED ALL OVER THE COUNTRY. HOWEVER, THE CONSTRUCTION PHASE ONLY REPRESENTS THE START OF THE DFB PROJECT.

WIKIPEDIA DEFINES "SUSTAINABILITY" as a concept where a natural system is utilised in such a manner as to retain its significant characteristics in the long term.

Applying this definition to the DFB, it means that various actions maintain the unique structure and favourable member figures at a consistently high level. In turn, this means continuously encouraging new young players to play football. The DFB has managed to successfully achieve this over the last few years despite the demographic changes. In 2014, it was possible to increase the number of members to 6.85 million and counting, as the national team's exploits at Brazil 2014 are likely to attract even more people.

Mini pitches constructed by the DFB and subregional football associations using profits generated from the 2006 World Cup also ensure that children continue to join football clubs. For many, this is where they first come into contact with football.

1,019 mini pitches are spread across the whole country, from Flensburg to Freiburg and Berlin to Bocholt. The unique infrastructure was designed exclusively for children and young people because the selected locations are spread as evenly as possible within the subregional football associations and at the local area level, right across the entire country.

In addition to maintaining a sustained enthusiasm for football, the DFB uses the mini pitches to pursue other important objectives on an ongoing basis: the expansion of football infrastructure in schools, the promotion of cooperation between schools and clubs, the promotion of integration of children with a migratory background, incentives for subsequent investment by local authorities and district councils, the promotion of girls' football and the promotion of general physical education among children and young people.

That's a whole lot of expectations linked to a 13 by 20 meters-sized pitch, but at the end of the day, it's all quite simple - all you need to do is give children free reign to play, be it as part of PE, as a break-the-routine alternative to club youth training, or as an afternoon kick-about with friends. Obviously, mini-pitches are no cure-all, but they can work magic with promoting integration, developing children's motor skills or fostering school/club partnerships.

The key objective is for the pitches to be utilised to full capacity. The more events that are organised on the pitches, the better known they become. The project aims to inspire more children to play football in the future. And that's precisely what a sustainable project is designed to do.



■ BEFORE, DURING AND AFTER SCHOOL: CHILDREN COME INTO CONTACT WITH FOOTBALL ON MINI PITCHES.



NATIONAL TEAM

TITLES, VICTORIES, TEARS. THE GERMAN NATIONAL TEAM REPRESENTS OUTSTANDING SUCCESSES, STRONG EMOTIONS, SPORTING GLAMOUR AND A SHINING EXAMPLE OF INTEGRATION. A TEAM THAT HAS PROVIDED UNFORGETTABLE MOMENTS FOR MILLIONS OF FANS.

THE ASSOCIATION HAS A VARIETY OF DIFFERENT TASKS TO PERFORM in a social and socio-political capacity AND at the grass-roots and recreational level. The DFB is measured primarily by its level of sporting performance. The commitment of the sporting elite therefore holds top priority among the association management. Outstanding successes at a high level are also extremely beneficial to ventures in all other areas.

The national team sits at the top of the pile. No other institution provokes such a positive response from the general public and enjoys such a high degree of acceptance among sponsors. Sold-out stadiums are routine during home matches, while enthusiastic fans and a sea of black, red and gold flags is a familiar picture. No other spectacle keeps so many people glued to their television screens than a team comprising the best footballers in the country.

For decades, the national team has never ceased to exude glamour and credibility as well as spawning great characters and role models for the game. The successes of the national team speak for themselves: four-time World Cup champions, four-time World Cup



■ MAGICAL MOMENTS OF 2014:
GERMANY'S SCHÜRRLE AND
MÜLLER CELEBRATE THEIR
7-1 WIN OVER HOSTS BRAZIL.



runners-up, third place at the World Cup four times, three-time European Champions and runners-up, present at every World Cup since 1954 and every European Championship tournament since 1972, with 14 appearances in tournament finals. The German national team appears in the top group of all international ranking lists as a result of this impressive track record, which forms the basis for the outstanding global reputation of German football (see "World Cup", "European Championship"). The Olympic victory of the national team fielded by the former East-German Football Federation in 1976 in Montreal and bronze medals at the 1972 Olympic Games in Munich and 1964 Olympic Games in Tokyo add to the statistics. The team was guided to the gold medal and a memorable 1-0 victory over the West German team in Hamburg by coach Georg Buschner, who also managed the GDR team as the national coach in 1974 during their only appearance in the World Cup finals.

For the DFB, the history of the national team started eight years after the association was founded. The start was anything but encouraging. On 5 April 1908, Switzerland inflicted a 5-3 defeat on a German team invited to Basel by the DFB game committee. In the first few years, the team had no coach or sense of sporting achievement. They only won two of their first ten international matches. It took 14 years for the national team to finish a year of international matches with a positive record: 1922. Germany beat Austria, while both the matches against Switzerland and Hungary ended in draws. Things then really began to take off from 1932 onwards. Players such as Paul Janes, Ernst Lehner, Edmund Conen and Fritz Szepan in particular ensured that the team achieved positive results. However, considering the first somewhat unsuccessful years of international matches, nobody could have imagined that the national team would adopt a strong, prominent position, not only in sporting life, but also in the social life of the entire country.

The history of German football has seen many great national teams such as the much-praised heroes of Bern (1954), Munich (1974), and Rome (1990). The magical night at Rio's Maracana stadium saw the birth of a new generation of heroes. Tragic losers have also taken their place in the pantheons of German football. Think of the defeat against England in the 1966 World Cup final, inextricably linked with the "Wembley goal" that never was, or of the 3-4 semi-final defeat at the hands of Italy at the 1970 World Cup in Mexico, universally remembered as the "match of the

century" - just two examples of the fair and sportsmanlike conduct of the DFB team in the face of disappointment.

The 1954 World Cup in Switzerland was a perfect example of the work ethic and influence of a national team in an underdog role. The 3-2 final victory over the supposedly unbeatable Hungarian team prompted scenes of ecstasy and gave a nation that had suffered from the consequences of the Nazi dictatorship and a terrible war, a new attitude towards life and renewed self-esteem. The "heroes of Bern" became living legends and the national team ultimately became the German people's most valuable asset.

And they have remained so to this day, particularly because successors from different generations continued the legacy of the Bern heroes brilliantly. Uwe Seeler followed Fritz Walter, Franz Beckenbauer followed Uwe Seeler, also known as "our Uwe", and Berti Vogts, Karl-Heinz Rummenigge, Lothar Matthäus, Rudi Völler, Jürgen Klinsmann and Matthias Sammer followed the "Emperor" Franz Beckenbauer. New heroes were born at the 2014 World Cup in Brazil. Germany's 24-year-long quest to repeat the Italia 90 triumph came to a successful end when Philipp Lahm became the fourth national team captain to lift the World Cup trophy.

One of the national team's key virtues has always been to ensure a sense of continuity, e.g. in the position of national team coach. Head coach Joachim Löw is only the tenth head coach (see "National team head coaches"), while many players can look back on a long career playing in the DFB jersey. Germany's most capped player Lothar Matthäus even topped the world rankings for a time with 150 matches.

The goals-to-games ratio of Gerd Müller will be difficult to eclipse. In 62 international matches, the FC Bayern Munich striker scored 68 goals. Joachim Streich was the East German footballing equivalent of Lothar Matthäus and Gerd Müller combined: he scored 55 goals in 102 international matches and simultaneously held the record for the most appearances and goals scored. Star striker Miroslav Klose's two goals at Brazil 2014 saw him surpass Brazilian Ronaldo's seemingly unbeatable World Cup goal-scoring record (15). Miro's tally of 16 goals put him ahead of the pack internationally while at home he remains Germany's most prolific forward with 71 goals scored for the national team.



■ WE ARE HEROES! FRITZ WALTER AND HORST ECKEL ARE RAISED ALOFT BY FANS FOLLOWING THEIR VICTORY IN BERN 1954.

Head and shoulders above all of them is Franz Beckenbauer. The Emperor was neither the most capped player nor the highest goalscorer. Beckenbauer achieved his own personal hat-trick with and for the national team. He was a World Cup winner in two capacities: as captain of the 1974 team and team coach of the 1990 team. He completed his hat-trick with the 2006 World Cup. As chairman of the bidding committee, he also played a decisive role in Germany's successful bid and as head of the World Cup organising committee, ensured that the event was a huge success and a "summer fairytale" thanks to the performances of the national team.



■ GOAL OR NO GOAL? NEVER HAS ONE MOMENT IN FOOTBALL BEEN DISCUSSED SO INTENSIVELY AS THE CONTROVERSIAL GOAL AT THE 1966 WORLD CUP FINAL AT WEMBLEY.



NATIONAL TEAM FAN CLUB

THE NATIONAL TEAM FAN CLUB, POWERED BY COCA-COLA, IS A SUCCESS STORY. MORE THAN 50,000 MEMBERS HAVE JOINED SINCE IT WAS SET UP IN 2003. COMPREHENSIVE SERVICE OFFERINGS MAKE MEMBERSHIP HIGHLY APPEALING.



FOUR WORLD CUP TROPHIES AND THREE EUROPEAN CHAMPIONS' TITLES - Germany has won more titles than any other European team. England won the World Cup in 1966 on home turf and the Netherlands took the 1988 European Championship in Germany. The German team's long-standing sporting rivals are still a long way from catching up with its impressive collection of titles. But from one perspective, they have set an example for German football in the recent past: in the way they organise their fan structure.

In fact, it was the English and Dutch models that the DFB turned to when, in cooperation with its premium partner Coca-Cola, it launched the National Team Fan Club in 2003. The key aims were to create an even better stadium atmosphere at international games through identification, action and support, plus integrating and uniting fan groups in line with club football culture, and finally, better service through attractive offers for organised supporters.



On 29 March 2003, the time had come: at the European Championship qualifier against Lithuania in Nuremberg, the National Team Fan Club powered by Coca-Cola was finally born.

Oliver Bierhoff has supported the project from the outset and has been the face of the National Team Fan Club ever since. The manager of the national team is the fan club's patron.

The fan club's development has been impressive. Today it boasts more than 50,000 members. It's a success story, but with good reason. The offering that it represents is, after all, a comprehensive one.

Everyone sees this as soon as they join, because each new member gets a very special welcome, whether they have a single or family membership. Every new member receives a welcome pack to kit them out for the stadium: DFB cap, scarf and pin. At the stadium itself, shirts and fan merchandise are available at inexpensive



II WHERE THE TEAM GOES,
THE FAN BUS GOES.



II FAN CLUB MEMBERS
GETTING BEHIND THE FLAG.



prices, and the fan marquee that is put up at every home game provides services, entertainment and information.

And since the 2006 World Cup, the fan club has even been mobile: The Info Bus is a 3.96 m high, 8.4 m long double-decker. Wherever the German national team pitches camp, the bright red vintage bus is an eye catcher and magnet for the fans.

But the Internet it is also a meeting point for fan club members, who can interact, and access information, services and entertainment on the www.fanclub.dfb.de website or at www.facebook.com/fanclubnationalmannschaft. This is also where they can contact the 16 regional representatives who have set themselves up as a liaison point between the DFB and the members, and who organise fan trips, for example - offerings which attract regular and very good take-up.

National Team Fan Club campaigns are inventive, and the services are impressive. Anyone who is lucky

enough to win the popular "Fan-tastic moments" competition gets to meet the national team up close and personal at international games - a really fantastic experience that money just can't buy. The fan club offering includes trips to international games, which are planned in great detail. Members have an advantage when it comes to buying tickets. And they also benefit from heavy discounts when shopping at the DFB fan shop.

From the (domestic) "Fans' Cup" to friendly matches played by fans against their foreign counterparts before international games, the National Team Fan Club has unquestionably proved its worth, most recently at the Fan Camps set up in Brazil for the 2014 World Cup. From a purely visual point of view, the creative, colourful and impressive choreography, or the giant shirt that appears at all Germany games make the supporters wonderful ambassadors for German football both at home and abroad. It was no coincidence that they received the Brussels International Supporters' Award for exemplary behaviour during the 2006 World Cup.

II IMPRESSIVE PRE-MATCH
CHOREOGRAPHY.



II THE FAN CLUB'S PATRON,
OLIVER BIERHOFF.



NATIONAL TEAM HEAD COACHES

JOACHIM LÖW HAS BEEN THE GERMANY COACH SINCE 12 JULY 2006. HE IS THE DFB TEAM'S TENTH HEAD COACH. TOGETHER, GERMANY'S COACHES HAVE TURNED THE HISTORY OF THE NATIONAL TEAM INTO A SUCCESSFUL ONE. THERE HAS BEEN LITTLE FLUCTUATION BUT PLENTY OF TITLES. GERMANY HAVE WON THE WORLD CUP FOUR TIMES AND THE EUROPEAN CHAMPIONSHIP THREE TIMES - IN TOTAL, GERMANY'S COACHES HAVE LED THEIR NATION TO 14 FINALS IN MAJOR TOURNAMENTS.

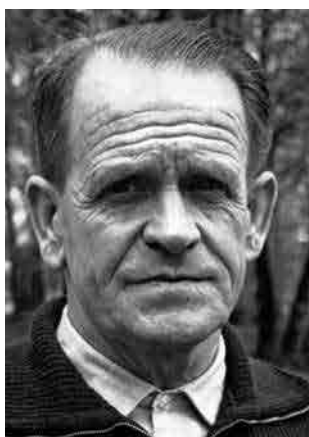
THE GERMANY NATIONAL TEAM PLAYED THEIR FIRST INTERNATIONAL FIXTURE IN 1908. But it took almost two decades, until 1927, before an individual head coach was appointed: Otto Nerz, an educator and doctor of medicine. Discipline and organisation were of the highest priority under the former VfR Mannheim winger. He ran a tight ship and guided Germany to considerable success. The DFB Team secured a surprise third-place finish under Nerz at the 1934 World Cup in Italy.

Four years later, another former Mannheim player came in alongside Nerz in the form of Sepp Herberger. Initially, he was "only" responsible for training, but he was handed the role of head coach in 1938. Germany may have been knocked out by Switzerland in the first round of the World Cup in France, but after the Second World War, Herberger became the pioneer of the "Miracle of Bern". He deployed cunning tactics and expert psychology and understood that each individual player had to be dealt with in the right way. After the legendary 3-2 win over Hungary in the final of the World Cup in Switzerland on 4 July 1954, Herberger became known as the "Wise Man from the Bergstraße", the region he hailed from.

To this day, that triumph of the century in Bern outshines the less glory-filled decade that followed the World Cup win in 1954. It wasn't until Helmut Schön took charge in November 1964 that the success returned. Schön profited from the fact that the framework of Ger-



■ 1926 - 1936
OTTO NERZ



■ 1936 - 1964
SEPP HERBERGER



■ 1964 - 1978
HELMUT SCHÖN



■ 1978 - 1984
JUPP DERWALL



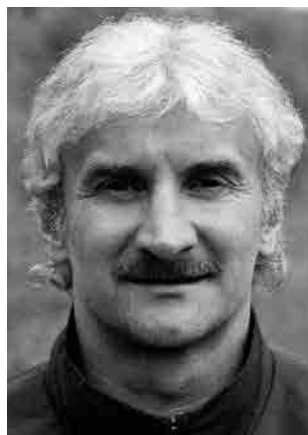
■ 1984 - 1990
FRANZ BECKENBAUER



■ 1990 - 1998
BERTI VOGTS



■ 1998 - 2000
ERICH RIBBECK



■ 2000 - 2004
RUDI VÖLLER



■ 2004 - 2006
JÜRGEN KLINSMANN

■ IN CHARGE SINCE
2006: JOACHIM LÖW
CELEBRATING HIS
BIGGEST TRIUMPH
TO DATE AT BRAZIL
2014.

man footballing structures had improved after the introduction of the Bundesliga. The national team experienced their heyday between 1966 and 1976 under Schön. The head coach could call on players like Franz Beckenbauer and Gerd Müller, as well as Italian league players such as Helmut Haller and Karl-Heinz Schnellinger. It was a “golden decade” under Schön, which included the highlights of reaching two World Cup finals and also two European Championship finals. Winning EURO 1972 ended the trophyless years for Germany and Schön’s spell was crowned by the DFB Team lifting the 1974 World Cup in their own backyard after a 2-1 win over the Netherlands in the final in Munich.

After the end of Schön’s 14-year era, Jupp Derwall made the step up from assistant to Germany’s head coach. Derwall had a liberal leadership style. He taught his players to take on responsibility themselves and encouraged maturity – successfully. His opening run was breathtaking: Derwall went 23 international fixtures without defeat culminating in a title-winning European Championship campaign in 1980 in Italy. Derwall also led Germany to the final of the 1982 World Cup in Madrid, but they were beaten 3-1 by Italy. It was the beginning of his farewell. After being knocked out of the group stage during the 1984 European Championship, Derwall stepped down as the national coach.

It was time for the return of the “Kaiser”. Franz Beckenbauer made his DFB Team comeback in September 1984, but this time, he was putting his skills to use in the dugout rather than on the pitch. With no coaching licence, Beckenbauer operated under the title of “team manager” and soon after taking charge, he set clear goals for the national team: “German football is in a deep crisis and needs ten years for it to be rebuilt.” Beckenbauer was mistaken. Just two years later, the Germany national team were playing successful football again, with only Argentina stopping them from winning the 1986 World Cup in Mexico. But Germany got their revenge four years later at Italia ’90. Andreas Brehme’s penalty against Argentina in the final was enough to see them lift their third World Cup.

After Beckenbauer stepped down, the DFB Presidential Board followed the same pattern that they had chosen in appointing Herberger, Schön and Derwall – assistant Berti Vogts was promoted to the role of head coach.



Like Beckenbauer, Vogts managed to reach a major final two years after taking charge: The 1992 European Championship final in Sweden against Denmark. But just like Beckenbauer, “Berti” lost at the first attempt, only for him to emulate the “Kaiser” once again and win a trophy at the second bite of the cherry four years later. Vogts led Germany to success in England at EURO 1996 particularly thanks to two virtues that set them apart from their competitors: team spirit and burning desire. Vogts adopted these traits in his own life and the team followed his example – all the way to the final against the Czech Republic, one that was won thanks to Oliver Bierhoff’s historic “golden goal”. After their success at EURO ’96, the aim for the World Cup in France two years later was clear: Germany wanted to win the World Cup. However, they failed in their mission, bowing out at the quarterfinal stage after a 3-0 loss to Croatia. Vogts’s spell in charge came to an end soon after: He stepped down from his role as head coach in September 1998.

Erich Ribbeck took the reins. During a difficult phase, the DFB Team managed to qualify for EURO 2000 in the Netherlands and Belgium under the leadership of Jupp Derwall’s former assistant. However, Germany were sent packing after the group stage. Ribbeck took responsibility and announced his resignation shortly after the tournament.



That paved the way for Rudi Völler. He was fairly easy-going yet down to the point in specific aspects, an approach that led the national team back to the pinnacle of world football. Germany played straight-forward but successful football. Two years after their group-stage exit at the European Championship, the DFB Team had recovered and fought their way to the final of the 2002 World Cup in Japan and South Korea. That match may have ended in a 2-0 defeat to Brazil, but the team won the hearts of those back home. The coach and his players were greeted with wild celebrations on their return to Germany and the chanting began: There's only one Rudi Völler.

The expectations were accordingly high for EURO 2004 in Portugal two years later. Germany got through qualifying without losing and commandingly won Group 5 ahead of Scotland and Iceland. But during the finals, the team weren't able to replicate their impressive form. After two draws and a defeat, the DFB Team exited at the group phase and Rudi Völler stepped down.

Jürgen Klinsmann took over and the foundations for "A Summer Fairytale" were laid. The 2006 World Cup in Germany saw the national team wow the home supporters and the whole world with a new playing

style that featured attractive and attacking football and was worth more than the third-place finish the DFB Team achieved.

A legacy that Klinsmann's successor had helped start. Since former assistant coach Joachim Löw took over, the side has been making its way back to the world elite. On two occasions - in the final of EURO 2008 and in the 2010 World Cup semi-final, to be precise - Spain were the better side. Just a little later, fans and experts alike placed their bets on Germany to win EURO 2012 in Poland and Ukraine. However, Italy proved too high a hurdle in the semi-final - the only major disappointment in Löw's reign that is now almost forgotten in view of the triumph that followed.

At the World Cup in Brazil in 2014, Germany were privileged to experience "moments of eternity" (Löw). The German national team hit the ground running, beating Portugal by a resounding 4-0. The 7-1 win over hosts Brazil was a game of epic proportions, inspiring the team to crown its self-given mission on that glorious night in Rio. Thanks to Mario Götze's goal in extra-time of the final against Argentina, Germany clinched the world champions title, and Löw became the fourth national team head coach to win a star for his country.

■ TEAM TALK: JOACHIM LÖW WITH HIS TEAM DURING THE 2014 WORLD CUP TOURNAMENT.



NATIONAL TEAM MANAGER

IN 2004, JÜRGEN KLINSMANN BECAME THE NATIONAL TEAM HEAD COACH, ANDREAS KÖPKE THE NEW GOAL-KEEPING COACH AND JOGI LÖW THE NEW ASSISTANT COACH. OLIVER BIERHOFF ADOPTED A PREVIOUSLY UNKNOWN ROLE. HE BECAME THE FIRST MANAGER OF THE NATIONAL TEAM.

ALMOST ONE DECADE LATER, it sounds amusing when Bierhoff talks about his initial doubts and doubters, when not many stakeholders in the football family really understood Bierhoff's role. The position of national team manager is now well-established and Bierhoff has been a member of the DFB Board since 2007.

The manager is the link between the DFB administration, the professional clubs, the coaching staff, the actual team, and the backroom staff working behind the scenes. One of the central tasks of the manager of the national team is creating the right conditions for ensuring that the coaching team around national team head coach Joachim Löw can concentrate exclusively on sporting matters. Bierhoff manages and takes responsibility for a sensitive area off the pitch. The manager also continuously provides input with regard to key decisions.



For the DFB partners and sponsors, Bierhoff is the go-to man for all matters relating to the national team. Excellently connected in the football industry and beyond, he has made it his mission to strengthen and position the national team brand. "It's about the character of a team. About the values that it embodies," he says.

In Bierhoff's book, one of the essentials is how the players conduct themselves off the pitch. This has emancipated the image of the national team somewhat from sporting success, although goals and titles naturally remain the top priority.

He coordinates his work as manager of the national team with the national team office. Like the position of national team manager, the national team office was set



■ GEORG BEHLAU, HEAD OF THE NATIONAL TEAM OFFICE IN DISCUSSION WITH BASTIAN SCHWEINSTEIGER.

■ HANDING OVER THE KEY: OLIVER BIERHOFF IS RESPONSIBLE FOR MEETING REPRESENTATIVES FROM SPONSORS SUCH AS MERCEDES-BENZ.



■ WELL CONNECTED: NATIONAL TEAM MANGER OLIVER BIERHOFF IS THE ORGANISATIONAL LINK.

up at the DFB in 2004, with Georg Behlau as its head. From an organisation and logistics point of view, this is where all the threads come together for the senior team and backroom staff. In collaboration with the DFB travel agency, the national team office plans and coordinates all trips to and from international matches and camps, as well as the large number of match observations by coaches and scouts at national and international level.

The national team office is responsible for financial planning as well as for the equipment of players and attendants and for coordinating internal team ticketing arrangements. However, other projects such as the development of a database and collaboration with the German Sport University in match analysis are also managed from here in coordination with DFB sporting director Hansi Flick.

Obviously, major tournaments are where the national team manager and "his" office really come into their own. Key aspects of their work are selecting the right locations for the training camp and team base camp and designing the proverbial home from home, as well as supporting the players and backroom staff. In addition, planning the logistics of trips for qualifying or friendly games and liaising with other national associations are important tasks.

These issues are prioritised in the national team office long before the start of a tournament. If Germany do go through to the finals of a World Cup or European Championship, one thing is certain: the national team office experts have already been there - and everything is perfectly organised.



OLYMPIC GAMES

THE DFB NATIONAL TEAM ENJOYED ONE OF THEIR GREATEST EVER DAYS AT THE OLYMPIC GAMES IN 1912, WITH THE 16-0 VICTORY OVER RUSSIA. IN GENERAL, HOWEVER, IT WAS THE GDR TEAM WHO WERE THE DOMINANT FORCE OF GERMAN FOOTBALL AT THE OLYMPIC GAMES, WITH THE GOLD MEDAL TRIUMPH OF 1976 AS THE HIGHLIGHT.





■ GOING FOR GOLD:
HARTMUT SCHADE
FOLLOWING HIS GOAL TO
MAKE IT 1-0 IN THE 1976
OLYMPIC FINAL AGAINST
POLAND.

THE SETTING DID NOT HAVE MUCH OLYMPIC SPARKLE on 1 July 1912 in Solna, Sweden. 1,000 spectators lined the small sports field before the gates of Stockholm, where the famous Rasunda stadium would later be built. The match from the first consolation round between Germany and Russia did not promise to be a great spectacle - after all, both teams had lost their opening games in the Olympic football tournament. Russia 1-2 to Finland, Germany comprehensively 1-5 to Austria.

After the 90 minutes in Solna, everything had changed - at least from a German perspective. 1 July 1912 remains to this day one of the greatest days in the

history of the German national team: the record-breaking day. The German team won 16-0, with ten goals from Gottfried Fuchs from Karlsruhe. Neither record has been broken to this day.

However, as is typical in the Olympic history of the DFB team: the highlight was followed by a setback. Germany lost their third match in Sweden, 1-3 to Hungary, and were eliminated. The tournament of 1912 is reflective of the history of German football at the Olympic Games. To this day, it has remained a matter of what could have been. Most recently - at the 2012 Olympic Games in London - neither the men's or women's national teams were able to qualify.

■ THE GREATEST SUCCESS
OF FOOTBALL IN EAST
GERMANY: THE DFB TEAM
AS 1976 OLYMPIC
CHAMPIONS IN MONTREAL.





After their début in 1912, it was another 16 years before their next participation in the Olympic Games. In 1920, Germany were banned from the Games following the First World War, while in 1924, they did not take part. In Amsterdam, in 1928, the German team started off with a 4-0 win against Switzerland, but their progress came to a halt in the quarter-finals. They lost 1-4 to eventual Olympic champions Uruguay.

At the 1936 Games in Berlin, coach Otto Nerz's team were one of the favourites for gold, having finished third in the 1934 World Cup. However, after a 0-2 defeat to Norway in the second match of the tournament, their medal chances evaporated early once more. Germany were again banned from the first Olympic Games after the Second World War. It was not until Helsinki in 1952 that Germany could take part once again, where they finished fourth.

After this, the Olympic paths separated in German football. And in terms of East against West, it was the GDR team who had the most success. In 1964, the GDR qualified for an Olympic Games for the first time - a special triumph, as the East-German Football Federation (DFV = Deutscher Fußball-Verband) team eliminated the DFB team on the way to Tokyo (3-0, 1-2). In Japan, the DFV team eventually won bronze with a 3-1 victory over Egypt in the third-place play-off.

From then on, it was the East German team who were the dominant force of German football at the Olympic Games. In 1972, both teams qualified for the tournament in Munich, but following a 2-3 defeat to the GDR, the journey of the DFB team, which included Uli Hoeneß and Ottmar Hitzfeld, came to an end in the intermediate stage in the all-German battle. The DFV team secured bronze for the second time.

Four years later, the GDR team had their crowning glory in the Olympic Games, achieving victory in Montreal. In the preliminary round, trainer Georg Buschner's team took second place behind Brazil and qualified for the knockout phase. Then they overcame France in the quarter-finals (4-0) and the Soviet Union in the semi-finals (2-1). In the final, the GDR met Poland: Hartmut Schade, Reinhard Häfner and Martin Hoffmann scored in a 3-1 win for the DFV team, securing them the gold medal.

In the 1980 Olympic Games in Moscow, the team of Buschner's successor Dr Rudolf Krause again reached the final. They lost 0-1 to Czechoslovakia in the Luzhniki stadium.

The DFB players, in contrast, were again far away from reaching a final. Only once, in Seoul in 1988, did a West German Olympic team shine. In South Korea, trainer Hannes Löhr's team reached the quarter-final with two victories (against China and Tunisia) and one defeat (to Sweden). The DFB team won easily against Zambia, by a scoreline of 4-0 - with three goals from future world champion and national team head coach Jürgen Klinsmann.

In the semi-final, the German team boasting, amongst others, Thomas Häßler, Karl-Heinz Riedle and Frank Mill (all of whom would go on to be part of the 1990 World Cup-winning team) were unlucky to lose to Brazil. The score was 1-1 after extra-time, and the South Americans won 3-2 in a penalty shootout. Only the third-place play-off remained for the DFB team, in which they beat Italy 3-0 and took bronze. A medal that shone like gold, according to Kicker sports magazine, following the excellent performances at the tournament.

The women's national team had a similarly dramatic tournament at the 2000 Olympic Games in Sydney. After three wins in the preliminary round, coach Tina Theune's team reached the semi-finals. The German women dominated the game, but unfortunately lost 0-1 to Norway by an own goal from Tina Wunderlich. However, at least the pain and disappointment of defeat were eased with a 2-0 victory over Brazil in the third-place play-off to secure the bronze medal.

The German women repeated their performance from Sydney in Athens in 2004. The team again began in spectacular fashion with three victories - including an 8-0 win against China - and reached the semi-final. However, dreams of winning gold were crushed when semi-final opponents USA carried the day courtesy of a 2-1 win after extra-time. Consolation was to follow in the match for third place in Athens, where Sweden were narrowly beaten 1-0. Once more there was a bronze medal to celebrate.

All good things come in threes - this was the case for the German women at the 2008 Olympic Games in Beijing. In China, coach Silvia Neid's team won bronze for the third time. The DFB team defeated Japan 2-0 with two goals from Fatmire Alushi. The hat-trick of bronze medals was complete.



■ UNBRIDLED JOY: BIRGIT PRINZ, LINDA BRESONIK AND RENATE LINGOR CELEBRATE BRONZE IN 2008 IN BEIJING.



■ THREE CHEERS TO THE COACH: HANNES LÖHR, FOLLOWING VICTORY IN THE THIRD-PLACE PLAY-OFF IN THE 1988 OLYMPIC GAMES IN SEOUL, ON THE SHOULDERS OF RALF SIEVERS, JÜRGEN KLINSMANN AND MICHAEL SCHULZ.

ORGANISATION AND EVENT MANAGEMENT

SPRING 2012: THE DFB HAD TO ARRANGE AND CO-ORGANISE TWO MAJOR EVENTS WITHIN A WEEK AT THE END OF THE 2011/2012 SEASON. THE DFB GERMAN CUP FINAL IN BERLIN ON 12 MAY BETWEEN BORUSSIA DORTMUND AND BAYERN MUNICH, AND THE CHAMPIONS LEAGUE FINAL ON 19 MAY, WHERE BAYERN MUNICH AND CHELSEA CAME FACE TO FACE IN MUNICH. A VERY SPECIAL CHALLENGE FOR THE DFB'S ORGANISATION AND EVENT MANAGEMENT DEPARTMENT.

THE DFB HAS ALWAYS SET ITSELF THE CHALLENGING TASK OF ensuring the success of its own events and those assigned to it as a co-organiser with its own team and high quality standards. During major international tournaments like the World Cup finals in 1974 and 2006, the European Championship finals in 1988, the 2001 Women's European Championship and the Women's World Cup in 2011, it was and is up to the task with a specially formed temporary organising committee (see "Host nation").

In relation to the everyday tasks, in other words handling all home games of the men's senior national team, the U21 national team, junior international games, women's and junior women's international games, and men's and women's cup finals, as well as general events such as the DFB Congress or the amateur football congress in Kassel in 2012, and last but not least, special tasks such as co-organising the UEFA congress in Düsseldorf in January 2007 or European finals, the DFB puts its faith in the abilities of its Organisation and Event Management department.



■ OPENING CEREMONIES, LIKE HERE AT THE 2014 DFB GERMAN CUP FINAL IN BERLIN, ARE ALSO MANAGED BY THE DFB'S ORGANISATION AND EVENT MANAGEMENT DEPARTMENT.



■ PROCEDURES IN THE TUNNEL BEFORE AN INTERNATIONAL GAME ARE PRECISELY SYNCHRONISED, LIKE HERE AGAINST SWEDEN.



■ THE DFB'S BLACK & WHITE LOUNGE PROVED HUGELY POPULAR AT EURO 2012, FOR EXAMPLE HERE IN KHARKIV.

Ernst-Peter Radziwill has played an important role in organising these types of events for more than 30 years. In spring 2012, the feat of organising both the 69th cup final and being co-organiser of the Champions League Final with UEFA within the space of seven days was undoubtedly the biggest challenge to date. This has been the highlight of the tremendous development across all organisational areas to this point. In the financial sector and hospitality, in stadium and match operations, in IT and VIP services, in logistics and transport, and above all in ticket management.

To give just one example of the order of magnitude involved, in the run-up to the two events that took place in the spring of 2012, the ticketing department had to distribute 70,000 tickets for the German Cup final and 65,000 tickets for the Champions League Final in Munich, as well as the German portion of 20,000 tickets for the upcoming EURO 2012 tournament in Poland and Ukraine, as well as a large number of tickets for the international game against Israel in Leipzig on 31 May 2012. Adds Radziwill: "In 2013, and assisted by our new partner, SAP, our ticketing department sold an incredible 650,000 tickets to DFB-hosted events."

There is no doubt that, alongside the DFB German Cup final at the "German Wembley" in Berlin, the DFB international games are the calling card of one of the largest professional associations in the world, with the

men's senior national team serving as the flagship. They are run and staged, like all the other events, by 17 employees in the two organisational departments of ticketing and event management.

As a gesture of appreciation and recognition, the UEFA Executive Committee selected the city of Berlin and its Olympic Stadium to host the 2015 "week of football" culminating in the Champions League Final on 6 June 2015.

"We are also involved in all of our national team's games abroad, in coordinating advertising and television issues with the host association, for example. Or with looking after DFB VIPs, sponsors, family and friends, like recently at the 2012 European Championships with the Black & White Lounge or at the World Cup in South Africa in 2010," says Michael Kirchner, deputy head of the department.

Also affiliated with the Organisation and Event Management department are the national team fan club and the capped players' society as well as the transport fleet and the depot with its seven employees. These also serve as the national teams' kit managers from the men's and women's senior teams all the way down to the boys and girls' U15s. As such, they managed around 150 events (official and friendly matches, tournaments, camps) in 2011, and exactly 136 events in 2012.

ORGANISING LEAGUES AND COMPETITIONS

THE ORGANISATION OF LEAGUES AND COMPETITIONS AT THE DFB IS A VAST OPERATION - SOME 165,000 TEAMS, SPREAD ACROSS ALL AGE GROUPS AND LEAGUES. BUT IT IS MUCH MORE THAN JUST THAT.



WHEN ONE THINKS ABOUT ORGANISING LEAGUES AND COMPETITIONS, THE TYPICAL LEAGUE SCENARIOS SPRING TO MIND, goals and derby games, promotion races and relegation battles. The conditions for this are put in place by the DFB and its sub-regional associations - and of course across the almost 25,000 clubs in total.

The department for organising leagues and competitions in the DFB head office in Frankfurt am Main is made up of nine employees. They carry out the valuable work behind the scenes. The main areas of focus are the DFB German Cup, the Third League, the U19 and U17 Bundesliga and the DFB junior cup. Since the reform in summer 2012 and the expansion to five divisions, the regional leagues are now managed by the responsible regional and sub-regional football associations. The regions of North, North-East, West, South-West and Bavaria now make up the substructure of the

Third League, the highest level managed by the DFB. Once all rounds of the regional league divisions have been played, the DFB runs play-off games to determine the three teams to be promoted to the Third League.

Below the regional leagues, the league system is divided into the individual sub-regional associations, and then down to district level. A football pyramid with a strong foundation, making Germany the envy of the world. "Amateur football in Europe is very well structured, but the DFB is again a step ahead of the rest," said Roberto Perna from FIFA at the 2012 amateur football congress in Kassel.

Ulf Schott is the DFB director responsible for the department for organising leagues and competitions. The 44-year old took over from Helmut Sandrock on 1 June 2012, after Sandrock had become the new general secretary in the wake of Wolfgang Niersbach's

■ GREAT SPORT AND
AMAZING ATMOSPHERE AT
THIRD LEAGUE SIDE
STUTTGARTER KICKERS.



■ HELMUT SANDROCK'S
SUCCESSOR SINCE 2012:
ULF SCHOTT, DFB DIRECTOR.



election as DFB president. In addition to organising leagues and competitions, Schott looks after coach education/international cooperation, talent promotion and development, and school football. As a UEFA integrity officer, he is also responsible for monitoring sports betting and in particular preventing and combating game manipulation.

Fixture planning, date scheduling, creation and development of framework conditions - the organisation of leagues and competitions in Germany is meticulously organised and well-structured. The licensing procedure that the DFB carries out for the Third League has proven to be a key tool in the association's efforts to guarantee the clubs' financial viability over the entire season. As a desired side effect, it also provides clubs with important economic data for self-monitoring. "It is important to us to fulfil a service provider role for clubs and to offer assistance," explains Ulf Schott.



Other areas involved in the organisation of leagues and competitions include handling international transfers (including FIFA TMS) and managing players' agents. A broad spectrum of functions and challenges.

■ ONE OF THE KEY AREAS FOR
ORGANISING LEAGUES AND
COMPETITIONS: THE THIRD
LEAGUE AS THE HIGHEST
LEVEL MANAGED BY THE DFB.

PAULE THE MASCOT

THE WORD MASCOT LITERALLY REFERS TO A TALISMAN AND GOES BACK TO THE FRENCH WORD "MOSCOTO" FROM THE PROVENCE REGION, WHICH CAN BE TRANSLATED AS SORCERY. PAULE CANNOT PERFORM MAGIC IN THE LITERAL SENSE. BUT HE CAN CAST SPELLS, IF YOU LOOK AT THE CHILDREN'S EYES AS THEY CATCH A GLIMPSE OF PAULE. THIS HAS MADE HIM THE MOST-LOVED EAGLE AMONG YOUNG FOOTBALL LOVERS FOR MANY YEARS.



THAT'S THE THEORY. BUT IN PRACTICE, PAULE really is a talismanic figure. In the run-up to the 2006 World Cup, Paule was introduced as the official DFB mascot. As a heraldic animal brought to life, he has since been the link between fans and the German national teams and their symbol, the DFB eagle logo.

Far from just rooting for the pros, Paule takes a keen interest in the amateur game, too. In fact, the little eagle is much loved among children and his appearances often resemble those of a pop star - from cheers to ecstatic screams. He's a regular feature at DFB events, e.g. as part of the nationwide primary school campaign, or travelling on board one of the DFB Info Vans that visit clubs up and down the country to provide tips and tricks to help with attracting new members, designing age-appropriate and innovative training sessions, or developing administration skills.

On the days Paule doesn't play his part as walking act for the DFB, he can be found doing pretty much the same as any other children his age - teaming up to play football! As a communication symbol and ambassador of the German Football Association for children, Paule wants to instill enthusiasm among the kids for this wonderful sport. He particularly stands up for social values which can be conveyed to children through football - these include fairness, tolerance, responsibility and camaraderie. Following the motto "Football connects people", all social groups, be it with or without migratory backgrounds or disabilities, can learn from one another, thus promoting integration and inclusion.

Paule aims to give children a better understanding of how great it is to be a football club member. Here, youngsters can develop as people and as sports players in a harmonious environment, while the par-



■ PAULE AND HIS FRIENDS



■ POPULAR: PAULE HAS BEEN THE DFB MASCOT SINCE MARCH 2006.

ents know that are being optimally looked after. Last but not least, Paule makes sure that children understand how to look after their bodies and adopt a health lifestyle.

So Paule, our association mascot, is more than just a talismanic figure, but also a role model for young people, who can provide information about a host of exciting and important topics relating to football and beyond.

POLITICAL REPRESENTATION

AT THE END OF 2007, THE TIME WAS RIPE. ALMOST FIFTY YEARS AFTER THE INAUGURAL MEETING OF THE EUROPEAN ASSEMBLY, THE GERMAN FOOTBALL ASSOCIATION OBTAINED PERMANENT REPRESENTATION AT THE HEAD-QUARTERS OF THE EUROPEAN UNION (EU) IN BRUSSELS. SHORTLY BEFORE, THE DFB HAD AGREED WITH THE GERMAN OLYMPIC SPORTS CONFEDERATION (DOSB) TO ESTABLISH A JOINT OFFICE IN BERLIN.

SPORT AND – BECAUSE OF ITS PIONEERING ROLE – FOOTBALL IN PARTICULAR, HAVE COME OF AGE. Football has long been an economic factor at a commercial level, a cohesive force and factor at a societal level, and a common denominator of an increasingly heterogeneous society in its entirety.

At the same time, the regulatory interventions of politics into sport are increasing, so permanent representation in centres of political and legal decision-making power is an advantage. Both offices were therefore founded particularly with a view to emphasising the special position of the sport and being present at political events in Berlin and Brussels.

Stefan Brost and Christian Sachs are the permanent representatives of football, defending the interests of the DFB – Brost the lawyer in Brussels, Sachs the former sports journalist in Germany's capital. Brussels, the centre of the "Eurocracy", is full of lobbyists, with estimates at around 15,000 opinion makers. Even so, Stefan Brost has made the voice of German football properly heard in just a short time: "Actually, we're market leaders - to date, the DFB is the only national association to have set up its own office here."

A resolution by the DFB Presidential Board in April 2007 set the stage for opening the office in Brussels. Since October 2011, the interests of the League Asso-



ciation and therefore also the Bundesliga have been represented there at European level. Christian Sachs highlights the benefits of grouping similar interests in the German capital: "The office and its staff are an expression of the partnership between the DFB and the DOSB. I represent both organisations in Berlin. We benefit from this combination and benefit from a number of synergies."

The list of subjects of importance to the DFB is extensive; for example, each individual point has far-reaching significance for the competitiveness of football. Key points include: quota regulation for players of German nationality ("home-grown-players"), protection of underage footballers, anti-doping regulations, the role of player agents, the level of future EU funding for grass roots sports, and the sports betting market.

The fight against match-fixing in sport has shifted right to the top of the EU Sports Ministers' agenda in



■ STEFAN BROST (RIGHT) AND CHRISTIAN SACHS REPRESENT GERMAN FOOTBALL IN BRUSSELS AND BERLIN.



recent years. Both the government bodies in the individual EU member states and the affected national sports associations have a major interest in further improving their cooperation in combating match-rigging. To ensure the integrity of the sport in the Internet era, additional legislative measures in particular are being discussed, such as the introduction of a property right for organisers of sports events.

The inclusion of sport as one of the national policy objectives placed under the protection of the constitution remains the motivating vision for the lobbying activities in Berlin. Although the two-thirds majority required in the German parliament, the Bundestag, to amend the constitution is not yet achievable, important milestones towards this goal have been attained.

Main focuses of the work of the DFB office also include the systematic researching and monitoring of

sports-related developments in politics and jurisdiction, and the maintenance of contacts with the responsible commissioners, ministers, officials and delegates in Berlin and Brussels.





PRESIDENTIAL BOARD

THE DIVISION OF POWER INTO LEGISLATIVE, EXECUTIVE AND JUDICIAL IS THE HIGHEST PRINCIPLE OF A DEMOCRATIC SYSTEM. DIVISION OF POWER - THIS PRINCIPLE ALSO SHAPES THE GERMAN FOOTBALL ASSOCIATION AND MAKES IT THE "GREATEST SOCIAL GROUPING IN OUR COUNTRY", ACCORDING TO THEN PRESIDENT AND NOW HONORARY PRESIDENT OF THE DFB, EGIDIUS BRAUN, ON THE OCCASION OF THE CELEBRATIONS TO MARK THE CENTENARY ANNIVERSARY OF THE ASSOCIATION AS "A DEMOCRATIC INSTITUTION".

IF THE DFB CONGRESS IS THE HIGHEST BODY and effectively the legislative assembly for the DFB, then its Presidential Board elected every three years by the DFB Congress is the executive body of the association. The statutes express this very clearly. "The Presidential Board is responsible for looking after day-to-day business and taking care of all duties that are not specifically assigned to other committees of the DFB as per the statutes and implementing regulations." However, above all, the statutes say: "The Presidential Board is responsible for representing the DFB," then further specifying: "Representatives under the German Civil Code are any two of the following together: the president, the two 1st vice-presidents having equal rights, the treasurer, and the general secretary.

"Football is the future" - this was the motto of the 41st Ordinary DFB Congress in Nuremberg on 24-25 October 2013. As expected, Wolfgang Niersbach was re-elected as DFB president for the next legislative period of three years. The composition of the DFB Presidential Board was restructured. Dr Rainer Koch was elected as first vice-president (member of the Presidential Board and issues relating to amateur football and

regional and sub-regional associations), while he also manages the department legal and constitutional issues. In addition, Reinhard Grindel (Rotenburg/Wümme) as treasurer, Peter Frymuth (Düsseldorf) as vice-president for the new department of organising leagues and competitions and football development, Ronny Zimmermann (Wiesloch) as vice-president for educational initiatives and Eugen Gehlenborg (Garrel) as vice-president for social and political issues were newly elected to the DFB Presidential Board. They follow Horst R. Schmidt, Hermann Korfmacher, Karl Rothmund and Rolf Hocke, who all reached the age limit of 70 years and were therefore ineligible to stand for re-election.

First vice-president, by virtue of his office as president of the League Association, remains Dr Reinhard Rauball for the coming years, who was confirmed along with the other league vice-presidents Christian Seifert (president of the DFL senior management), Peter Peters and Harald Strutz.

Also re-elected as DFB vice-presidents were Hannelore Ratzeburg (women's and girls' football), Dr Hans-Dieter Drewitz (youth football) and Rainer Milkoreit



FUSSBALL IST ZUKUNFT
Vereint. Innovativ. Leistungsstark.



(grass-roots and recreational football). The new Presidential Board is also now completed by general secretary Helmut Sandrock, national team manager Oliver Bierhoff and honorary presidents Dr h.c. Egidius Braun and Dr h.c. Gerhard Mayer-Vorfelder. Former national team assistant coach Hansi Flick has been a Presidential Board member since taking office as DFB sporting director on 1 September 2014.

The Presidential Board has a quorum if at least half of its members are present. Its decisions are passed by simple majority. Its president, who is also the highest representative of the DFB and who takes overall responsibility, is authorised, in cooperation with the treasurer, general secretary and the specialist vice-president responsible, to pass and implement final decisions in relation to urgent matters that cannot be postponed. The Presidential Board must be informed in such cases. The general secretary, who is appointed by the Presidential Board and confirmed by the DFB Congress, and the manager of the national team and the sporting director are the only members of the Presidential Board who are, in effect, full-time DFB employees.

As head of finances, the treasurer has to manage quite a considerable amount of capital. The fact that the DFB is one of the few sport associations in Germany to have an annual budget in the millions from its own funds and without any public subsidies is especially down to great foresight and business acumen, but is also due to the extraordinary sporting successes of the national team, providing the basis to conclude major contracts with sponsors and television.

The Presidential Board is of course responsible for the implementation of specific FIFA and UEFA rulings. It informs the DFB Board about its activities; the Board in turn advises the Presidential Board in relation to the fulfilment of its duties.

The Presidential Board is entitled to overrule decisions from the various committees and to reconsider the matter at hand. However, this strictly does not apply to the decisions adopted by the DFB's legal bodies that are not subject to any third-party directives. This reference to a completely independent judiciary unambiguously emphasises the democratic division of power at the DFB.

■ THE DFB PRESIDENTIAL BOARD, HERE ON THE PODIUM AT THE DFB CONGRESS IN NUREMBERG, IS THE HIGHEST EXECUTIVE BODY OF THE ASSOCIATION.



THE DFB PRESIDENTIAL BOARD

WOLFGANG NIERSBACH (Dreieich), President

REINHARD GRINDEL (Rotenburg/Wümme), Treasurer

DR REINHARD RAUBALL (Dortmund), First Vice-President / League President

DR RAINER KOCH (Poing), First Vice-President for amateur football and issues relating to regional and sub-regional associations as well as legal and constitutional issues

CHRISTIAN SEIFERT (Frankfurt/Main), Vice-President / CEO of the DFL Deutsche Fußball Liga GmbH

PETER PETERS (Dortmund), Vice-President / Vice-President of the League Association

HARALD STRUTZ (Mainz), Vice-President / Vice-President of the League Association

PETER FRYMUTH (Düsseldorf), Vice-President for organising leagues and competitions and football development

HANNELORE RATZBURG (Hamburg), Vice-President for women's and girls' football

DR HANS-DIETER DREWITZ (Haßloch), Vice-President for youth football

RAINER MILKOREIT (Apolda), Vice-President for grass-roots football

RONNY ZIMMERMANN (Wiesloch), Vice-President for educational initiatives

EUGEN GEHLENBORG (Garrel), Vice-President for social and political responsibilities

HELMUT SANDROCK (Frankfurt/Main), General Secretary

OLIVER BIERHOFF (Berg am Starnberger See), Representative of the National Team

HANSI FLICK (Bammental), Sporting Director in charge of talent promotion and junior national teams

DR H.C. EGIDIUS BRAUN (Aachen), Honorary President

DR H.C. GERHARD MAYER-VORFELDER (Stuttgart), Honorary President



■ WOLFGANG NIERSBACH



■ CHRISTIAN SEIFERT



■ HANNELORE RATZBURG



■ EUGEN GEHLENBORG



■ HELMUT SANDROCK



■ OLIVER BIERHOFF



II REINHARD GRINDEL



II DR REINHARD RAUBALL



II DR RAINER KOCH



II PETER PETERS



II HARALD STRUTZ



II PETER FRYMUTH



II DR HANS-DIETER DREWITZ



II RAINER MILKOREIT



II RONNY ZIMMERMANN



II HANSI FLICK



II DR H.C. EGIDIUS BRAUN



II DR H.C. GERHARD
MAYER-VORFELDER



PRESIDENTS

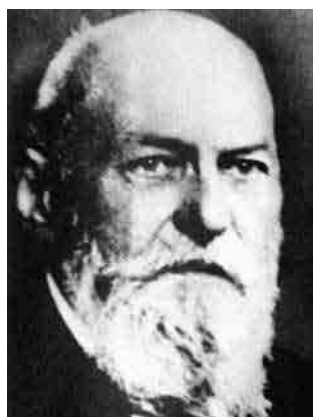
WOLFGANG NIERSBACH IS THE ELEVENTH PRESIDENT OF THE GERMAN FOOTBALL ASSOCIATION. ON 2 MARCH 2012, THE RHINELANDER WAS ELECTED AT THE EXTRA-ORDINARY DFB CONGRESS IN FRANKFURT AM MAIN. HE WAS CONFIRMED IN THE OFFICE ON 25 OCTOBER 2013 AT THE ORDINARY CONGRESS IN NUREMBERG. HE ENJOYS THE SAME LEVEL OF TRUST AMONG BOTH AMATEURS AND PROFESSIONALS - HE WAS RE-ELECTED UNTIL 2016 WITHOUT ANY OPPOSING VOTE.

"FOOTBALL IS THE FUTURE." This was the motto of the 41st Ordinary DFB Congress in Nuremberg. And this is also the emblem of the DFB. It specifies the general direction for all the activities of the association. And it describes the path of Wolfgang Niersbach, who added three exclamation marks to the motto in his keynote address at the Ordinary DFB Congress in Nuremberg: Unified. Innovative. Efficient.

These are three terms which represent the DFB's work and public appearance. Wolfgang Niersbach explains as follows: "By 'unified', I mean that I stand with total conviction for the unity of football. The solidarity of elite and grass-roots football, professionals and amateurs, employees and volunteers, men and women, talented young boys and girls, and footballers with or without a migratory background."

In other words: The DFB president relies on teamwork, as also demonstrated between the DFB and the League Association and documented with the extension of the Basic Agreement concluded between the two bodies. The resulting scope is to be utilised to optimum effect. Above all, in terms of the grass-roots level. "We need and want to make visible what happens below the professional level," says Wolfgang Niersbach. As part of an extensive master plan, the amateur campaign "Our Amateurs. Real Professionals." was launched at the DFB Congress in Nuremberg.

THE DFB PRESIDENTS



■ PROF DR FERDINAND HUEPPE
PRAGUE, 1900-1904



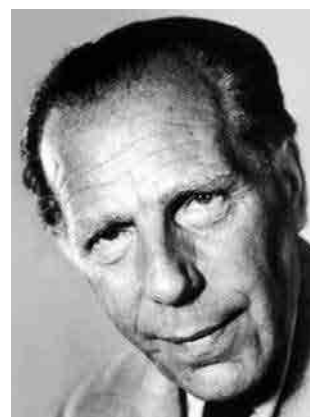
■ FRIEDRICH-WILHELM NOHE
WIESBADEN, 1904-1905



■ GOTTFRIED HINZE
DUISBURG, 1905-1925



■ FELIX LINNEMANN
BERLIN, 1925-1945



■ DR PECO BAUWENS
COLOGNE, 1950-1962



■ WOLFGANG NIERSBACH
DREIEICH, SINCE 2012



■ DR HERMANN GÖSMANN
OSNABRÜCK, 1962-1975



■ HERMANN NEUBERGER
SAARBRÜCKEN, 1975-1992



■ EGIDIUS BRAUN
AACHEN, 1992-2001



■ GERHARD MAYER-VORFELDER
STUTTGART, 2001-2006



■ DR THEO ZWANZIGER
ALTENDIEZ, 2004-2012

For Niersbach, being innovative first and foremost means shaping the future. In the Internet and mobile age, this means making use of technological developments in a profitable way and creating service content. In this context, he believes the DFB is on the right path. With training & service, an offering was created, for example, which "gives practical tips to every father who takes on a youth team as well as every club member and every player". Ultimately, the objective is for users to go from theory to practice. "We want to generate enthusiasm for actively playing the game," says Niersbach.

DYNAMIC BOSS:
HERMANN NEUBERGER
ACHIEVED GREAT THINGS
FOR THE DFB AS WELL AS
FOR FIFA AND UEFA.



And of course it isn't to stop there. German football should be high-achieving. Just as before. "We are committed to absolute top performance, the elite," says the DFB president. The successful tradition of German football is to continue. Across all levels: in the national teams and clubs, among men, women and youths. Working on this, should be the common goal for all. Always looking towards the future.

At the highest honorary level of the DFB, Wolfgang Niersbach continues the work of Dr Theo Zwanziger, who was the head of the DFB from 2006, having previously led the association as managing president for two years together with DFB president Gerhard Mayer-Vorfelder in the so-called "dual leadership". The doctor of law from Altendiez considered himself, just like his "mentor" Egidius Braun, to be a socio-political president who used competitive sport as a driver to expand the integrative opportunities of football at the grass-roots level, intensified the association's social activities and above all the fight against racism and discrimination, and further promoted women's football.

Professor Dr Ferdinand Hueppe, born in Neuwied and working as a lecturer in hygiene in Prague, was initially appointed as chairman of an eleven-strong committee at the foundation assembly in the "Mariengarten" in Leipzig on 28 January 1900, and then nine months later was elected to the head of the association at the third DFB Congress in Frankfurt. Just three and a half years later, the honourable representative of one the two major Prague clubs resigned from his managerial responsibilities, following a FIFA decree that the DFB could no longer represent the two Prague clubs.

At the eighth DFB Congress in Kassel, Friedrich-Wilhelm Nohe was elected chairman, as the office was then simply called. His was to be the most short-lived term of all DFB presidents. One year later to the day, on 21 May 1905, in Cologne, the brilliant speaker and educator, who had successfully managed the Karlsruhe football association and South-German Football Association, resigned as a result of the disputes between the DFB and the South-German Association.

In contrast, Nohe's next two successors again remained a long time in office, as is typical of DFB presidents. Gottfried Hinze, elected as first president in Cologne in 1905, and Felix Linnemann in 1925, each spent 20 years as head of the association. Hinze's leadership saw the onset of the era of international

games in the DFB and the number of members break through the million barrier. Upon his retirement, he was named the first honorary president of the DFB. Linnemann, a detective superintendent by profession, appointed Otto Nerz as the first coach and appointed Sepp Herberger as his successor. With Linnemann's backing, football was incorporated into the sport commissariat programme following Hitler's rise to power, with the conversion of the DFB into the specialist department for football.

A building contractor from Cologne, a lawyer from Osnabrück, a journalist from Saarbrücken, an export and import merchant from Aachen and a thoroughbred politician from Stuttgart and a lawyer from Altendiez – these were the six board members who ensured that the DFB earned greater profile and profit after the war and until Wolfgang's Nierbach's assumption of office, with far-sighted actions and business acumen.

Dr Peco Bauwenes, co-owner of a Cologne-based construction business, was not just an independent and self-confident person, but was above all a man with football in his heart. In 1910, he got his first (and only) taste of international football as a player with a 0-3 defeat to Belgium in Duisburg and he took charge of 82 international games as a referee between the two world wars. During his term of office from 1950 to 1962, he helped German football – with the "Miracle of Bern" in 1954 as the highlight – to a position of international renown and was named the second honorary president in DFB history on his retirement.

The election of his successor Dr Hermann Gösmann coincided with a historic decision from the DFB Congress in Dortmund on 28 July 1962 – with a two thirds majority, the introduction of the Bundesliga was confirmed.

A journalist by trade, Hermann Neuberger from Saarbrücken was a dynamic all-round man and specialist in the resolution of particularly difficult tasks at the head of the DFB from 1975 to 1992. As DFB vice-president and head of the organising committee, he had ensured the 1974 World Cup was a great success in both sporting and economic terms. As president, he also overcame a number of crises with great skill, before he also passed his greatest test as a successful broker in 1990, after winning the third World Cup title in Italy: the consolidation of German football following the German reunification. The DFB

thanked Hermann Neuberger for his great efforts when it named its head office on Frankfurt's Otto-Fleck-Schneise after him following his death in September 1992.

With a business and management consultant graduate, Egidius Braun, a president stepped onto the major football stage as Neuberger's successor who saw himself as an advocate of more than six million DFB members and who assumed the social responsibility for the association arising from the impact of "the most significant social movement in Germany" in his estimation. As head of delegation of the German team, the Aachener set up the Mexico aid scheme at the 1986 World Cup and as president led a highly active campaign against drug abuse. Many DFB activities still benefit today from his commitment towards children in third world countries and eastern European nations, as well as for the integration of foreign nationals and increasing the standing of volunteers in the game who put in millions of unpaid hours.

His term of office saw the successful bid to host the 2006 World Cup and victory in the 1996 European Championships in England, but also the "darkest hour of his life", according to Braun, when German hooligans beat the French policeman Daniel Nivel to within an inch of his life at the 1998 World Cup and left him with serious lifelong injuries.

After Braun underwent a bypass operation, Gerhard Mayer-Vorfelder initially served as acting president in June 2000, before he was elected as the ninth president of the DFB on 28 April 2001. The DFB Congress in Magdeburg then named Braun as honorary president. The DFB continues his exemplary work in the Egidius Braun Foundation.

As long-time president of VfB Stuttgart and widely valued chairman of the DFB league committee – functions he combined with the those of culture and finance minister of Baden-Württemberg – Mayer-Vorfelder primarily represented the professional game, but was also a man of conciliation. "Professionals and amateurs depend on one another. Readiness to compromise is what is needed rather than confrontation," was his belief. The native Mannheimer led the DFB alone for three years and then in cooperation with Dr Theo Zwanziger from 2004 to 2006. He is also rightly credited with laying, right at the beginning of his mandate, the foundations for the DFB's acclaimed Talent Promotion Programme.



RECREATIONAL AND GRASS-ROOTS FOOTBALL

ALONGSIDE THE SMALL GROUPS OF PROFESSIONAL FOOTBALLERS AND A HOST OF AMATEUR FOOTBALLERS WHO TAKE PART IN THE LEAGUES AND COMPETITIONS WEEK IN WEEK OUT, THE DFB ALSO LOOKS AFTER THE LARGE GROUPS OF VETERAN FOOTBALLERS AND RECREATIONAL PLAYERS AND SPORTS PEOPLE IN THE FOOTBALL ASSOCIATION AT GRASS-ROOTS LEVEL.

"BERLIN, BERLIN, WE'RE GOING TO BERLIN!" The chant forever associated with successful teams in the DFB Cup has taken on additional meaning in the last seven years. Because since then there has been a DFB Over-40s Cup. And the German capital has also been the destination of the best O40s teams ever since.

September 2013 saw the seventh national finals rounds of the best O40s teams from all the regional clubs. The rounds take place on the grass pitches at the Berlin Olympic Park. The final and the presentation ceremony are held at Hertha BSC's Amateurstadion. The current titleholders are FC Hansa Rostock Oldies.

"You don't stop loving football just because you turn 40," says Gerhard Mayer-Vorfelder, patron of the tournament, who has great respect for the participants. "I'm always amazed how well the guys keep going over 40. I come to Berlin out of conviction."

And since life only begins at 40, 2012 also saw the launch of a seven-a-side small field tournament to decide the O50s title. Berlin team NSF Gropiusstadt won the DFB title twice (2012, 2013), FC Bayern Munich once so far (2014).

The women's game launched an O35s tournament in 2012. Initially just meant to fill the time between the men's matches, the idea caught on and has since seen six women's O35 teams (five of the best regional

teams plus the hosts) battle it out on the pitch. Current champions are SC Preußen Borghorst.

The event in Berlin is an absolute highlight for participants, and the huge turnout proves that there is tremendous scope for veterans teams, of which there are several tens of thousands in Germany today. Our contact point for the "Oldies" is the DFB amateur football department which works closely with the committee for recreational and grass-roots football to develop the game for older people.

Alongside the veterans' game, alternative football formats and new trends are developing in recreational and grass-roots football. One such example is beach soccer.

Beach soccer, which is also a FIFA-recognised football variant, is naturally especially popular in German coastal regions. Sub-regional associations from Mecklenburg-Vorpommern and Schleswig-Holstein hold several exciting tournaments every year on the Baltic Sea and North Sea coasts respectively. But it is also gaining popularity in other sub-regional FAs, so beach soccer is also likely to find supporters well inland, too.

In addition, the Beach Soccer Team Germany represents the DFB at international events organised by FIFA, and it stages a series of tournaments called the German Beach Soccer League to determine the champions and Cup winners, respectively.

Since 2013, the highlight of this sandy variety of football has been staged at the Baltic Sea resort of Warnemünde near Rostock, with crowds of more than 5,000 spectators watching the country's four best teams playing for the champions' trophy. Current title holders are Beach Soccer Team Chemnitz who have earned the right to represent Germany at the Euro Winners Cup, a.k.a. beach soccer's Champions League. Recreational and grass-roots football is an important area for the DFB, and not only against the background of demographic change. Alternative football offerings and football for older people represent huge untapped potential in terms of both the number of active footballers and the fun factor.



THE DFB O40S CUP OFFERS TOP-QUALITY SPORT; HERE'S EX-INTERNATIONAL STEFAN BEINLICH SPORTING HIS HANSA ROSTOCK SHIRT.



GERMAN BEACH SOCCER CHAMPIONS CHEMNITZ PROUDLY DISPLAYING THEIR MEDALS.



REFEREES

MAKING DECISIONS IN A FRACTION OF A SECOND, IDENTIFYING AND ASSESSING SITUATIONS IN AN INSTANT, DECISIVE LEADERSHIP AND THE ABILITY TO COPE WITH STRESS. THIS IS THE EVERYDAY LIFE OF REFEREES IN GERMANY. FROM CHILDREN'S LEAGUES TO SENIORS, FROM DISTRICT LEAGUES TO THE BUNDESLIGA - OUR REFS KEEP EVERYTHING TICKING ALONG.

AROUND 1.5 MILLION FOOTBALL MATCHES TAKE PLACE IN GERMANY EVERY YEAR, or around 4,400 games per day. Each game needs a starting and final whistle, someone to ensure the rules are followed - the referee. Thanks to some 75,000 referees in Germany, millions of people have the opportunity to play football in organised leagues.

Bibiana Steinhaus refereed the final of the 2011 Women's World Cup and the final of the 2012 Olympic Games in London, while Wolfgang Stark took charge of the 2012 Europa League final, ably succeeded by Dr Felix Brych at the 2014 edition of the event. Referees from Germany are regularly represented at all major tournaments. And if the German footballers were not so accustomed to reaching the latter stages of tournaments, referees from Germany would most likely have many more finals to their name. For Brych, the 2014 World Cup tournament was over after the group stage, despite convincing performances in the two matches he had been assigned. It is therefore no coincidence that the only German to take charge of a World Cup final (1970 in Mexico) comes from the former GDR - Rudi Glöckner.

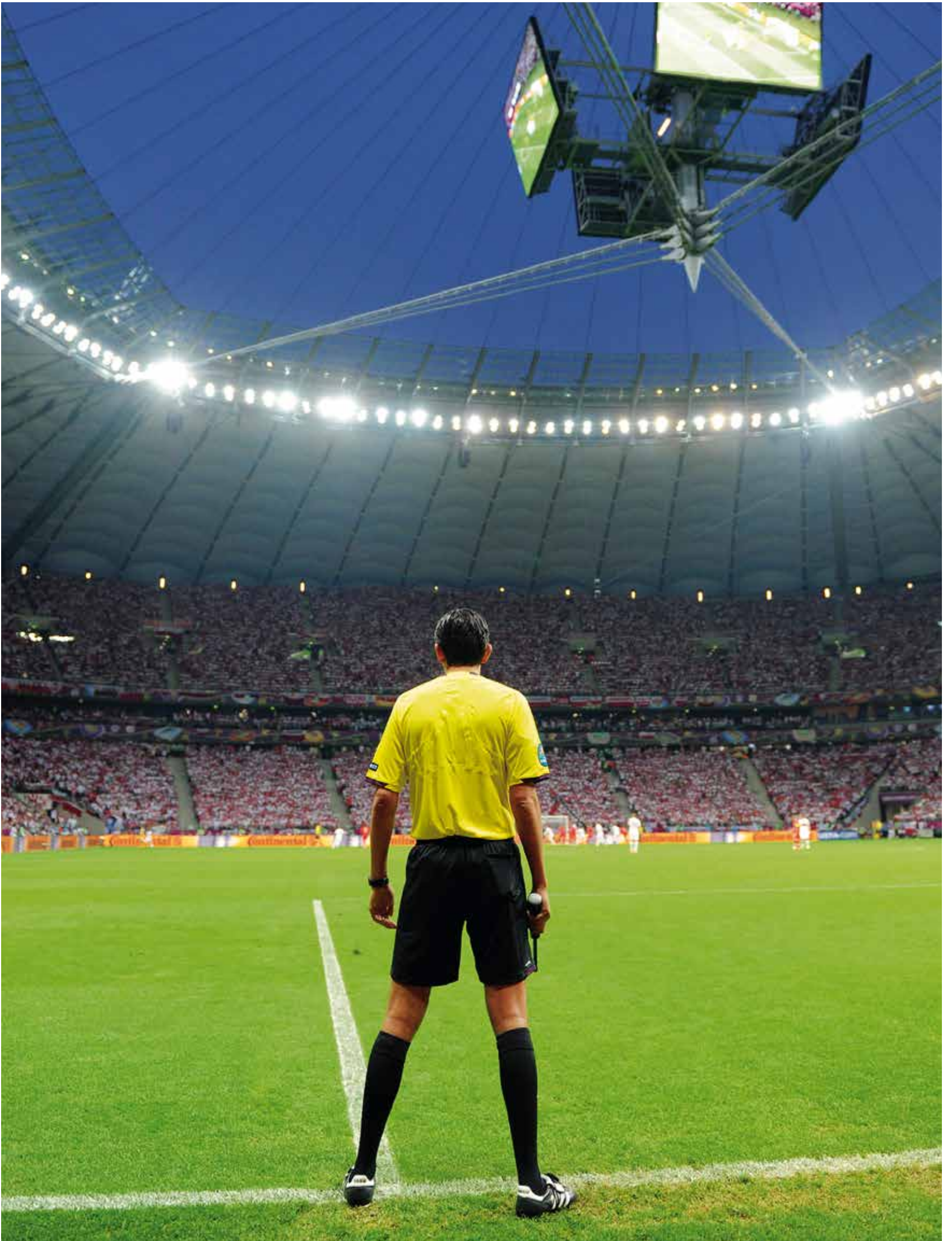
Just like German footballers, German referees also have an excellent international reputation. At the grass-roots level, in the upper echelons - and all across all the top levels. Ten referees and ten assistants from Germany have been on the FIFA list for years, which is the maximum allowed. Over the years, there have been only few associations whose referees have taken charge of international fixtures as frequently as those of the DFB.

This is no coincidence. The DFB takes account of the ever increasing demands for impartiality. In the past, today and in the future. The referee's committee, led by the former FIFA referee Herbert Fandel, has launched a structural reform which modernised refereeing in Germany. This also includes the formation of two independent commissions which was decided at the DFB Congress in Nuremberg in October 2013: the Elite refereeing committee and the Amateurs refereeing committee.

Obviously, collaboration and interaction with the DFB's refereeing department is of great benefit. The



■ HERBERT FANDEL KNOWS THE QUALITY OF GERMAN REFEREES.



■ DENİZ AYTEKİN IN THE SPOT-
LIGHT IN THE BIG ARENA.




 BIBIANA STEINHAUS IN THE WOMEN'S WORLD CUP FINAL IN 2011.




 WOLFGANG STARK IN THE 2012 EUROPA LEAGUE FINAL.

department is located in the directorate for amateur football, educational initiatives, refereeing and social responsibility with DFB director Willi Hink. Since 2008, the department has been headed by the former FIFA referee Lutz Michael Fröhlich. Fröhlich is also a member of the referee's committee and the Elite committee.

With an extensive training and development programme, the DFB ensures that its referees can meet the high and ever increasing demands. "Referees are top sportspeople," says Fandel. So they should be treated as such. Consequently, a particular concern of the referee's committee has been and still remains the further professionalisation of the framework conditions for top referees in the Elite refereeing committee. Since the 2012/2013 season, this has included paying referees officiating in the professional game an annual base salary, the amount of which is subject to the league they work in.

Key in this regard are the training and continued development of referees. There are around 600 active referees at DFB level, i.e. in the women's Bundesliga and Second Division as well as in the men's top three divisions and the U19 and U17 Bundesliga. They are

constantly challenged and accordingly trained, as well as rewarded. The DFB has a two-step training system, divided into referees at (sub-)regional association level and in the elite domain. The elite domain includes referees from the Bundesliga, Bundesliga 2 and Third League, with 150 referees in the 2014/2015 season, around a quarter of the total referees at DFB level. The elite referees avail of an individual training programme which builds upon and complements the other further development measures. In summer and winter, three-day training courses take place, as well as two one-day clinics in autumn and spring for referees and one such clinic in autumn and spring for assistant referees. The measures also include support from sports psychologists as well as fitness and athletic coaching in the elite domain. Germany's best are kept busy - with the international training courses, the ten FIFA referees also complete nine further training programmes each year, in addition to all individual coaching sessions, in some cases over the course of several days.

The training programmes for referees at association level are based on those in the elite domain. They are managed and structured by the Amateur refereeing committee, led by Helmut Geyer. In the summer



■ DR FELIX BRYCH REPRESENTED THE GERMAN REFEREES' GUILD AT BRAZIL 2014.



■ FELIX ZWAYER, VOTED "REFEREE OF THE YEAR" IN THE 2013/14 SEASON.

training course, the same content is provided and then examined in a performance test. The referees in the Allianz Women's Bundesliga and Second Bundesliga also complete a winter training course once a year, while the referees in the U19 and U17 Bundesliga divisions are summoned to two one-day clinics a year, where video footage from Junior Bundesliga matches is used to illustrate specific training content. Talented refs officiating in the regional leagues are also included in the development system and get invited to the autumn and spring clinics.

The information seeps down to the grass-roots level through good cooperation between the 21 sub-regional football associations. One such element is the annual regional cup competitions in the Duisburg-Wedau sports school, where the sub-regional associations send their best young referees and which has established itself as a talent show for referees. Here, the truly extensive scope of the DFB's training system is revealed. The communication between the various parties is good. Every autumn, there is a meeting of the referees' representatives from the sub-regional associations. Here, the referee's committee presents new measures and developments. The meeting serves to share experiences and

thrives on the input that the committee receives from the sub-regional football associations.

To ensure and increase quality at the grass-roots level, training courses have also been held three to four times a year for the referee instructors of the sub-regional associations since 2008. These function as multipliers for the 75,000 referees in Germany. The increase in quality and expertise of the referee instructors of the sub-regional associations is therefore a top priority. Consequently, the training courses are divided into groups with a maximum size of 15-20 participants and the content of these training courses mirrors the training courses provided in the elite domain. By the end of 2014, around 600 instructors in the sub-regional associations had received further training.

The training courses are planned to continue, with a new course set to be introduced that will see successful participants take their referee instructor certificate. "It is important that our refereeing has a consistent training structure from the top level all the way down," says Fandel. "The cooperation between the Elite and Amateur committees is of the utmost importance in my view."



REGIONAL AND SUB-REGIONAL FA'S



THE LAYOUT AND STRUCTURE OF THE GERMAN FOOTBALL ASSOCIATION ARE LIKE A PYRAMID. AT THE TOP, THERE IS THE DFB HEAD OFFICE IN FRANKFURT AM MAIN, FOLLOWED BY THE FIVE REGIONAL ASSOCIATIONS OF NORTH, WEST, SOUTH, SOUTH-WEST AND NORTH-EAST. THE REGIONAL ASSOCIATIONS ARE COMPOSED OF 21 SUB-REGIONAL ASSOCIATIONS, WHICH ARE LIKewise DIVIDED INTO DISTRICTS, TO WHICH THE INDIVIDUAL CLUBS WITH THEIR MEMBERS ARE AFFILIATED. THE DFB AND ITS REGIONAL AND SUB-REGIONAL ASSOCIATIONS ENSURE THAT ALMOST 165,000 TEAMS IN MORE THAN 25,000 CLUBS ARE PUT INTO PLAY, IN THE TRUEST SENSE OF THE WORD, WEEK AFTER WEEK.



THE FIVE REGIONAL FOOTBALL ASSOCIATIONS AND 21
SUB-REGIONAL FOOTBALL ASSOCIATIONS AT A GLANCE.



NORTHERN GERMAN FOOTBALL ASSOCIATION

FRANZ-BÖHMERT-STRASSE 1 B
28205 BREMEN
TELEPHONE: (04 21) 22 23 00
FAX: (04 21) 2 22 30 10
EMAIL: INFO@NORDFV.DE
WWW.NORDFV.DE

PRESIDENT: EUGEN GEHLENBORG
MANAGING DIRECTOR: STEFAN LEHMANN



SCHLESWIG-HOLSTEIN FOOTBALL ASSOCIATION

"HAUS DES SPORTS"
WINTERBEKER WEG 49
24114 KIEL
TELEPHONE: (04 31) 6 48 61 56
FAX: (04 31) 6 48 61 93
EMAIL: INFO@SHFV-KIEL.DE
WWW.SHFV-KIEL.DE

PRESIDENT: HANS-LUDWIG MEYER
MANAGING DIRECTOR: JÖRN FELCHNER



HAMBURG FOOTBALL ASSOCIATION

JENFELDER ALLEE 70 A-C
22043 HAMBURG
TELEPHONE: (0 40) 6 75 87 00
FAX: (0 40) 67 58 70 90
EMAIL: INFO@HFV.DE
WWW.HFV.DE

PRESIDENT: DIRK FISCHER
MANAGING DIRECTOR: KARSTEN MARSCHNER



BREMEN FOOTBALL ASSOCIATION

FRANZ-BÖHMERT-STRASSE 1 B
28205 BREMEN
TELEPHONE: (04 21) 79 16 60
FAX: (04 21) 7 91 66 50
EMAIL: GESCHAFTSSTELLE@BREMERFV.DE
WWW.BREMERFV.DE

PRESIDENT: BJÖRN FECKER
MANAGING DIRECTOR: ANDREAS VOGEL



LOWER SAXONY FOOTBALL ASSOCIATION

SCHILLERSTRASSE 4
30890 BARSINGHAUSEN
TELEPHONE: (0 51 05) 7 50
FAX: (0 51 05) 7 51 56
EMAIL: INFO@NFV.DE
WWW.NFV.DE

PRESIDENT: KARL ROTHMUND
DIRECTORS: WALTER BURKHARD, BASTIAN HELLBERG



WEST GERMAN FOOTBALL AND ATHLETICS ASSOCIATION

FRIEDRICH-ALFRED-STRASSE 11
47055 DUISBURG
TELEPHONE: (02 03) 71 72 20 01
FAX: (02 03) 71 72 20 10
EMAIL: WFLV@WFLV.DE
WWW.WFLV.DE

PRESIDENT: HERMANN KORFMACHER
MANAGING DIRECTOR: DR GREGOR GDAWIETZ,
CHRISTOPH SCHÄFER



LOWER RHINE FOOTBALL ASSOCIATION

FRIEDRICH-ALFRED-STRASSE 10
47055 DUISBURG
TELEPHONE: (02 03) 7 78 00
FAX: (02 03) 7 78 02 07
EMAIL: INFO@FVN.DE
WWW.FVN.DE

PRESIDENT: PETER FRYMUTH
MANAGING DIRECTOR: RALF GAWLACK



MIDDLE RHINE FOOTBALL ASSOCIATION

SÖVENER STRASSE 60
53773 HENNEF
TELEPHONE: (0 22 42) 91 87 50
FAX: (0 22 42) 9 18 75 55
EMAIL: FVM@FVM.DE
WWW.FVM.DE

PRESIDENT: ALFRED VIANDEN
MANAGING DIRECTOR: DIRK BRENNECKE



WESTPHALIAN FOOTBALL AND ATHLETICS ASSOCIATION

JAKOB-KOENEN-STRASSE 2
59174 KAMEN
TELEPHONE: (0 23 07) 37 10
FAX: (0 23 07) 37 15 26
EMAIL: POST@FLVW.DE
WWW.FLVW.DE

PRESIDENT: HERMANN KORFMACHER
DIRECTOR: CARSTEN JAKSCH-NINK



SOUTH-WESTERN REGIONAL FOOTBALL ASSOCIATION

VILLA STRASSE 63 A
67480 EDENKOBEN
TELEPHONE: (0 63 23) 9 49 36 58
FAX: (0 63 23) 9 49 36 99
EMAIL: FRV@SWFV.DE
WWW.FRV-SUEDWEST.DE

PRESIDENT: DR HANS-DIETER DREWITZ
MANAGING DIRECTOR: OLIVER HERRMANN



RHINELAND FOOTBALL ASSOCIATION

LORTZINGSTRASSE 3
56075 KOBLENZ
TELEPHONE: (02 61) 13 51 30
FAX: (02 61) 13 51 37
EMAIL: INFO@FV-RHEINLAND.DE
WWW.FV-RHEINLAND.DE

PRESIDENT: WALTER DESCH
MANAGING DIRECTOR: ARMIN BERTSCH



SAARLAND FOOTBALL ASSOCIATION

HERMANN-NEUBERGER-SPORTSCHULE 5
66123 SAARBRÜCKEN
TELEPHONE: (06 81) 38 80 30
FAX: (06 81) 3 88 03 20
EMAIL: INFO@SAAR-FV.DE
WWW.SAAR-FV.DE

PRESIDENT: FRANZ JOSEF SCHUMANN
MANAGING DIRECTOR: ANDREAS SCHWINN



SOUTH-WEST GERMAN FOOTBALL ASSOCIATION

VILLA STRASSE 63 A
67480 EDENKOBEN
TELEPHONE: (0 63 23) 94 93 60
FAX: (0 63 23) 9 49 36 99
EMAIL: GF@SWFV.DE
WWW.SWFV.DE

PRESIDENT: DR HANS-DIETER DREWITZ
MANAGING DIRECTOR: MICHAEL MONATH



SOUTH GERMAN FOOTBALL ASSOCIATION

BRIENNER STRASSE 50
80333 MUNICH
TELEPHONE: (0 89) 5 42 60 60
FAX: (0 89) 54 26 06 20
EMAIL: INFO@SUEDFV.DE
WWW.SUEDFV.DE

PRESIDENT: DR RAINER KOCH
MANAGING DIRECTOR: MARTIN SCHWEIZER



HESSE FOOTBALL ASSOCIATION

OTTO-FLECK-SCHNEISE 4
60528 FRANKFURT/MAIN
TELEPHONE: (0 69) 6 77 28 20
FAX: (0 69) 6 77 28 22 38
EMAIL: INFO@HFV-ONLINE.DE
WWW.HFV-ONLINE.DE

PRESIDENT: ROLF HOCKE
MANAGING DIRECTOR: GERHARD HILGERS



BADEN FOOTBALL ASSOCIATION

SEPP-HERBERGER-WEG 2
76227 KARLSRUHE
TELEPHONE: (07 21) 40 90 40
FAX: (07 21) 4 09 04 24
EMAIL: INFO@BADFV.DE
WWW.BADFV.DE

PRESIDENT: RONNY ZIMMERMANN
MANAGING DIRECTOR: UWE ZIEGENHAGEN



SOUTH BADEN FOOTBALL ASSOCIATION

SCHWARZWALDSTRASSE 185 A
79117 FREIBURG
TELEPHONE: (07 61) 2 82 69 11
FAX: (07 61) 2 82 69 19
EMAIL: INFO@SBFV.DE
WWW.SBFV.DE

PRESIDENT: THOMAS SCHMIDT
MANAGING DIRECTOR: SIEGBERT LIPPS



WÜRTTEMBERG FOOTBALL ASSOCIATION

GOETHESTRASSE 9
70174 STUTTGART
TELEPHONE: (07 11) 22 76 40
FAX: (07 11) 2 27 64 40
EMAIL: INFO@WUERTTFV.DE
WWW.WUERTTFV.DE

PRESIDENT: HERBERT RÖSCH
EXECUTIVE VICE-PRESIDENT: MICHAEL HURLER



BAVARIAN FOOTBALL ASSOCIATION

BRIENNER STRASSE 50
80333 MUNICH
TELEPHONE: (0 89) 5 42 77 00
FAX: (0 89) 52 71 57
EMAIL: BFV@BFV.DE
WWW.BFV.DE

PRESIDENT: DR RAINER KOCH
MANAGING DIRECTOR: JÜRGEN IGELSPACHER



NORTH-EAST GERMAN FOOTBALL ASSOCIATION

FRITZ-LESCH-STRASSE 38
13053 BERLIN
TELEPHONE: (0 30) 97 17 28 50
FAX: (0 30) 97 17 28 52
EMAIL: SEKRETARIAT@NOFV-ONLINE.DE
WWW.NOFV-ONLINE.DE

PRESIDENT: RAINER MILKOREIT
MANAGING DIRECTOR: HOLGER FUCHS



MECKLENBURG-VORPOMMERN SUB-REGIONAL FOOTBALL ASSOCIATION

KOPERNIKUSSTRASSE 17A
18057 ROSTOCK
TELEPHONE: (03 81) 12 85 50
FAX: (03 81) 1 28 55 22
EMAIL: INFO@LFVM-V.DE
WWW.LFVM-V.DE

PRESIDENT: JOACHIM MASUCH
MANAGING DIRECTOR: BASTIAN DANKERT



SAXONY-ANHALT FOOTBALL ASSOCIATION

FRIEDRICH-EBERT-STRASSE 62
39114 MAGDEBURG
TELEPHONE: (03 91) 85 02 80
FAX: (03 91) 8 50 28 99
EMAIL: INFO@FSA-ONLINE.DE
WWW.FSA-ONLINE.DE

PRESIDENT: ERWIN BUGAR
MANAGING DIRECTOR: STEFFEN DAUTER



BERLIN FOOTBALL ASSOCIATION

HUMBOLDTSTRASSE 8 A
14193 BERLIN
TELEPHONE: (0 30) 8 96 99 40
FAX: (0 30) 89 69 94 22
EMAIL: INFO@BERLINER-FUSSBALL.DE
WWW.BERLINER-FUSSBALL.DE

PRESIDENT: BERND SCHULTZ
MANAGING DIRECTOR: MICHAEL LAMELI



BRANDENBURG SUB-REGIONAL FOOTBALL ASSOCIATION

DRESDENER STRASSE 18
03050 COTTBUS
TELEPHONE: (03 55) 4 31 02 20
FAX: (03 55) 4 31 02 30
EMAIL: GESCHAFTSSTELLE@FLB.DE
WWW.FLB.DE

PRESIDENT: SIEGFRIED KIRSCHEN
MANAGING DIRECTOR: MICHAEL HILLMANN



THURINGIA FOOTBALL ASSOCIATION

AUGSBURGER STRASSE 10
99091 ERFURT
TELEPHONE: (03 61) 34 76 70
FAX: (03 61) 3 46 06 35
EMAIL: INFO@TFV-ERFURT.DE
WWW.TFV-ERFURT.DE

PRESIDENT: DR WOLFHARDT TOMASCHEWSKI
MANAGING DIRECTOR: HEINZ-JOACHIM JUNGNICHEL



SAXONY FOOTBALL ASSOCIATION

ABTNAUNDORFER STRASSE 47
04347 LEIPZIG
TELEPHONE: (03 41) 3 37 43 50
FAX: (03 41) 33 74 35 11
EMAIL: INFO@SFV-ONLINE.DE
WWW.SFV-ONLINE.DE

PRESIDENT: KLAUS REICHENBACH
MANAGING DIRECTOR: FRANK POHL

SCHOOLS' FOOTBALL

THE 2006 FIFA WORLD CUP, THE "SUMMER FAIRYTALE", HAS HAD LONG-TERM POSITIVE EFFECTS ON FOOTBALL IN MANY RESPECTS - IN PARTICULAR FOR SCHOOLS' FOOTBALL WHICH, IN THE AFTERMATH OF THE SUCCESSFUL STAGING OF THE FOOTBALL WORLD CUP AT HOME, HAS BECOME A KEY PART OF THE WORK OF THE GERMAN FOOTBALL ASSOCIATION AND THE SUB-REGIONAL FOOTBALL ASSOCIATIONS.

■ NATIONAL TEAM HEAD COACH CLOSE AT HAND: JOACHIM LÖW IS ALSO A FAN OF SCHOOLS' FOOTBALL.



THE SCHOOL'S FOOTBALL INITIATIVE WAS OFFICIALLY LAUNCHED on 1 October 2006. It began with the presidential mission of distributing "World Cup thank you packages" containing a range of materials required to play football to around 22,000 primary schools and special-needs schools. The "hardware" of footballs and bibs was followed by the "software" developed by the DFB. Three key areas emerged from this: educational initiatives, cooperation between schools and clubs and sports competitions between schools.

All measures drawn up come together under the title "DFB DOPPELPASS 2020" (DFB one-two 2020). A prime concern for the DFB's schools' football department is raising awareness of each other among the two institutions and informing about the strategic cooperation. With the fundamentally changed school landscape, the clubs in particular have a future-oriented goal of building bridges to the schools. Under the "Gemeinsam am Ball" (on the ball, together) project, some 1,500 contractually agreed school/club partnerships per year receive DFB assistance in terms of kit, equipment, and teaching material.

As part of the JUGEND TRAINIERT FÜR OLYMPIA (Our young people train for the Olympics) competition, football built upon its excellent standing. Of around 750,000 participants, football accounted for more than 40 percent (i.e. some 280,000 children and teens). A large portion of this is attributable to the DFB School's Cup in the youngest competition category which was launched five years ago. The national final, organised and carried out by the DFB in the Bad Blankenburg sports school, is the absolute highlight for pupils aged from ten to twelve years.

The figures also speak for themselves in terms of educational initiatives. With some 31,000 primary school teachers having taken part so far, "Spielen und Bewegen mit Ball" (playing and moving with the ball) is the largest series of training courses provided at schools by a sport association. It has since been complemented by "Fußballtechniken (kennen) lernen" (Understanding football techniques).

In cooperation with the DFB department for educational initiatives/voluntary work, the DFB schools' football department developed the DFB junior coach project. In coordination with the sub-regional associations and ministries of culture, the goal is to give pupils the opportunity to take on social responsibility at an early stage. In 40-hour training courses organised at selected schools, they obtain their DFB junior coach badge enabling them to deliver much-needed football training at their own schools, at cooperating with primary schools or at their respective clubs. In its pilot year 2013/14, the scheme saw 1,500 new junior coaches take their exams at a total of 83 participating schools.



■ A DIFFERENT TYPE
OF LESSON: PAULE,
THE DFB MASCOT,
ON A SCHOOL VISIT.



SECURITY

FOOTBALL IS FUN, FOOTBALL IS PASSION, FOOTBALL IS PURE JOY AND EMOTION. FOOTBALL MOVES PEOPLE IN GERMANY AND MIRRORS OUR SOCIETY. WHEN CROWDS OF PASSIONATE FOOTBALL SUPPORTERS STREAM INTO STADIUMS, PREVENTION AND SECURITY ARE THE BASIS OF A WELL-ORGANISED FOOTBALL GAME.



STADIUM SECURITY IS AN IMPORTANT FACTOR, JUST LIKE THE CLOSE COOPERATION of all network partners involved, before, during and after the event. The DFB's department for prevention and security provides advice and support to the clubs in this often challenging task. Where necessary, it monitors processes in order to work on improvements together with the clubs. The security officers and the fan representatives of the clubs are important and trained points of contact in this regard.

Since 2006, the prevention and security team have co-operated with the DFB security bodies, as well with their network partners and experts - including the clubs, (sub-)regional FAs, supporters' groups, and the police - in drawing up and further developing relevant guidelines and prevention concepts for football.

In 2011, Hendrik Große Lefert was appointed security officer for the DFB and head of the department for prevention and security. Previously, he had been responsible for national and particularly international communication as deputy head of the central information portal for sports (Zentrale Informationsstelle für Sportereignisse - ZIS). Große Lefert also managed the German police delegation for various international games, with this delegation also supporting the host nations of the 2008 European Championships and 2010 World Cup.

The issue of prevention and security has always been a key issue for the DFB. Everything comes together with the security officer, while the DFB's fan centre is also part of the main department. Credo: Security work and fan work are part of the organisation of a professional event. Many important steps have already been completed in this respect.



■ EXEMPLARY: FAN FRIENDSHIP BETWEEN SCHALKE 04 AND 1. FC NÜRNBERG.



■ IN CHARGE OF A TEAM OF PROFESSIONALS: HENDRIK GROßE LEFERT, PREVENTION AND SECURITY DEPT.

For example, an information and reporting system was set up for security-related incidents across the entire scope of German football. The analysis of these incidents, continued training of security and fan officers, as well as communication with the teams, League Association and regional and sub-regional associations in relation to security and prevention of violence are core components of the work of the department for prevention and security. Other cornerstones include coordination of the work of committees and support for the work of sports tribunals and courts of arbitration. The clubs receive support and advice in relation to constant improvement of their security management. Security supervisors are seconded to high-risk games; they also check the work done on site by the home club's stewards and security staff.

Dialogue with all network partners is important here for the DFB. This includes the clubs, politicians, police, legal departments, local authorities, media and especially the fans. Consequently, the fan concerns/fan work project group were firmly established in the committee structure in 2011. Here, the DFB and DFL meet with representatives from active fan organisations and professional fan workers to discuss whatever short-term, medium-term and long-term solutions are required to reconcile the contrasting interests that inevitably exist. "I am convinced that good solutions can be found in all areas of life if people speak to one another. Communication should always be the first option," says Große Lefert. "It is important that expectations are formulated transparently and clearly. Then, compromises can be found and grievances avoided. Then, basic trust can be established between all those involved. This also applies to dialogue with fans. There must be dependability on each side." Prevention and repression - but always in a balanced relationship.

Another area of focus for the department is the extensive review of the quality of security at the stadiums as part of the annual licensing procedure. Likewise the handling of all security aspects at the DFB German Cup final and DFB international matches both at home and abroad. The department also works in close cooperation with state authorities and other bodies involved in security and prevention of violence. The department of Hendrik Große Lefert is thus in constant exchange with interior ministries, police stations, the central information portal for sport (ZIS), the national committee for sport and security, and



the coordination point for fan projects. In 2014, the DFB launched a pilot project entitled "Certification of Security Management in Professional Football", the objective being to assist clubs and joint stock companies in the professional game with establishing an ongoing monitoring system aimed at keeping up to date regarding the ever-rising demands made on a safe and secure event.

With club security officers particularly in mind, a certificate course for security managers in football was established at the SRH University in Heidelberg. "The challenges for security officers are becoming increasingly complex. We are pleased that, with this course, we have created the opportunity to support security officers in their education," said DFB general secretary, Helmut Sandrock. "This course is a further step from the DFB and DFL to ensure maximum security at football games in Germany."



■ EXEMPLARY: FANS TAKE A STAND AGAINST RACISM AND DISCRIMINATION.

■ PREVENTIVE MEASURES: ELECTRONIC ACCESS CONTROLS INCREASE SECURITY IN THE STADIUM.

SENIOR MANAGEMENT

THE DFB IS A GOOD MIX OF STAFF AND VOLUNTEERS, OF NATIONAL PLAYERS AND HEROES OF THE DISTRICT LEAGUES, OF HIGH PROFILE AND GRASS-ROOTS FOOTBALL. IT IS LARGE AND DIVERSE, AND CO-ORDINATES ALL ITS ACTIVITIES FROM THE HEAD OFFICE AT OTTO-FLECK-SCHNEISE 6 IN FRANKFURT, NEAR THE COMMERZBANK ARENA, WHERE MORE THAN 230 EMPLOYEES WORK IN ITS VARIOUS DEPARTMENTS.

HELMUT SANDROCK (57) HAS BEEN GENERAL SECRETARY OF THE ASSOCIATION SINCE 2 MARCH 2012. The 257 delegates at the extraordinary DFB Congress in Frankfurt unanimously confirmed him as Wolfgang Niersbach's successor. The former junior national player was previously the DFB's director for organising leagues and competitions. His position of general secretary makes Sandrock both the DFB's most senior employee and the link between the DFB Presidential Board and head office. His responsibilities cover a large number of areas: all the association's basic affairs, agreements for international games, organisation of large-scale DFB events and international matches, liaison with national and international sports bodies (such as FIFA, UEFA, DFL and DOSB), safety and prevention, Germany's national teams from the senior to the junior age brackets, as well as talent/elite promotion, training methods and industry media.

Stefan Hans (53) is deputy general secretary. He is also head of the directorate for legal affairs, sports jurisdiction, finance, human resources, and central services. Sports jurisdiction is a particularly high-profile area involving the DFB sports and federal tribunals which are responsible for administering justice in football if, for example, breaches of regulations occur in the Bundesliga.



■ HELMUT SANDROCK



■ STEFAN HANS



■ WILLI HINK



■ STEFFI JONES



■ RALF KÖTTKER



THE SENIOR MANAGEMENT TEAM MEETS FOR REGULAR DISCUSSIONS.

The main areas of activity in the directorate for youth, league and competition organisation, coaching/ international cooperation, talent promotion and schools are very close to the game itself, and are headed by Ulf Schott (44). This is the directorate that coordinates the Third League, U-19 and U-17 Bundesliga, as well as the DFB Cup. It also lays the foundations for successful talent promotion at the DFB, from the support bases to the elite schools and youth academies. Coach education is also part of this directorate along with international cooperation (often involving the deployment of international experts), as well as managing the DFB Allstars, a national team made up of (remarkably fit) veterans of the game appearing for various charitable causes.

Willi Hink (57) leads the directorate for amateur football, educational initiatives, refereeing and social responsibility, which includes administering sustainability and coordinating the foundations. It also deals with the development of amateur football as well as

managing education, training and further development in the regional and sub-regional associations. The refereeing department is also an important area which is responsible, among other things, for the deployment of referees in Germany's professional leagues.

The association's external media presence falls to the directorate for communication and public affairs under media director Ralf Köttker (44). The directorate initiates and manages a host of media projects; online communication in particular is becoming increasingly important and DFB-Online GmbH was set up to address this. Then there are the association's publications, TV projects, PR campaigns and media service. And last but not least, media support for the national teams plus the media arrangements for international matches and large-scale DFB events.

After the huge success of the 2011 Women's World Cup, a new directorate was put in place. Steffi Jones (42), former Germany player and president of the 2011 World Cup organisation committee, was appointed to lead the directorate for women's and girls' football which governs the organisation of leagues and competitions including the women's Bundesliga and Bundesliga 2, as well as the newly introduced women's U17s Bundesliga. The offices of the women's and girls' national teams are also part of this directorate.

Denni Strich (48) played for Germany as a junior; today he is the association's marketing director. In other words, he and his team are responsible for television rights (national and international), sponsoring, marketing and visual communication. This is what enables the DFB to raise the necessary funds for its many projects.



ULF SCHOTT



DENNI STRICH

SEPP HERBERGER FOUNDATION

THE HISTORY OF THE OLDEST FOOTBALL FOUNDATION IN GERMANY BEGAN ON 28 MARCH 1977. ON THAT DAY, A CELEBRATION WAS HELD IN THE BAROQUE PALACE IN MANNHEIM TO MARK THE 80TH BIRTHDAY OF THE MAN WHO PLAYED A CRUCIAL ROLE IN THE HISTORY OF GERMAN FOOTBALL AS NATIONAL TEAM HEAD COACH FOR 28 YEARS (1936 TO 1964), PARTICULARLY WITH THE WORLD CUP TRIUMPH IN 1954.



THE TASK OF PRESENTING HERBERGER WITH THE OFFICIAL GIFT FELL TO THE THEN PRESIDENT, HERMANN NEUBERGER: he announced the launch of the DFB's Sepp Herberger Foundation. In doing so, the DFB fulfilled a dream long harboured by its record-breaking national head coach. Germany's first football foundation was born; the association provided one million Deutschmarks as basic assets.

Sepp Herberger, who did not have children with his wife Eva, had – according to his life's motto: "Those at the top must not forget those below" – wanted his estate to be used for social and charitable purposes. Exactly one month after the foundation was set up, on 28 April 1977, Herberger died from heart failure. Twelve years later, on 27 April 1989, his wife Eva passed away. The foundation was the legal successor and inherited the personal assets of the family. The foundation's assets then grew considerably. The documents meticulously gathered together by Sepp Herberger over the years also came into the hands of the Sepp Herberger Foundation. More than 26 metres of files with a total of 361 folders make up the most valuable historical football legacy in Germany.

The Sepp Herberger Foundation is an incorporated foundation under public law and legally recognised as a charitable organisation. The foundation has two bodies, the Board and the Advisory Board, with the members giving their time on a voluntary basis. To ensure the performance of its ongoing operations, the foundation has a full-time managing director. The position of foundation president is held, ex officio, by the respective DFB vice-president for social and political responsibilities.

The work of the Sepp Herberger Foundation is divided into four statutory key areas: social rehabilitation of imprisoned persons, football for persons with disabilities, schools and clubs, and DFB Sozialwerk. It is not only financial aid that is carried out here, but also planning, implementation and inspection of the respective projects and events.

The social rehabilitation of imprisoned persons is the longest-standing pillar of the foundation's activities and dates back directly to Sepp Herberger. During his lifetime, "Bundes-Sepp" visited detention centres, often



■ THREE FOCAL POINTS OF THE SEPP HERBERGER FOUNDATION: SOCIAL REHABILITATION, INCLUSION AND BLIND FOOTBALL.



accompanied by Fritz Walter, to talk to those imprisoned there. The foundation still helps today with the traditional visits of well-known foundation ambassadors throughout Germany. In particular, Uwe Seeler, Horst Eckel, Wolfgang Dremmler, Tina Theune and Oliver Kahn are regularly involved in these activities. On request, individual initiatives from detention centres, DFB sub-regional associations or football clubs are supported and training materials provided.

The focal point of the correctional facility involvement is the "Anstoß für ein neues Leben" (kick off a new life) project. Here the foundation has aimed to provide juvenile offenders with a new perspective for life after imprisonment in cooperation with strong partners. In addition to the participating prisons and juvenile detention centres, cooperation partners include the responsible ministries of justice and the Federal Employment Agency.

The DFB Sozialwerk provides assistance to members of the "football family" who are in need. For example, funding is provided for prostheses following accidents

or support is given to surviving dependants in the case of death. The projects and initiatives provided by the foundation in terms of schools and clubs are the Sepp Herberger Days and the Sepp Herberger Certificate.

A large portion of the foundation's activities involves working with football for people with disabilities. The Sepp Herberger Foundation spends around a third of its annual budget for this purpose. In addition to carrying out its own projects and initiatives, the foundation also finances the provision of points of contact in DFB sub-regional football associations to deal with questions relating to football for people with disabilities. This leads to long-lasting organisation structures which contribute to integrating even more people with disabilities into football. The foundation's projects with regard to football for people with disabilities include the blind football Bundesliga, the German championship for workshops for people with disabilities, and the "FussballFREUNDE" (footballFRIENDS) initiative.

See www.sepp-herberger.de or www.facebook.com/seppherbergerstiftung for more information.

■ ALWAYS WITH EACH OTHER AND FOR EACH OTHER: EVA AND SEPP HERBERGER AT HOME IN HOHENSACHSEN.

SOCIAL MEDIA



FOOTBALL CONNECTS. AND SOCIAL NETWORKS LIKE- WISE. FOOTBALL CAPTIVATES MILLIONS OF PEOPLE. AND MILLIONS OF PEOPLE USE SOCIAL NETWORKS. CONSEQUENTLY, THE COMBINATION OF FOOTBALL AND SOCIAL NETWORKS IS POPULAR AMONG MILLIONS. SOMETIMES A RECIPE FOR SUCCESS REALLY IS THAT SIMPLE AND EFFECTIVE.

■ NO MATTER WHERE YOU ARE - TWITTER USERS KNOW WHAT'S UP IN THE GERMANY CAMP.



LONG BEFORE MARIO GÖTZE SCORED THE WINNING GOAL IN THE MARACANA STADIUM ON 13 JULY 2014, public confidence had been high. Graphics uploaded by users already included the fourth star; surely, fans felt emboldened by that memorable 7-1 win over Brazil in the semi-final. However, from the 113th minute of the match onwards, the German national team's facebook went through the roof. An unbelievable 100 million users were reached, millions of them shared, liked, and commented on the DFB posts. The DFB has been active in the social media since 2009. And this has been a great success since the very beginning. In total, the DFB now reaches more than eight million people directly on Facebook, Twitter, Instagram, Tumblr, YouTube, Google+, Tencent, and Sina Weibo. Through the core functions of social networks, such as commenting and sharing, this figure will quickly increase to tens, sometimes even hundreds of millions.

Whether in Bogotá, Bangkok or Berlin, if a new picture from the team's base or a video or text is posted on the fan page of the national team at www.fb.com/DFB.Team, then the fan community will pick this up throughout the world, comment on it, share it and "like" it. This has been facilitated by introducing a "global page". The DFB team's fan site now comes in three languages - German, English, and Spanish, preset in accordance with the user's country of origin.

There is no faster medium. The national team coach's current line-up spreads throughout the Internet within seconds. The "initial spark" is a tweet - a post on the Twitter page of the national team at www.twitter.com/DFB_Team. The news is known all over the world even before news agencies, television stations and radio stations can report the first eleven.

The DFB's Facebook and Twitter pages offer Internet users an authentic insight. Through DFB posts on the pages, fans can be closer to the daily routines of national team players. Millions of people peer through this "keyhole" into the team's base. Instagram (http://instagram.com/dfb_team) and the blog on Tumblr (<http://dfbteamblog.tumblr.com>) provide many of these impressions. Last but definitely not least, the Chinese micro-blogging systems Tencent Weibo (<http://t.qq>.



POPULAR ALL OVER THE WORLD: THE FACEBOOK FAN PAGE OF THE GERMAN NATIONAL TEAM.



EXOTIC: THE DFB FAN PAGE ON THE CHINESE MICRO-BLOGGING SYSTEM, WEIBO.

com/dfbteam) und Sin Weibo(www.weibo.com/dfbteam) complement the picture. Currently, more than 2.5 million Chinese fans are loyal followers.

The women's national team and junior national teams are of course also represented on social networks. Fans of the women's national team and female underage teams can stay informed about the team's activities at all times at www.fb.com/dfb.Frauen and www.twitter.com/DFB_Frauen. Whether coach Silvia Neid's team is playing in the USA, the U20 women are on a mission to Asia or the U17 juniors are away from home in Europe, fans can always stay in the loop. Regardless of the distance, they are always just a click away. One click and fans are right there in the team hotel.

The DFB platforms are also more than just a pure means of providing information. Interaction is an important factor. Fan questions are answered by team members. So it is not just about learning new things. It is a place to experience new things.

Social networks also offer the DFB a new service opportunity. Members of the national team fan club powered by Coca-Cola can share information quickly about travel arrangements and current fan club offers via the Facebook page at www.fb.com/fanclubnationalmannschaft. The corresponding live events from the video portal can be accessed directly on the fan pages for the men's senior national team, the juniors (www.fb.com/DFB.Junioren) and the women's national team. In every corner of the world - be it Berlin, Bogotá or Bangkok.

SPORTING DIRECTOR

HANSI FLICK IS THE THIRD SPORTING DIRECTOR OF THE GERMAN FOOTBALL ASSOCIATION. HAVING WORKED AS ASSISTANT TO NATIONAL TEAM HEAD COACH JOACHIM LÖW UNTIL AND INCLUDING THE 2014 WORLD CUP, HE TOOK OFFICE ON 1 SEPTEMBER 2014 AFTER SIGNING A FIVE-YEAR CONTRACT UNTIL 2019. THE FOCUS OF HIS WORK LIES IN ELITE DEVELOPMENT AND COACH EDUCATION.



■ HANSI FLICK AT THE SIGNING OF THE CONTRACT WITH DFB PRESIDENT WOLFGANG NIERSBACH AND DFB GENERAL SECRETARY HELMUT SANDROCK.

HANSI FLICK SUCCEEDS ROBIN DUTT, who decided to leave the association in summer 2013. Matthias Sammer was the DFB's first sporting director, holding this office from 2006 to 2012. The main priority of the sporting director is elite development involving all available sporting and scientific knowledge. This includes both scouting methods and performance diagnostics or video analysis. General secretary Helmut Sandrock says: "In the person of Hansi Flick, we demonstrate a clear commitment to the elite field. The sporting director will develop a consistent game philosophy

for the teams, he is responsible for communication with the Bundesliga clubs and their youth academies and is in charge of coaching and coach education. I am pleased that we have got our desired candidate in Hansi Flick and I am convinced that he will offer a lot of new ideas to German football."

Hansi Flick says: "It is an honour and a privilege for me to have been entrusted with the diverse and challenging tasks associated with sporting director. In collaboration with Helmut Sandrock, I have already



taken on certain coordination activities, such as chairing the regular DFB coaches' meetings. As sporting director, I will dedicate myself to the elite tier in the future and try to ensure that the best footballers in Germany also have the best environment to continue their development. Only then can we demand world class performances, and that is our self-given objective at the DFB."

The DFB sporting director is head of the coaching staff for all junior teams in the DFB up to U20s and is

responsible, in close collaboration with the national team head coach, for implementing a consistent game philosophy. He will optimise the talent development programme, in which the DFB invests some EUR 10 million every year, and he will cooperate with the youth academies of Bundesliga clubs. He will also develop modern coaching concepts based on the latest sports science findings and he will work on the optimisation of coach education in the association.



SPORTS AND TRAINING CENTRES

AS LONG AS THE GERMAN FOOTBALL ASSOCIATION DOES NOT HAVE ANY SPORTS AND TRAINING CENTRE OF ITS OWN AND THE ACADEMY IS STILL UNDER CONSTRUCTION, THE TRAINING COURSES AND SEMINARS IT ORGANISES CAN BE HELD IN THE SPORTS AND TRAINING CENTRES AND SPORTS HOTELS RUN BY ITS SUB-REGIONAL ASSOCIATIONS.



■ THE KAMEN-KAISERAU SPORT CENTRE IS AN INTERNATIONALLY APPRECIATED CAMP VENUE.

THE DFB HAS PROVIDED CONSIDERABLE FINANCIAL ASSISTANCE TO THE ASSOCIATIONS FOR THE PURPOSES OF RENOVATING AND restructuring their sports and training centres. Especially at the beginning of the 1990s in the Northeast German Football Association. One such example is the Egidius Braun sports and training centre in Leipzig, one of the many jewels among German sports and training centres.

Realising that keeping up with the times is a must, the DFB's sub-regional associations began restructuring their sports and training centres a long time ago. Almost all of them were renovated and refurbished, achieving hotel standards offering the highest levels of comfort and service. Consequently, not only sports associations and clubs right up to the Bundesliga avail of this for their training camps. Increasingly, corporate clients and other institutions make a point of booking the sports hotels for seminars, conferences, or team-building events.

The DFB's many junior national teams meet regularly in the sports and training centres in advance of important matches or tournaments, as do the men's and women's senior national teams. The latter two's preferred destinations include, amongst others the sports and training centre of the Schleswig-Holstein Football Association in Malente, the Kamen-Kaiserau SportCentrum of the Westphalia football and athletics association, the Hennef sports and training centre of the Middle Rhine Football Association and the sports and training centre of the Lower Saxony Football Association in Barsingshausen, where the renovation and modernisation operations were completed at the end of 2010 with the construction of a fitness and wellness area as a centrepiece.

Many international football associations and clubs appreciate the value of sports and training centres and sports hotels in Germany. Real Madrid, for example, set up camp in Kamen-Kaiserau ahead of their Champions League encounter with Borussia Dortmund in autumn 2012, just like the Spanish national team before them during the 2006 World Cup. The Paraguayan national team also chose the sports and training centre of the Bavarian Football Association in Oberhaching as its team base camp for the World Cup.

The Wedau sports and training centre of the Lower Rhine Football Association in Duisburg is the "mecca of German youth football". Practically all of the German national players - male or female - won their first football spurs on the pitches of Wedau playing for the

teams representing their respective sub-regional association. For more than 30 years, Wedau has hosted the major DFB tournaments across the different age groups. There are seven such tournaments per year now where coaches can observe the best up-and-coming players in Germany.

Most sports and training centres have excellent infrastructure and are well connected in terms of transport. A prime example is the sports and training centre of the Hesse Football Association in Grünberg. In addition to modern single and double rooms as well as conference rooms equipped with the latest technology, almost all sports hotels have swimming pools, saunas and other wellness facilities, so that many holidaymakers can also enjoy a wonderful time there.

Many associations have also repositioned their conference centres in recent times and now aim at new target groups. Events which were previously mostly held in hotels are now increasingly being held in the sports and training centres of the sub-regional associations of the DFB, each with an excellent and welcoming atmosphere.



■ "MECCA OF GERMAN YOUTH FOOTBALL": THE WEDAU SPORTS AND TRAINING CENTRE WITH ITS STRIKING TOWER.

STADIUMS

THE STADIUM LANDSCAPE IN GERMANY IS UNPARALLELED WORLDWIDE. HOSTING TWO FIFA WORLD CUPS WITHIN FIVE YEARS BETWEEN 2006 AND 2011, MODERN STADIUMS WERE CREATED UP AND DOWN THE COUNTRY WITH SPACE FOR UP TO 80,000 SPECTATORS.

■ THE SPECTACULAR 2012 CHAMPIONS LEAGUE FINAL TOOK PLACE IN THE ALLIANZ ARENA IN MUNICH.

THE STADIUM IS THE STAR! Football stadiums are now often more than just purely sporting arenas. With the construction or renovation of many arenas over the past decade, Germany now has an unparalleled stadium landscape. The modern temples of entertainment provide fans with a 360-degree experience. Enjoying an extensive pre-match and half-time programme was a World Cup extra that fans quickly grew to like; now it's become part of the standard package at football matches.

The fact that the Bundesliga has the highest average gates in Europe is also indicative of the high standards of comfort and security at the arenas. Furthermore, the licensing regulations of the Bundesliga, in particular infrastructural and security criteria, also play an important role in ensuring the high standards.



Many other wonderful arenas were created as part of the stadium boom brought about by the bid for the 2006 World Cup. As part of the 2011 Women's World Cup, new medium-sized "jewel boxes" were built, whereby ambitious local authorities and clubs such as Leverkusen, Dresden, Augsburg and Sinheim aimed to stay competitive in professional football.

Five arenas in Germany are currently awarded "5-star stadium" status by UEFA. This means that they meet the highest level of requirements as set by UEFA and are thus suitable to host the final of the Champions League. In addition to the Olympiastadion in Berlin, which hosted the 2006 FIFA World Cup final and has become the traditional venue of the DFB German Cup final, the stadiums in Hamburg,

THE OLYMPIASTADION IN BERLIN HAS BEEN THE REGULAR HOST OF THE DFB GERMAN CUP FINAL SINCE 1985.



Dortmund, Gelsenkirchen and Munich are also "football temples" of the highest order.

Quality that is acknowledged by UEFA. The first final of the new UEFA Europa League was held in Hamburg in 2010, while the 2012 Champions League final was held in Munich. German fans can look forward to the next European football highlight with the 2015 Champions League Final in Berlin and several EURO 2020 matches in Munich. A sensible decision, as agreed by national team manager, Oliver Bierhoff: "The atmosphere in the stadiums is amazing. The German people want to celebrate football."



THE FIRST FINAL OF THE EUROPA LEAGUE COMPETITION WAS HELD IN THE IMTECH ARENA IN HAMBURG IN 2010.



WITH A CAPACITY OF MORE THAN 80,000, THE SIGNAL IDUNA PARK IN DORTMUND IS THE LARGEST STADIUM IN GERMANY.

SUSTAINABILITY

EVERYONE IS TALKING ABOUT SUSTAINABILITY. BUT WHAT DOES IT MEAN? AND WHAT ARE THE CONSEQUENCES OF SUSTAINABILITY FOR ORGANISED FOOTBALL? THE BASIC IDEA ORIGINATES FROM THE SAXON FOREST REGULATION OF 1560 AND THE CONCEPT HAS REMAINED AS CRYSTAL-CLEAR AS IT WAS 500 YEARS AGO: WE SHOULD NOT CUT DOWN MORE TREES THAN CAN ACTUALLY GROW AGAIN. OBVIOUS REALLY, ISN'T IT?

THE REPORT "THE LIMITS TO GROWTH" from the Club of Rome in 1972 reveals a greater context: It claims that sustainability protects against a sudden and uncontrollable collapse. The term "sustainable development" was first coined in 1980. The most well-known explanation of what sustainability means originates from the United Nations "Brundtland report" (1987): "Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

The DFB has developed its own mission statement based on this definition: Sustainability in football means utilising diverse potential responsibly while maintaining a fair society and healthy environment. Grassroots and top-tier football are safeguarded as a result and a contribution is made to maintaining and reinforcing the democratic, ecological and ethical foundation of a liberal society.

First and foremost, sustainability means organising football to be both stable and successful in the long-term. Organised football at clubs in almost every community has made a significant contribution to society by providing a unique range of sporting activities that are affordable for all sport and football enthusiasts. The prime sustainability objective is therefore to safeguard football at the grass-roots and top levels over the long term.

The purpose and function of the association has been defined in section 4 of the DFB constitution since the 40th Ordinary DFB Congress in Essen in 2010 and firmly enshrines sustainable business conduct in the four key dimensions of football. The first dimension is the sustainable organisation of leagues and competitions. The second dimension focuses on measures for communicating values. Football activities aimed at supporting socio-political aspects form the third dimension and the fourth dimension represents charitable and humanitarian measures.

The sustainability report presented for the first time by the DFB at the 41st Ordinary Congress in Nuremberg in 2013 demonstrates how organised football assumes responsibility in the individual areas of activity on many different levels. One hundred pages provide a well-documented account of the social actions and work of the DFB, its regional and subregional associations, foundations and the League Association. After the Italian Football Association, the DFB is thus the second European Football Association to publish a sustainability report. The report explains how organised football in Germany makes an important social contribution through amateur football, talent development and top-tier football, which currently leads the field in Europe. For social integration, health and the environment.

The DFB sustainability report is based on the guidelines of the "Global Reporting Initiative", which has verified the report and assigned it to application level B. The wide range of topics are printed on double-sided pages: Brief texts, charts, quotes, key figures and project information convey an initial impression, for example of how the DFB and subregional associations offer courses for basic qualifications,



counteract violence or advocate fair play and diversity in football. The chapters are livened up through texts and interviews written in the first person: Sönke Wortmann reports on films, Teresa Enke on foundation work, sociologist Prof. Dr Gunter A. Pilz on values-based football and an ex-convict on the long way back - and how the game has helped him.

The report views football from an unusual perspective - which is also reflected in close-ups of everyday objects from the game. A shirt, a ball, a football boot, all photographed in close-up, are all included in the report. The report is available for download in e-paper and PDF format at www.dfb.de/nb2013.

■ CLOSE-UP IMAGE:
THE LOGO AS A DISTIN-
GUISHING FEATURE.

TALENT PROMOTION

THE DFB'S TALENT PROMOTION AND DEVELOPMENT PROGRAMME IS THE PRODUCT OF SUCCESSFUL COOPERATION BETWEEN THE DFB, THE DFL, THE SUB-REGIONAL FAS, AND THE CLUBS AT GRASS-ROOTS AND ELITE LEVEL. FOR THE SYSTEM TO BE EFFECTIVE, ALL OF ITS COMPONENTS NEED TO COMPLEMENT ONE ANOTHER: THE TALENT DEVELOPMENT BASES, THE CLUB ACADEMIES, THE ELITE SCHOOLS OF FOOTBALL, THE SUB-REGIONAL FA REPRESENTATIVE TEAMS, COACH EDUCATION, LEAGUE AND CUP COMPETITIONS, AND THE UNDER-AGE NATIONAL TEAMS.

GIVEN THAT IT IS NIGH IMPOSSIBLE TO MAKE ANY PREDICTION REGARDING A TALENTED YOUNGSTER'S FUTURE PERFORMANCE, an age-appropriate approach is called for that takes a player's age and developmental stage into consideration. As there is no such thing as a "one-size-fits-all" institution solely responsible for talent promotion, there has to be a sound route for dealing with early as well as with late developers. Careful coordination is the key to success, the first stage being the talent development bases operated in conjunction with the sub-regional FAs.

TALENT PROMOTION PROGRAMME

In the summer of 2002, a few months after the World Cup in Japan and South Korea, the DFB introduced its Talent Promotion and Development Programme. The brainchild of the then president, Gerhard Mayer-Vorfelder, the scheme now features exactly 366 training bases across Germany. Since 2002, just under 60,000 promising young players have benefited from the once-weekly training sessions imparted by 2,312 coaches so far. At the time of writing, roughly

1,300 licensed coaches provide training to some 14,000 talented players, the great majority in the U12 to U15 age brackets.

They are the ones deemed "worth having a closer look at" in the opinion of the coaches who travel the length and breadth of their respective territories, screening an annual 650,000 boys and girls nationwide during league and cup matches, at outdoor and indoor tournaments, or at youth football action days staged by clubs. This way, everyone is given the same chance to be scouted, developed and promoted.

The DFB has hired 29 full-time base coordinators responsible for the organisation of the programme. They work closely together with the sub-regional associations in order to ensure smooth operation and communication aimed at defining a unified training and playing philosophy right down to the grass roots. Thus, the base coordinators assume a central role in the youth development concept.

Every young player's performance data are stored in a special data base so that his or her career can be monitored over time, enabling those responsible to make corrections or change course if required. The talent development programme also benefits from sports-scientific research and analysis, including twice-yearly motor skills test for every player.

Since 2002, the base coaches have invited the respective players' club coaches to meet, exchange views about "their" children, and to address specific topics (dribbling, passing, finishing etc.). In any given year, these biannual meetings attract some 9,000 coaches from 4,500 clubs who are keen to learn about new trends in coaching and, ultimately, provide quality training at their clubs. So far, some 190,000 participations have been registered.

The once-a-week training at a base is complementary to regular club training and has been proven to noticeably raise players' skills and tactical education. Its function can thus be described as that of a bridge between the indispensable youth training effort made by clubs at the grass roots on the one hand, and the professional clubs' academies and elite

■ DIETRICH WEISE IS ONE OF THE FATHERS OF TALENT PROMOTION IN GERMANY.



■ GERHARD MAYER-VORFELDER LAUNCHED THE TALENT DEVELOPMENT PROGRAMME IN 2002.



schools of football (see separate chapter in this book) on the other.

CLUB ACADEMIES

What club academies offer is a systematic, intense, and innovative approach to talent promotion in a highly professional environment. It follows that their function is to be the first (regional) port of call for those elite youth players likely to make the grade as professionals. In addition to the actual footballing education, it is here where young players and their parents can be sure to also receive an integral education including schooling, psychological and medical care.

Since 2001, running an academy has been one of the obligatory conditions that form part of the Bundesliga club licensing procedure (since 2002 for Bundesliga 2 clubs), while it remains a voluntary option for all clubs in the lower tiers, e.g. the Third League and the regional leagues.

At the beginning of the 2014/15 season, the number of club-operated academies stood at 54, which means that 18 of them are run by clubs currently below the top two divisions in Germany: DSC Arminia Bielefeld, SG Dynamo Dresden, FC Energie Cottbus, SV Wehen 1926 Wiesbaden, VfL Osnabrück, MSV Duisburg, Stuttgarter Kickers, FC RW Erfurt, Chemnitzer FC, F.C. Hansa Rostock, Holstein Kiel, SpVgg Unterhaching, 1. FC Magdeburg, FC Carl Zeiss Jena, RW Oberhausen, Alemannia Aachen, Kickers Offenbach, TuS Koblenz. The 54 academies provide gainful employment to some 300 full-time and 400 part-time coaches looking after a total of 8,000 promising young players from the U12s to the U23s.

Coaches working at the academies regularly attend courses and seminars organized by the DFB to advance their know-how and expertise. There are two such courses per year for coaches of every age group, with ten to 12 courses imparted every year.

The bottom line: it is no coincidence that German football is in a pretty healthy state. Rather, it is built upon a long-term development plan that is, as they



■ THE TALENT DEVELOPMENT PROGRAMME IS UNIQUE IN GERMANY AND A MODEL FOR EUROPE.



say, a living document. As the promotion and development of young talent is at the very core of the DFB's mission statement, nothing is set in stone. On the contrary, every principle needs to be continuously checked for its continued effectiveness and applicability, allowing German club teams to be successful in Europe, and the national team to assert its place in the top echelons of world football.

■ FOOTBALL IN SCHOOLS PLAYS A CENTRAL ROLE IN THE DFB'S YOUNG TALENT DEVELOPMENT.

TELEVISION

FOOTBALL AND TELEVISION WERE MEANT FOR EACH OTHER FROM DAY ONE - THE FASCINATION OF THE UNFOLDING GAME AND THE APPEAL OF MOVING PICTURES ON THE SCREEN. WHEN FOOTBALL GRADUATED TO THE TV SCREEN IT WAS A BREATHTAKING DEVELOPMENT FOR THE GAME AND ONE WHICH CONVERSELY, IN THE OPINION OF SOME TV EXPERTS, HAS CONTRIBUTED TO THE SCALE AND MAGNITUDE OF TELEVISION AS IT STANDS TODAY. THE HIGHEST AUDIENCE EVER RECORDED IN GERMAN TV HISTORY, WITH ALMOST 35 MILLION VIEWERS WATCHING THE 2014 WORLD CUP FINAL GERMANY VS. ARGENTINA IN RIO DE JANEIRO, AMPLY PROVED THEM RIGHT.

IN THE EARLY 1950S, only a tiny minority were able to afford the exclusive pleasure of a television set. "Audience ratings" was still a largely unknown and alien term, and on 24 August 1952 when a football match in Germany was broadcast live in its entirety for the first time, audience figures were not even counted. There can't have been many more than 10,000 viewers who witnessed Hamburg's 4-3 victory against Altona 93 that day.

There have been some prominent milestones along the road from those first flickering beginnings to the culmination (for now) of this symbiotic relationship between football and television in Germany. An initial highpoint was undoubtedly the live coverage of the 1954 World Cup final between Hungary and Germany. While it's true that on that 4 July, only around 40,000 households had TV licences, the backdrop to the memorable "Miracle of Bern" was the equivalent of the first ever public viewing event.

Hundreds of thousands of people across the country pressed their noses against the windows of electrical goods and department stores that had put their newest television sets on in the window display to

draw custom, while fans gathered in front of the "box" in countless pubs to witness Herberger's 11 take their historic 3-2 victory.

On 1 October 1958, the DFB signed the first contract for the distribution of television rights with the national ARD TV station. And on 4 June 1961 the first "Sportschau" went out, showing compilations of football footage early on a Sunday evening. Ironically, it took the ARD a full two years to do justice to the historic launch of the Bundesliga in August 1963. On 1 April 1965 at last, the first Saturday Sportschau was broadcast, reporting on matches almost as soon as the final whistle had been blown.

In late August 1967, a new era began for German TV consumers with the introduction of colour television. This also prompted a new look for football programmes, and the game became, quite literally, more colourful. From then on, technical developments in





football broadcasting gathered pace. In the early days, matches were recorded on film for the Sportschau and then biked over to the broadcaster for editing. This has long since been a thing of the past and, nowadays, most footage is edited on site, usually while the game is still under way, and relayed direct from an outside broadcast van parked outside the stadium.

At the start of the TV era, there were three cameras pointed at the pitch - one at each goal and the third at midfield. At the 2006 World Cup, there were 25 high-tech cameras per game, capturing every detail for a cumulative audience of 27 billion around the globe. Today's technical standards have not only seen the aspect ratio expand from 4:3 to 16:9, but also include the so-called "Spidercam". Suspended on cables above the pitch and the crowd, this camera can follow match scenes as they unfold, giving TV viewers an overview of the entire field and bringing additional dynamics to the broadcast.

Fees for television rights rose even faster than ratings and technical improvements. At the start of the first Bundesliga season, ARD signed a global contract with the DFB for the TV rights for DM 647,000. Each of the 16 founding clubs received DM 10,800. As private broadcasters increasingly pushed their way into the limelight starting in 1984, initially almost unnoticed with the cable pilot project in Ludwigshafen, prices exploded. In 1988, the rights went to the RTL channel for DM 40 million. Four years later it was Sat.1 who successfully bid for the Bundesliga broadcasts - exclusively, and at a price of DM 140 million, putting ARD out of the running for quite a few years. With its laid-back, at times tongue-in-cheek presentation of the multi-million business that was and is professional football, Sat.1's sports programme "ran" (colloquial German for "go for it!") was a platform for new ideas which generally led to a more colourful depiction of the game.

■ **EVERYTHING IN VIEW:**
THE GERMAN NATIONAL TEAM BEFORE THE GAME, THROUGH THE LENS OF THE TV CAMERA.



■ NATIONAL TEAM HEAD COACH JOACHIM LÖW ON GERMAN SPORTS PROGRAMME AKTUELLES SPORTSTUDIO WITH PRESENTER KATRIN MÜLLER-HOHENSTEIN.



■ INTERVIEW WITH A NATIONAL PLAYER: ANDRÉ SCHÜRRLE ANSWERS JOURNALISTS' QUESTIONS.

Admittedly, the ARD didn't stay on the sidelines for long. Since 2003 - first in conjunction with Premiere then with Arena, back to Premiere and now with Sky - it has been back on the ball as one of the Bundesliga first-rights holders. The deal approved on 28 November 2008 between the members of the League Association and the rights holders at the time, Premiere (now Sky), ARD, Telekom, ZDF and DSF (since re-named Sport1) earned the Bundesliga and second Bundesliga clubs an average of EUR 412 million for the four seasons from 2009 to 2013.

In the meantime, the DFL achieved a much-talked-about coup with the conclusion of the new TV contract for 2013 through 2017: broadcasters are paying EUR 628 million a year to show the Bundesliga and Bundesliga 2 games.

Along with the ZDF, the ARD is and remains the DFB's TV partner for international games. Where the men's DFB Cup matches are concerned, things changed starting from the 2012/2013 season when the ARD was able to secure exclusive free-to-air TV rights. Sky broadcasts the DFB Cup on pay-TV, showing live coverage of all 63 cup games in parallel with the ARD's traditional offering. The broadcast of the 2016 European Championship and 2018 World Cup qualifiers has also changed, as UEFA has awarded these European matches to RTL following the DFB's central handover of those matches to UEFA.

The partnership between football and television seems set to go on developing. As a first class media event and unbeatable ratings puller, there is, at least as far as sport is concerned, nothing on the German television landscape that can rival football.

The women's 2011 World Cup demonstrated this too, with absolutely sensational viewing figures. The final between Japan and the USA in Frankfurt drew 15.34 million viewers (a market share of 46.6%). And with 17.01 million viewers and a 59.2% market share, the quarter-final between Germany and Japan broadcast by the ZDF on 9 July 2011 had the highest ratings of any German TV broadcast that year.

And if further proof had been needed of football's eminently important role for German TV, this was provided at the recent 2014 World Cup in Brazil. On the day Germany won its fourth star by beating Argentina 1-0 in the final in Rio, an unprecedented 34.65 million viewers were watching the game live on TV, a figure that translates into an equally unparalleled market share of 86.3 % - and that's not counting all those tens of thousands of fans who had gathered in front of giant screens set up in practically every city centre. Whether this record will ever be bettered, is an academic question. As things stand, only the German men's senior national team seems to be able to break its own record (cf. also "Marketing").



■ STATE-OF-THE-ART TECHNOLOGY FOR A BIG TOURNAMENT: TV COVERAGE OF THE WOMEN'S 2011 WORLD CUP.

THE CAPPED PLAYERS' SOCIETY

THE DFB CELEBRATED AN EXTRAORDINARY ANNIVERSARY ON 5 APRIL 2008 - EXACTLY 100 YEARS BEFORE, THE FIRST INTERNATIONAL MATCH OF THE GERMAN NATIONAL TEAM WAS HELD IN BASEL AGAINST SWITZERLAND. THE GERMAN FOOTBALL ASSOCIATION TOOK THE OPPORTUNITY TO FOUND A SPECIAL CLUB: THE CAPPED PLAYERS' SOCIETY (CLUB DER NATIONALSPIELER, CdN) WAS CREATED IN FRANKFURT AM MAIN.

"THE CURRENT SPORTING AND SOCIAL IMPORTANCE OF THE DFB and the reputation it enjoys worldwide, is due in very large part to our national team players, which is why maintaining close contact with them is a matter close to our hearts," said the then DFB general secretary (and chief initiator of the project) Wolfgang Niersbach at the inaugural ceremony in Frankfurt am Main.

Keeping in touch with each other is exactly what the annual CdN meetings are about, usually scheduled to coincide with a high-profile international match. After Dortmund in the inaugural year 2008, Hamburg, Berlin, Stuttgart, Frankfurt and Munich, the 2014 edition of the event took place in Gelsenkirchen in October when Germany hosted Ireland for a EURO 2016 qualifying match. And, as previously, the encounter was a very welcome and well-attended forum.



■ THREE LIVING LEGENDS, 325 CAPS: FRANZ BECKENBAUER, UWE SEELER, AND LOTHAR MATTHÄUS IN 2008.



More than 630 surviving national team players are currently members of the CdN. This exclusive group also includes the former national players of the East-German Football Federation (DFV) of the former GDR. Surviving national team players of the former Saarland Football Association are also welcome to join the club. The Saarland (now one of Germany's 16 Länder or federal states) became a FIFA member in its own right on 22 June 1950 and competed until 1956 with 44 national team players in 19 official international matches, including two 1954 World Cup qualifiers against Germany (0:3, 1:3). The Saarland coach was no other than Helmut Schön, who would go on to become Germany head coach.

Every member receives an official society card which entitles them to various services from the DFB. All national team players receive an invitation to the annual meeting, and two complimentary tickets once per season to a home international match. National players with more than 75 international caps receive two complimentary tickets to all home international matches. In addition, all national team players are sent the current home kit of the national team as a gift, and the CdN magazine four to five times per year.

"Founding this club was a brilliant idea which yet again proved the great ingenuity of Wolfgang Niersbach. In and with our club, we want to convey the feeling that no one is forgotten. Here, contacts are renewed and we communicate with each other, including those of us who had withdrawn into anonymity in the past," says Uwe Seeler, current chair of the CdN Board comprising three honorary captains together with Franz Beckenbauer and Lothar Matthäus, as he looks back over the six years of the club's existence. Since 2009, there has also been a Women's Capped Players' Society. For the first time, the former female national players were invited to the international match against Brazil in Frankfurt am Main. All members receive tickets to international matches and the women's DFB Cup final. The benefits increase according to the number of international matches played.

■ KEEPING IN TOUCH:
JÜRGEN KOHLER MEETS
JÖRG HEINRICH ...



■ ... WHILE STEFAN REUTER AND
SIGGI HELD SHARE A SMILE.



THE LAW

FAIR PLAY IS THE HIGHEST AND MOST NOBLE ATTRIBUTE IN SPORT. HOWEVER, DISPUTES AND VIOLATIONS OF RULES AND REGULATIONS, OF ORDERS AND DECREES, ARE ALSO PART OF EVERYDAY LIFE IN FOOTBALL. IN ORDER TO SETTLE DISPUTES, PUNISH VIOLATIONS, MAINTAIN DISCIPLINE AND RESOLVE MANY OTHER LEGAL ISSUES, AN INDEPENDENT JURISDICTION IS THEREFORE ESSENTIAL FOR THE AUTONOMY OF THE SPORT.

THE DFB AND ITS MEMBER ASSOCIATIONS HAVE taken the legal bases developed by state law and created by the constitution and the Civil Code for their own legal basis, based on which the clubs and associations can independently govern the organising of leagues and competitions, the coexistence of members and their rights and obligations. Laws and regulations (adopted by the DFB legislature, the DFB Congress at the highest level), for which the common good of football is the top priority, ensure the legal foundations of autonomy and set the required limits in governing its own affairs.

They were and are implemented and used by the Board and the DFB Congress whenever key regulatory decisions are to be made. In the context of sport juris-



diction, they are applied by the judges of the Sports Tribunal and Federal Court, respectively, as well as by the members of the Supervisory Committee (see also "ASSOCIATION JURISDICTION").

Four decisions are particularly important in the DFB's legal history:

- the introduction of the licensing procedure for licensed clubs and also Third League clubs;
- the provision adopted by the DFB Congress with great difficulty in relation to the so-called Jägermeister process, whereupon new names and name changes for promotional purposes were prohibited;



■ the single-track Bundesliga 2 division enacted by the DFB Congress;

■ the comprehensive league structure reform with the introduction of the Third League as the third tier of the professional game governed by the DFB, now with five regional leagues below this, operated by the regional and sub-regional associations.

The sport was inevitably and increasingly becoming more legislated at an early stage, not least with the far-reaching consequences of the Bosman ruling from the European Court of Justice in 1995, and the DFB was already considering this in 1972 when it created a legal department with the appointment of Goetz Eilers as its first full-time lawyer.

Today, there are six full-time lawyers specialising in sports law in the DFB's legal department to cater for the vastly increased importance of law in football.

"The DFB's legal department, the rules of procedure that meet the latest legal requirements, and the professional work done by the DFB's legal bodies with their qualified and experienced volunteers - all of whom are members of the legal professions - guarantee that the constitutionality of the DFB jurisdiction is unchallenged at both national and international level; let's not forget that they exercise state-approved jurisdiction over highly paid professionals and coaches, as well as clubs with turnovers in the millions," says Dr Rainer Koch, first DFB vice-president, responsible for legal and statutory matters.

■ THE SPORTS TRIBUNAL IS THE FIRST INSTANCE OF THE DFB JURISDICTION.

THIRD LEAGUE



GERMANY'S THIRD-TIER LEAGUE WAS SET UP IN SUMMER 2008 AND HAS QUICKLY BECOME A MODEL FOR SUCCESS. IN TERMS OF FOOTBALLING QUALITY, MEDIA ATTENTION, AND ECONOMIC VIABILITY, THE DIVISION IS UP THERE WITH THE BEST OF THEM. ITS NEW SLOGAN IS "ZEIGT'S UNS!", GERMAN FOR "SHOW IT TO US!"

IN SEPTEMBER 2006, THE TIME WAS RIPE for a third professional league in Germany. So, at an extraordinary DFB Congress in Frankfurt, delegates put the suggestion to the commission in charge of divisional structure, and it was agreed that the Third League would be introduced for the start of the 2008/2009 season. The objectives were clear: a greater focus on performance at the top level, a significantly stronger commercial and media presence, increased TV coverage and, accordingly, improved marketing opportunities for the 20 clubs involved.

And indeed, the association's highest division (the Bundesliga and Bundesliga 2 come under the umbrella of the Deutsche Fußball Liga) has developed into a premium product. Ambitious, well-known clubs such as MSV Duisburg, VfL Osnabrück, Hansa Rostock, Preußen Münster, and Arminia Bielefeld bring lots of appeal to the division and fill stadiums. The first winners were Union Berlin in 2008/2009.

The gap between the Third League and the Bundesliga 2 has narrowed. In five from six promotion/relegation play-offs so far, Third League teams have prevailed over the Bundesliga 2 third-from-bottom club, most recently SV Darmstadt 98 in a memorable two-leg duel with Arminia Bielefeld. "It's a clear indication of how strong the Third League is," says DFB general secretary Helmut Sandrock.

As hoped, the Third League is also proving to be a springboard for talented players. The most prominent examples are Thomas Müller and Holger Badstuber, as well as Leverkusen players Bernd Leno (formerly with

VfB Stuttgart II) and Karim Bellarabi (Eintracht Braunschweig), or André Hahn (previously with Kickers Offenbach, now with FC Augsburg) all of whom have benefited from showcasing their talent on the Third League stage.

Markus Weinzierl, among others, has demonstrated that the Third League can work in the same way for coaches. Regensburg's fortunes improved to an amazing extent under his leadership despite modest financial means, and he was subsequently hired by Bundesliga club FC Augsburg. Big names with big legacies also appear time and again on the coaches' benches of the Third League, such as former international Christian Ziege at SpVgg. Unterhaching, or Mario Basler, Mehmet Scholl, Heiko Herrlich or Klaus Augenthaler to name a few. Another 1990 World Cup champion, Andreas Möller, was sporting director at Kickers Offenbach.

In a comparison of all third-tier leagues in Europe, Germany is ahead in terms of TV revenues and coverage as well as infrastructure. The ARD TV channel shows highlights from three matches on its trademark "Sportschau" programme, and even showed the 2014/15 season opening match VfL Osnabrück vs. Energie Cottbus live. The Third League also features prominently on ARD's regional TV channels and online platforms.

"We're very happy with the way things have developed", says Helmut Sandrock, "commercially speaking, the Third League has gone from a standing start to become the highest revenue earner among Germany's professional leagues after the two Bundesligas - higher even than ice hockey, handball and basketball." Last season it registered a total of 2.295 million ticket-buying spectators (that's an average 6,041 per match), only just failing to equal the previous season's record audience of 2.34 million.

The Regional Division underpins the Third. It was expanded from three to five leagues in summer 2012, divided into regional groups for the North, North East, West, South West and Bavaria. At the end of the season, the divisional champions of each region, plus the runner up from the South Western group, play the deciders to determine which three clubs get promotion to the Third League.



■ THIRD LEAGUE AS
SPRINGBOARD: THOMAS
MÜLLER PLAYING FOR THE
BAYERN MUNICH SECOND
TEAM IN DECEMBER 2008
AGAINST KICKERS EMDEN.



■ THE THIRD LEAGUE HAS
BECOME A VERITABLE
MAGNET FOR AUDIENCES.



■ 2013/14 SEASON CHAMPIONS
1. FC HEIDENHEIM CELE-
BRATE PROMOTION TO THE
BUNDESLIGA 2.

TRAINING AND SERVICE

HOW DO I TRAIN MY UNDER 11s? WHAT DO I NEED TO CONSIDER WHEN ORGANISING A FOOTBALL TOURNAMENT? HOW DO I PLAY FOOTBALL IN GYM CLASS? CAN THE RISK OF INJURIES IN FOOTBALL BE MINIMISED? HOW DO I FIND COACHES FOR MY CLUB? JUST A FEW OF THE QUESTIONS THAT MANY THOUSAND VOLUNTARY WORKERS IN GERMAN FOOTBALL ASK EVERY DAY. THE DFB PROVIDES ANSWERS.

"THE BALL IS ROUND" - a time-honoured phrase coined by Germany coaching legend Sepp Herberger to express the crazy unpredictability of football. However, in the German language, something qualified as round (e.g. "eine runde Sache") also means a neat piece of work, something that fully meets expectations and covers all the bases. That's exactly what the DFB's amateur football service portals 'training and service' on FUSSBALL.DE and 'my football' on DFB.DE do.

Coaches, players, referees, club administrators, teachers - no matter what kind of role football plays in people's lives, they check out training-service.fussball.de or meinfussball.dfb.de for the information they need, easily accessible and presented in as target group-oriented a way as possible.

Says Peter Frymuth, DFB vice-president for leagues organization and football development: "Digitally combining the entire services portfolio provided by the DFB and its sub-regional FAs, the service portals are also an expression of our determination to be the amateur game's prime service provider."

MOST IMPORTANT DETAILS AT A GLANCE

COACHES

Training online is the centrepiece of the service portal. There are more than 1,000 training units available for the children's leagues through to the over-35s. New exercises are provided every two weeks. With the 'easy Sports-Graphics' online tool, coaches can produce their own training graphics. 'Training live' features video sequences of specific drills and routines. This allows youth coaches to understand and implement the exercises even better. That's the practice. And the theory also does not disappoint. Coaching, training guidelines, training and further training offerings, etc. - there's helpful tips and information galore.



II TRAINING AND SERVICE -
EVERYTHING YOU NEED TO KNOW
ABOUT RUNNING A FOOTBALL CLUB.



PLAYERS

Football is a game and should be fun above all else. This is presented in the 'Players' area. In the 'Ball magic online' section, hundreds of tricks are made available in the form of videos and PDFs. Those who can master these are ready for the DFB & McDonald's badge or can meet up with their friends on a mini-playing pitch. And since the best fun in football can be had when you're in top shape, the FIFA '11+' programme is perfect for all those seeking complete fitness and injury prevention advice.

CLUB EMPLOYEES/ADMINISTRATORS

Chairpersons, department managers, youth leaders or treasurers - in the online club advice section, all club employees find professional support when they need a solution to their everyday club problems. With features, including online seminars, videos and downloads, comprehensive knowledge is provided in a simple form. The content is adapted to the needs of the specific role within the club. Finances and taxes are important topics for treasurers. Youth leaders mainly find information relating to organising leagues and competitions, while the press spokesman will look for tips on marketing and public relations. The president receives a good overview of every subject, the department manager or managing director a little of everything. Always practical, always with a solution in mind.

REFEREES

No matches could be played if we didn't have referees. And the men and women in black often do not have an easy job. To make their work easier, both current and soon-to-be referees will find helpful information on 'training and service'. They can consult the guidelines for tips on fitness and conflict management or refresh their knowledge in the rules test. This is also worth a look for non-referees.

INSTRUCTORS

The best gym classes are those where football is played. The 'Instructors' section contains basic information about school football. The '20.000plus' programme provides sample classes, helpful practical tips and guidelines. If you are interested in learning more, you can also find out about the school football diploma, the DFB Schools Cup and the training needed to become a DFB junior coach.

The service portals are an integral part of the DFB amateur football master plan. True to the motto of 'Our amateurs. Real professionals', grassroots clubs are invited to benefit from a wealth of know-how that used to be reserved to the exclusive world of the "big" clubs. Says DFB president Wolfgang Niersbach: "Our aim is to get better in every respect, strengthening the football pyramid from the bottom up."

GOOD ADVICE FOR EVERYONE, STRAIGHT FROM THE DFB SERVICE PORTALS.

TRAINING THE COACHES

COACHES FORM TEAMS; THEY DEVELOP NEW TACTICS AND NEW PLAYING PHILOSOPHIES, THEY PICK THE PLAYERS AND THEY MAKE CHANGES. THEY WORK WITH PLAYERS DAILY, SOMETIMES RULING WITH AN IRON FIST, SOMETIMES WITH A MORE GENTLE APPROACH, BUT ALWAYS WITH GOOD INTUITION. IT'S SOMETHING THEY HAVE TO RECEIVE GOOD TRAINING FOR - AND THAT'S WHAT THEY GET. ALMOST 3,200 COACHES HOLD A 'B' LICENCE (RENAMED DFB ELITE YOUTH LICENCE AS OF JANUARY 2015), WHILE 5,700 HAVE AN 'A' LICENCE AT THEIR DISPOSAL. THE DFB ELITE COACHING LICENCE IS THE TOP COACHING QUALIFICATION IN GERMANY, WHICH IS OFFERED AT THE HENNES WEISWEILER ACADEMY.

THE FIRST TRAINING COURSE TO PROVIDE A DFB ELITE COACHING LICENCE took place at the German Sport University in Cologne on 1 November 1947. It was initiated, designed and led by Sepp Herberger. In the space of almost seven decades, the German Sport University in Cologne has awarded over 1,500 licences to football coaches. The guarantee for the high quality of education was down to the continuity and high level of coaching at the football school. In 1956, Sepp Herberger was succeeded by Hennes Weisweiler, who was one of the 31 participants of the first coaching course and the coaching centre was named after him in 2005. Gero Bisanz took over in 1970, and was replaced himself as the leading director of the German Football Association's coaches training facilities by Erich Rutemöller in summer 2000.

The former DFB coaching staff member left his post at the end of 2007 and Frank Wormuth has held the reins since then. His terms of reference include the continuous optimisation of coach education in Germany, which has included doubling the length of the course from five to ten months and increasing the focus on practical experience. Since 2011, the Elite Coaching course has taken place at the Hennef Sport School.

An Elite Coaching Licence is a requirement for conducting training activities in professional German football. It is recognised by the state and carries the same significance as the UEFA Pro Licence. This licence is at the top of the four-level pyramid of the DFB coaching qualifications. In order to obtain the Elite Coaching Licence, there are special admission requirements, including that the applicant already possesses an aforementioned DFB 'A' licence. Bernd Stöber is responsible for the coaching for the 'A', 'B' and 'C' licences.

Introduced in early 2015, the new 'B' licence is the first stage in the coaching-licence system. It is for all coaches at junior and senior level who want to conduct performance-based training. The format of the coaching course consists of 80 basic learning modules, 40 modules focussing on a specific profile, as well as 20 exam modules. The coaching is carried out



■ FRANK WORMUTH HEADS THE EDUCATION PROGRAMME FOR THE DFB ELITE COACHING LICENCE.



in the DFB's sub-regional FAs. The 'Elite Youth' Licence coaching qualification consists of 80 learning modules as well as 20 exam modules. The focus lies on imparting and increasing knowledge for performance-based junior training. That also includes conducting the technical and tactical learning processes, as well as supporting juniors off the pitch.

Since 2011, the DFB has also been responsible for the advanced training of the 'B' licence holders. Roughly 200 new advanced coaching courses are taken every year. The advanced coaching course consists of 20 teaching modules over three days at the sport and training centres operated by the DFB's sub-regional FAs. The 'A' licence qualification is aimed at preparing coaches for work at upper amateur level and in the regional leagues. The qualification consists of 100 learning modules as well as 20 exam modules.

'A' licence holders are entitled to train all amateur and youth teams, as well as women's teams (including the Bundesliga). 'A' licence holders are authorised to work as part-time coaches at the sub-regional associations' sport centres, as well as teach the 'C' licence.

The DFB's coach education system also features additional special courses. The DFB goalkeeper coaching performance course was first offered in 2011. The goalkeeper coaching course is split into two stages. The sub-regional associations teach the first stage - the basic goalkeeper coach training. The advanced course is offered exclusively by the DFB and lasts one week (40 learning modules). The course is carried out in one of the different sport schools across the country each year. Special training for football fitness coaches is being planned.

The English language "Coaching & Technical Development Course" took place once a year at the Hennes Weisweiler Academy in 2011 and 2012. The ten-day course is aimed at coaches, training staff and sporting directors from the international football community who would like to do advanced education in Germany and benefit from the wealth of experience provided by the coaching courses and talent development programme. In addition to match observation and know-how in talent promotion and development, the course content includes various modules from the 'B', 'A', and Elite Coaching qualifications. After a two-year break, the course will again be offered in 2015.

■ BERND STÖBER TRAINS FORMER PROFESSIONALS AND NATIONAL TEAM PLAYERS.



DFB-REISEBÜRO
MEMBER OF HRG

TRAVEL AGENCY

TRAVELLING TOGETHER FOR MANY YEARS: THE DFB TRAVEL AGENCY WITH ITS MANAGING DIRECTORS WOLFGANG WIRTHMANN AND STEFAN HANS ORGANISES ALL THE TRAVEL ARRANGEMENTS FOR THE GERMAN FOOTBALL ASSOCIATION. SHORT DISTANCES, LONG DISTANCES, SOMETIMES EVEN WITH THE WORLD CUP TROPHY ON BOARD.



MANAGING DIRECTORS OF THE DFB TRAVEL AGENCY:
WOLFGANG WIRTHMANN (LEFT) AND STEFAN HANS.

FROM PLANNING THE INSPECTION AND RECCE TRIPS undertaken by the National Teams Dept. managers before international games or tournaments, to overseeing things at these events, he has been a key part of the delegation for many years: Wolfgang Wirthmann, "travel marshal" of the German Football Association. As one of two managing directors of the company, which was founded in August 1993, Wirthmann and his staff take care of all of the DFB's travel requirements. As co-managing director of the travel agency, Stefan Hans, deputy DFB general secretary, explains the reasons for the renaming: "DFB Travel handle the planning, organisation, and execution of national and international trips for the men's and women's senior national teams, as well as all junior teams of the DFB, not to forget the national team fan club."

The DFB travel agency also organises trips to international matches for the representatives of media and sponsors and, as a particular highlight, arranged the welcome tours by Franz Beckenbauer and Steffi Jones prior to the 2006 World Cup and 2011 Women's World Cup, respectively, with Beckenbauer paying visits to 31 and Jones 15 participating FIFA member associations ahead of the tournament. The Frankfurt office manager Thorsten Maiberger and his colleagues have the necessary wide-ranging expertise and planned every journey down to the last detail.

The 2014 World Cup in Brazil was definitely a highlight in their professional lives. At the same time, this fascinating country proved to be quite a challenge with its large distances, very different climatic zones, and ever-changing conditions on the ground at the venues. Eventually, the DFB Travel staff could look back in pride on a job well done: they'd searched for (and found) a suitable Team Base Camp location, organized accommodation, board, and things to do for visitor groups, booked seats on charter flights taking fans to the final at Sugar Leaf Mountain, and prepared the national team's celebrated return to Berlin on a Lufthansa aircraft that famously displayed the "Siegerflieger" (winners' plane) paintwork on its fuselage.

The DFB and Euro Lloyd, as the company was then called (now under the umbrella of the Hogg Robinson Group, HRG), began working in collaboration in 1965, before the two companies founded a joint venture in 1993 with a 49 per cent DFB share. Such a close and enduring relationship is unprecedented in the travel industry. The closeness of the collaboration is shaped by the fact that the DFB travel agency is based in the DFB head office on Otto-Fleck-Schneise in Frankfurt. And the continuing endurance of the cooperation is testified by the fact that the agreement for the joint undertaking was extended until 2017 at the end of 2011.

In addition to the DFB, HRG sports are the Bundesliga's exclusive travel partner. Co-operation agreements with the German Football League and flagship clubs Borussia Dortmund, Bayern Munich, and Bayer Leverkusen has been extended and now embraces more than 45 clubs in the Bundesliga, Bundesliga 2, and Third League.



■ GREAT TO BE BACK! THE LH "WINNERS' PLANE" BRINGS PRECIOUS CARGO HOME TO BERLIN. ON BOARD: THE WORLD CUP TROPHY.



■ ON THE WORLD CUP WELCOME TOUR ACROSS THE WORLD: FRANZ BECKENBAUER, LOC PRESIDENT 2006 ...



■ ... AND STEFFI JONES, LOC PRESIDENT 2011.

VOLUNTEERS INITIATIVE

THE CORE BUSINESS OF THE GERMAN FOOTBALL ASSOCIATION IS FIRST AND FOREMOST THE PROMOTION OF VOLUNTEERING. THE STRONG COMMITMENT OF VOLUNTEERS TO FOOTBALL IS EXTRAORDINARY, AND EACH INDIVIDUAL'S CONTRIBUTION IS INVALUABLE. TRADITION AND THE DAWNING OF A NEW ERA BOTH CHARACTERISE MODERN VOLUNTEERING.

SOME 1.7 MILLION PEOPLE VOLUNTEER A TOTAL OF 120 MILLION HOURS OF THEIR TIME IN football annually. At an hourly rate of EUR 15, this works out at an added value of EUR 1.8 billion: dry statistics revealing a great warmth and love for football.

Given the sheer scale of these figures, there is really no need to repeat the clichéd images showing a player's father washing the team kit, or the ground-keeper chalking the pitch at dawn. But tens of thousands of these helpers nonetheless exist, including youth development officers, cashiers, coaches, and all those parents providing transportation to away games. Every weekend, some 80,000 football matches are played in Germany. If it wasn't for the volunteers, nothing of the above would be possible.

The most senior volunteer in football is and remains the DFB president. Wolfgang Niersbach has helped to shape the association for more than two decades, first as Media Director and later as general secretary, before transferring from the top position to his honorary role. The DFB president knows how dependent club football is on its voluntary assistants, but also emphasises how much fun the





■ THE KAISERSAAL (IMPERIAL HALL) OF THE RÖMER, FRANKFURT'S TOWN HALL, AT THE "CLUB 100" MEETING IN 2012.

job can be. As Niersbach says: "After a day in the office, what could be better than spending your evening with a horde of six-year-old boys and girls on the football pitch?"

Volunteering is laid down in the DFB constitution. Section 4 states: "In particular, the purpose and mission of the DFB is to maintain and promote volunteering." A working group steers and guides these activities, which are aimed at strengthening the position of the key players behind the scenes - chairpersons, heads of department, youth section leaders, club treasurers, coaches - by improving basic conditions, conveying expertise, providing hands-on help, and portraying volunteer work to the public.

One of the most successful initiatives is the "Club 100" which convenes once a year. Since 1997, the volunteering representatives at district and area level have designated 300 prize winners each year, the most outstanding of whom are inducted into the "Club 100" for the following 12 months. The accolade also includes an invitation to a German senior team international match, complete with a pre-match reception, travel, accommodation and tickets to the game.

However, volunteering is undergoing a transformation. Professor Sebastian Braun is a sports sociologist at Humboldt University in Berlin who has been researching voluntary work for many years. Between 2004 and 2009, the sport lost 650,000 volunteers in Germany. Braun observed particularly dramatic losses in the 30- to 39-year-old age group. While one in four volunteers were engaged in sport in 1999, the figure is just one in ten today. Braun summarises the finding: "We're observing a clear decline which has nothing to do with errors in measurement. If this erosion continues, the diversity within football would be threatened."

Volunteering is and remains a stable supporting pillar of football. That said, the clubs are also well-advised to respond to social and cultural changes. Volunteering used to be a lasting emotional bond. Now and in the future, it will be a temporary, pragmatically chosen commitment. In the past, volunteers were untrained and selfless, some making significant sacrifices. Today, volunteering is fully expected to be character-forming, skill-enhancing and semi-professional. Times are changing - and so is volunteering.

■ DFB PRESIDENT WOLFGANG NIERSBACH AND GENERAL SECRETARY HELMUT SANDROCK FLANKING THE 2013 PRIZE WINNERS.



WOMEN'S FOOTBALL

THE 2011 WORLD CUP IN GERMANY WAS JUST ONE INDICATION THAT WOMEN'S FOOTBALL HAS DEVELOPED OUTSTANDINGLY WELL. MEMBERSHIP NUMBERS ARE RISING CONTINUOUSLY. THE PROMOTION OF WOMEN'S AND GIRLS' FOOTBALL IS A KEY PRIORITY FOR THE DFB, AND THERE IS NOW EVEN A DEDICATED DIRECTORATE WITHIN THE ASSOCIATION.

IN ORDER TO ADVANCE THIS AREA SUSTAINABLY the association put in place a dedicated directorate at head office in September 2011 under the leadership of Steffi Jones, who had headed the Local Organising Committee for the tournament. A clear signal that the development of women's and girls' football continues to be one of the DFB's key priorities.

The directorate includes two departments - one handling league and competition organisation/fundamental issues, the other national teams/talent promotion. The women's Bundesligas are organised within the league system along with the Second Divisions, the DFB Cup, the DFB Women's Indoor Soccer Cup, the Champions League, the new women's U17s Bundesliga introduced in 2012 and grass-roots football projects. The work of this department is supervised and supported by the DFB's committee for women's and girls' football.

Everything related to the women's senior national team and the junior teams is managed by the directorate.



■ DEBUTANTES: TUS WÖRRSTADT'S WOMEN BECAME THE FIRST GERMAN CHAMPIONSHIP WINNERS IN 1974.

rate's second department, where former national team head coach Tina Theune now freelances as DFB coach for special assignments. As such, she focuses on talent promotion, the elite schools, coach education, and concept development.

Joining forces, bringing together competencies and ensuring that women's and girls football moves forward sustainably, the DFB's most recently established directorate is also a consequence of how the women's and girls' game has developed at an astonishing pace, bringing with it increasing administrative requirements.

Because the appeal of women's football is higher than ever. 2014 saw yet another increase in the membership numbers of women players, bringing the total to 752,952, while the girls' game up to age 16 saw a slight fall to 337,288. Nevertheless, that's a total of over a million members. Some of the credit for this development is regarded as being attributable to the women's World Cup in Germany, which inspired a great number of women and girls to sign up with their local clubs.

This outstanding result has also been made possible by the successes of the women's national team, with two World Cup and eight European Championship titles to their name, thus creating a positive environment for the development of women's football. The women's national team, whose most recent inspiring triumph was its eighth European championship title in July 2013, is and will continue to be the driving force behind women's football in Germany, and has done a great deal for the public image and acceptance of the women's game.

The accomplishments past and present are all the more impressive when considering how comparatively young the female game is in Germany. Only some 40 years ago did the association decide to enshrine the promotion of women's football in its articles. The first step in 1970 was rapidly followed by others which furthered professionalisation.

Just one year later, the first sub-regional league games were played and then in 1974 the first German Championship play-off, at that time still in tournament form. Five years later came the DFB Congress resolution introducing a women's sub-regional cup and the DFB



■ EX GERMANY PLAYER STEFFI JONES HAS HEADED THE NEW DFB WOMEN'S AND GIRLS' FOOTBALL DIRECTORATE SINCE 2011.



Women's Cup. Hannelore Ratzeburg's appointment to the DFB technical committee in 1977 finally provided a strong spokeswoman to represent women's interests confidently within the association. Her promotion in 2007 made her the first female vice-president of the DFB.

■ ONE TACKLE, TWO EUROPEAN CHAMPIONS: JENNIFER CRAMER (POTSDAM, LEFT) AND DZSENIFER MAROSZAN (FRANKFURT).

The structures were continually being optimised. Hence, 1981 saw the first DFB Women's Cup tie played, while the Bundesliga - first introduced in 1990 and initially a two-tier division - was streamlined into a single league from the 1997/98 season. The second Bundesliga was launched in 2004/05, with a Northern and a Southern group. Staging the DFB Women's Cup final as an event in its own right had been a long-harboured dream that finally came true in Cologne in 2010, an achievement that was followed by the introduction of the women's U17s Bundesliga in 2012. In 2014, insurance company Allianz acquired the women's Bundesliga naming rights. The development of women's football is constantly progressing and is set to continue.

WOMEN'S NATIONAL TEAM

WOMEN'S FOOTBALL IS ENJOYING HUGE RECOGNITION AND POPULARITY IN GERMANY. ABOVE ALL BECAUSE IT HAS AN EXCEPTIONAL AMBASSADOR IN THE SHAPE OF THE WOMEN'S NATIONAL TEAM. WITH TWO WORLD CUPS AND EIGHT EUROPEAN CHAMPIONSHIP TITLES, GERMANY'S WOMEN'S TEAM HAS NOT ONLY DEVELOPED INTO ONE OF THE MOST SUCCESSFUL TEAMS IN THE WORLD BUT HAS ALSO GAINED A GREAT DEAL OF SUPPORT AND RECOGNITION.

WOMEN'S FOOTBALL TOOK ON A NEW DIMENSION WITH THE WORLD CUP IN 2011. Public interest in the women's game had never been so huge. And the driving force was the German women's national team. TV audiences of up to 19 million provided fantastic ratings for the national team's games. Stadiums were sold out. The extent of the newspaper coverage was unprecedented. And everyone held their breath and crossed their fingers for the women's national team to achieve a miraculous three World Cup titles in a row.

The dream didn't come true. But despite that, women's football in Germany emerged a winner at the end of the tournament. Because even if Silvia Neid's team lost the quarter-final 0-1 to ultimate winners Japan in extra time, the world was amazed at the enormous interest in women's football. Interest





■ BIRGIT PRINZ CELEBRATES
HER GOAL IN THE 2007
FINAL AGAINST BRAZIL.



■ GOLDEN MOMENT:
WINNING THE 2007
WORLD CUP.

■ NADINE ANGERER SAVED TWO PENALTIES
IN THE 2013 EUROPEAN CHAMPIONSHIP
FINAL AGAINST NORWAY.



that the German women's national team had sparked in previous years with great performances and a long list of successes to which the 2013 team added another, winning its eighth European Championship title in Sweden with a reformed and rejuvenated team following a period of heavy injuries. The final against Norway in Solna made women's football history as captain Nadine Angerer became a European Championship heroine when she saved two penalties, and the German team won 1-0 thanks to Anja Mittag's decisive goal. It was the long-awaited happy ending to a tough tournament during which the inexperienced team, average age just 23 years and 6 months, won through with team spirit and assertiveness. A tournament the drama of which should stick in people's minds for a long time to come.

Past tournaments have been as memorable. The team's prominence rests on scenes recollected by a wide audience. Some 12 million TV viewers watched

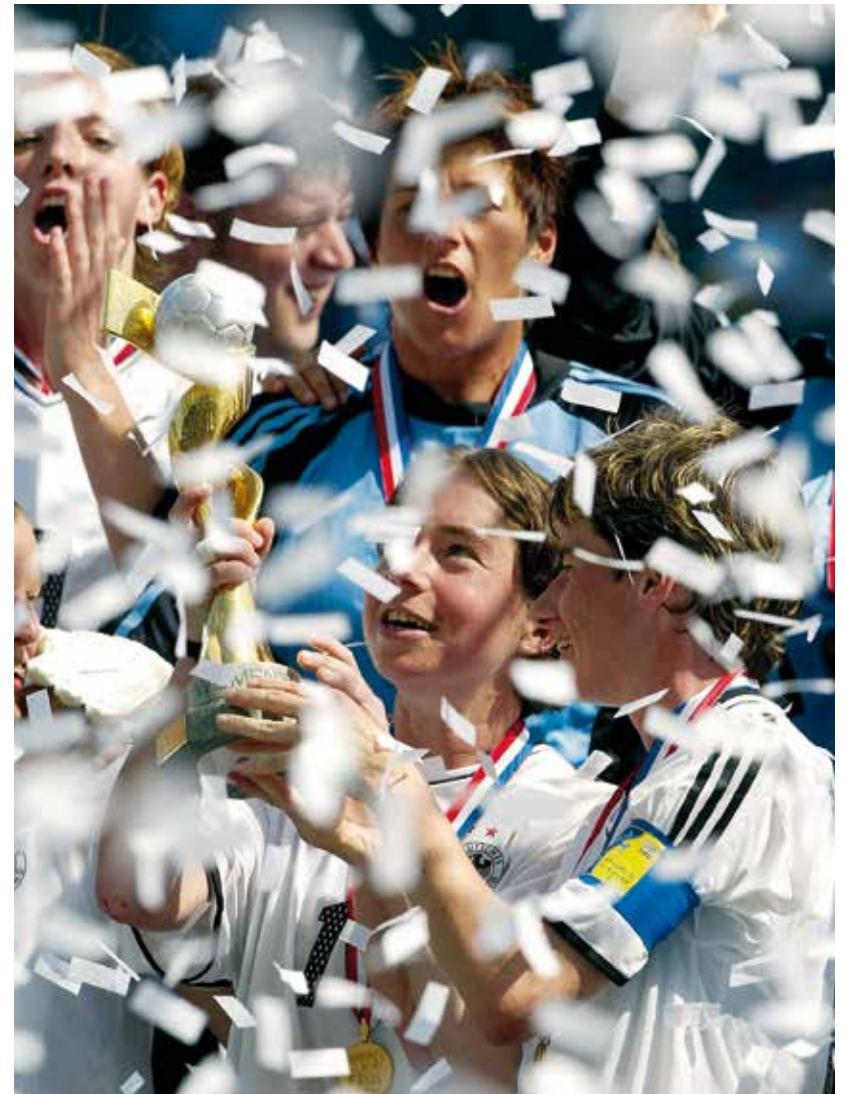
as Nadine Angerer saved Marta's penalty in the World Cup final against Brazil on 30 September 2007, as Birgit Prinz scored the goal that put Germany in the lead, as Simone Laudehr showed off her washboard stomach when the score reached 2-0 and as the team danced in a blizzard of golden tickertape at the presentation ceremony.

Similar scenes were imprinted on people's minds four years earlier. On 12 October 2003, it was Nia Küntzer who headed in the golden goal in extra time at the World Cup final, securing Germany's 2-1 victory over Sweden. A goal that reverberated around the world, shown in every news broadcast, boosting the already considerable awareness levels around the German women's national team even faster.

The World Cup triumphs in 2003 and 2007 are the greatest successes in the still relatively short history of Germany's women's national team. But they were



■ BIRGIT PRINZ AND NIA KÜNZER CELEBRATE THE 2003 WORLD CUP TITLE.



■ THE FIRST WORLD CUP VICTORY: THE 2003 WOMEN'S NATIONAL TEAM IN A BLIZZARD OF CONFETTI.

■ CELIA ŠAŠIĆ AND LIRA ALUSHI AFTER THE 2009 EUROPEAN CHAMPIONSHIP VICTORY.

no coincidence. Since their 5-1 victory against Switzerland in the first international game on 10 November 1982 in Koblenz, Germany's women's team have written a unique success story.

The team had existed barely seven years when they claimed their first victory in a renowned tournament. It was a great surprise when the national team under coach Gero Bisanz won the 1989 European Championship. In doing so the players did far more than just add to the collection of trophies in the display cabinet at DFB head office in Frankfurt; they also achieved widespread public recognition for the first time.

The semi-final against Italy in Siegen was the first international women's game broadcast live on German TV. It was a gripping duel that enthralled football fans. It became clear how nerve-wracking the game was when goalie Marion Isbert burst into tears as she decided the match with her winning penalty kick.

This football thriller had whetted German football fans' appetite for more. So overwhelming was their response that the final in the Bremer Brücke stadium in Osnabrück was sold out in an instant. Scores of people only experienced the match from outside the stadium gates, as they simply couldn't get hold of any more tickets. In a tumultuous game, Germany defeated the favourites Norway 4-1.

It was the first chapter of a continuing series. Over the years, the national women's team came to dominate Europe, winning a total of eight European Championship titles. This is also reflected in the fact that Birgit Prinz was crowned FIFA World Footballer of the Year three times in a row, 2003-2005. Nadine Angerer was named 2013 European Footballer of the Year, her namesake Nadine Keßler in 2014. The team's list of successes is rounded off by three Olympic bronze medals: 2000 in Sydney, 2004 in Athens and 2008 in Peking.

WORLD CUP

'54, '74, '90, 2014 - FOOTBALL FANS IN GERMANY HAD TO ADAPT THE CHORUS OF GERMAN INDIE BAND SPORTFREUNDE STILLER'S MEGA-SELLING SINGLE SEVERAL TIMES BEFORE IT FINALLY CAME TRUE. SO FAR, THE MEN'S NATIONAL TEAM HAVE WON FOUR WORLD CUP TROPHIES, THE WOMEN'S TEAM TWO.

WHOEVER WAS LISTENING TO THE RADIO AT THAT TIME WILL STILL HEAR HERBERT ZIMMERMANN'S VOICE. Hear Schäfer's cross, hear Hungary's defensive header, hear Rahn, who had to shoot from the backfield, hear Rahn shooting - and commentator Zimmermann shouting "Goal" four times. Six minutes later, the game is "aus, aus, aus" (over, over, over). Ecstasy in Wankdorf. Germany are world football champions for the first time, Hungary's "Golden Eleven" have been beaten, 3 goals to 2 after 0-2. It is the fourth of July 1954.

The myth of the "heroes of Berne" lives on to this day. Even those who did not experience it live know the names of national team head coach Sepp Herberger, team captain Fritz Walter and goal scorer Helmut Rahn. It is a myth and a product of its era. It was barely a decade since the end of the war, collective prosperity had still not been attained, the young republic had not yet developed its self-confidence. The victory in Wankdorf was much more than a sporting success. Fritz Walter probably didn't know that when he accepted the cup from Jules Rimet and dangled it with an almost incredulous smile towards his team colleagues. Yet, after Berne a saying did the rounds which also expressed something about the psychological significance of the World Cup triumph: "Wir sind wieder wer" (We can walk tall again).

The German national team has made it to the final rounds of 18 World Cup championships. No other team has contested more games (106), not even Brazil, although they have been in the World Cup twice as often. Germany has made it to the finals on eight occasions and won it four times. They came third on another three occasions. These are impressive figures, but a



World Cup is primarily about emotion. Especially when the championship takes place in one's home country.

As it did for the first time in 1974 when Helmut Schön put together his team in the Malente sports school. And not for the first time in this tournament did it become obvious that a defeat can have a major impact. It was a long night in Malente after the 0-1 defeat to the German Democratic Republic. And a short sharp shock for the West German team. It all culminated with a place in the final against a Dutch team that included Johan Cruyff in Munich's Olympic Stadium. The "Oranje" took the lead in the first few minutes with a penalty from Johan Neeskens. But, led by captain Franz Beckenbauer, the Germans turned the game around. Just before half-time, the Germans were also awarded a penalty, with Paul Breitner scoring. Gerd Müller scored what turned out to be the winning goal, with the score remaining at 2-1 until the final whistle. Title number two.

Beckenbauer also played a significant role in the third World Cup victory, this time as team coach. His



team possibly played some of the best games of the decade in Italy in 1990. Powered by Lothar Matthäus, the team hit the ground running with a 4-1 victory against Yugoslavia in the opening game. But Germany's round-of-16 match against the Netherlands was the stuff of legends. Rudi Völler and Frank Rijkaard were both sent off early in the game. Jürgen Klinsmann put the Germans ahead with the first goal, Andreas Brehme added a second, Koeman's goal came too late. The 1-0 victory against Czechoslovakia in the quarter-finals was followed by a shootout against England. Bodo Illgner deflected Stuart Pearce's shot, Chris Waddle kicked over the bar, all German shots met their mark. The team's crowning moment came with its victory over Argentina as Brehme scored against "penalty killer" Goycochea shortly before the end of the match. The pictures of a pensive Franz Beckenbauer walking around on the turf in Rome, all by himself, travelled around the world.

Sometimes the winners are not just those who win the tournament: the fairy tale summer of 2006 is a case in point. Millions of ecstatic fans on the fan miles,

an inspiring team, achieving third place on German soil. The scene was repeated in 2010 in South Africa: once again the team finished in third place. The players delivered an impressive performance with strong combination football, sending home England (4-1) and then Argentina (4-0) before succumbing to world champions-to-be Spain in the semi-final (0-1). Coached by Joachim Löw, the team continued to grow and develop. Almost a quarter century after Italia 90, Germany won the fourth star on their jerseys.

Prior to the tournament, experts had been rather skeptical of the Brazil 2014 prospects for Germany or, for that matter, any other of the European participants. Never before had a non-South American team won the World Cup trophy on South-American soil. The players themselves gave short shrift to such predictions. They left no doubt about their resolve to go all the way to the Maracana on 13 July 2014, disposing of Portugal with a 4-0 win in the first group match and going from strength to strength. One particular match, however, was going to be one for the history books.

■ THE HEROES OF BERNE
(LEFT TO RIGHT): FRITZ WALTER, TONI TUREK, HORST ECKEL, HELMUT RAHN, OTTMAR WALTER, WERNER LIEBRICH, JOSEF POSIPAL, HANS SCHÄFER, WERNER KOHLMAYER, KARL MAI AND MAX MORLOCK.



■ IN 1974, GERD MÜLLER
ONCE AGAIN SCORED THE
CRUCIAL GOAL.



■ BREHME VS GOYCOCHEA:
THE GERMAN PLAYER
SCORES THE WINNING GOAL
IN THE 1990 WORLD CUP.



In the annals of German football, there have been many memorable World Cup occasions: coach Herberger in 1954, deliberately (?) fielding a B-team that lost 3-8 to Hungary in the preliminary round; the famous 'Wembley goal' in the 1966 final against England; the 'match of the century' fought out between Germany and Italy in the heat of Mexico in 1970 with, as commentators exclaimed, "Schnelliger of all players" (he was plying his trade with AC Milan at the time) scoring the equalizer in the 90th minute; the 1974 game against Poland on a completely waterlogged pitch in Frankfurt; the 1982 semi-final nail-biter against France, complete with Klaus Fischer trade-



mark overhead kick and penalty shootout; the 8-0 drubbing handed to Saudi-Arabia to kick off the 2002 tournament; Jens Lehmann consulting his crib sheet ahead of the 2006 quarter-final penalty shootout against Argentina.

As we all know now, the 2014 semi-final in Belo Horizonte against hosts Brazil added another chapter to Germany's World Cup history. Joachim Löw's player didn't just beat the opposition, they kept piling up the goals to make it 7-1, pulverizing Brazil's hopes of the hexa, the 6th World Cup title, and leaving their fans elated, intoxicated, in a golden haze. Miroslav Klose



even became all-time leading World Cup scorer, with an aggregate 16 goals to his name. 1954 had the miracle of Berne, 2014 the miracle of Belo.

However, the biggest triumph was yet to come. For the third time after 1986 and 1990, a World Cup final had Germany and Argentina squaring up for battle, a match between equals in every respect. Until the 113th minute, when a stroke of genius by Mario Götze had him take down Schürrle's cross on his chest with his first touch, only to follow this up with a left-foot volley past goalkeeper Sergio Romero and into the net. Some 15 minutes later, team cap-

tain Philipp Lahm raised the coveted golden trophy up in the air. Germany were world champions for the fourth time.

Intercontinental triumphs were also achieved by other German teams: by the Juniors (U20 in 1981, U 19 women in 2004, U20 women in 2010), and above all by the women's senior national team. The inaugural Women's World Cup only took place in 1991 and since then the German team has won it twice (2003 and 2007), the next major challenge will be the 2015 edition of the tournament hosted by Canada (see "Women's National Team").

■ JOY KNOWS NO BOUNDS: MARIO GÖTZE AND THOMAS MÜLLER LET IT ALL OUT AFTER THE FINAL WHISTLE. MÜLLER EQUALLED HIS 2010 PERSONAL RECORD OF FIVE WORLD CUP GOALS.



X TIMES

GERMAN CHAMPIONS

YEAR CLUB

2014	FC Bayern Munich
2013	FC Bayern Munich
2012	Borussia Dortmund
2011	Borussia Dortmund
2010	FC Bayern Munich
2009	VfL Wolfsburg
2008	FC Bayern Munich
2007	VfB Stuttgart
2006	FC Bayern Munich
2005	FC Bayern Munich
2004	SV Werder Bremen
2003	FC Bayern Munich
2002	Borussia Dortmund
2001	FC Bayern Munich
2000	FC Bayern Munich
1999	FC Bayern Munich
1998	1. FC Kaiserslautern
1997	FC Bayern Munich
1996	Borussia Dortmund
1995	Borussia Dortmund
1994	FC Bayern Munich
1993	SV Werder Bremen
1992	VfB Stuttgart
1991	1. FC Kaiserslautern
1990	FC Bayern Munich
1989	FC Bayern Munich
1988	SV Werder Bremen
1987	FC Bayern Munich
1986	FC Bayern Munich
1985	FC Bayern Munich
1984	VfB Stuttgart
1983	Hamburger SV
1982	Hamburger SV
1981	FC Bayern Munich
1980	FC Bayern Munich
1979	Hamburger SV
1978	1. FC Köln
1977	Borussia Mönchengladbach
1976	Borussia Mönchengladbach
1975	Borussia Mönchengladbach
1974	FC Bayern Munich
1973	FC Bayern Munich

YEAR CLUB

1972	FC Bayern Munich
1971	Borussia Mönchengladbach
1970	Borussia Mönchengladbach
1969	FC Bayern Munich
1968	1. FC Nürnberg
1967	Eintracht Braunschweig
1966	TSV 1860 Munich
1965	SV Werder Bremen
1964	1. FC Köln
1963	Borussia Dortmund
1962	1. FC Köln
1961	1. FC Nürnberg
1960	Hamburger SV
1959	Eintracht Frankfurt
1958	FC Schalke 04
1957	Borussia Dortmund
1956	Borussia Dortmund
1955	Rot-Weiss Essen
1954	Hannover 96
1953	1. FC Kaiserslautern
1952	VfB Stuttgart
1951	1. FC Kaiserslautern
1950	VfB Stuttgart
1949	VfR Mannheim
1948	1. FC Nürnberg
1944	Dresdner SC
1943	Dresdner SC
1942	FC Schalke 04
1941	Rapid Wien
1940	FC Schalke 04
1939	FC Schalke 04
1938	Hannover 96
1937	FC Schalke 04
1936	1. FC Nürnberg
1935	FC Schalke 04
1934	FC Schalke 04
1933	Fortuna Düsseldorf
1932	FC Bayern Munich
1931	Hertha BSC
1930	Hertha BSC
1929	SpVgg Fürth
1928	Hamburger SV



■ **PLAYER WITH THE RECORD FOR THE MOST BUNDESLIGA APPEARANCES**
EINTRACHT FRANKFURT PLAYER KARL-HEINZ KÖRBEI PLAYED IN THE BUNDESLIGA 602 TIMES.

■ **PLAYER WITH THE RECORD FOR THE MOST BUNDESLIGA GOALS**
GERD MÜLLER (FC BAYERN MUNICH) SCORED 365 TIMES.

YEAR CLUB

1927	1. FC Nürnberg
1926	SpVgg Fürth
1925	1. FC Nürnberg
1924	1. FC Nürnberg
1923	Hamburger SV
1922	championship remained undecided
1921	1. FC Nürnberg
1920	1. FC Nürnberg
1914	SpVgg Fürth
1913	VfB Leipzig
1912	Holstein Kiel
1911	Viktoria Berlin
1910	Karlsruher FV
1909	Phönix Karlsruhe
1908	Viktoria Berlin
1907	Freiburger FC
1906	VfB Leipzig
1905	Union 92 Berlin
1903	VfB Leipzig



INTERESTING BUNDESLIGA TRIVIA

- THE PLAYER WITH THE MOST WINS
GOALKEEPER OLIVER KAHN (ABOVE) HAS WON 310 MATCHES WITH HIS CLUBS (KARLSRUHER SC, FC BAYERN MUNICH).
- THE PLAYER WITH THE MOST GOALS IN ONE SEASON
GERD MÜLLER SCORED 40 TIMES IN THE 1971/72 SEASON (FC BAYERN MUNICH).



- THE PLAYER WITH THE MOST DRAWS
EINTRACHT FRANKFURT PLAYER KARL-HEINZ KÖRBEL (ABOVE) DREW 155 TIMES.
- THE PLAYER WITH THE MOST DEFEATS
BERNARD DIETZ LOST 221 GAMES OUT OF 495 WHEN HE PLAYED FOR MSV DUISBURG AND SCHALKE 04.
- THE CLUB WITH THE MOST GOALS IN ONE SEASON
FC BAYERN SCORED 101 TIMES IN THE 1971/72 SEASON.
- THE CLUB WITH THE MOST GOALS CONCEDED IN ONE SEASON
THE GOALKEEPERS FOR TASMANIA 1900 BERLIN WERE BEATEN 108 TIMES (1965/66).
- THE CLUB WITH THE FEWEST GOALS IN ONE SEASON
TASMANIA 1900 BERLIN SCORED 15 TIMES IN THE 1965/66 SEASON.
- THE CLUB WITH THE FEWEST GOALS CONCEDED IN ONE SEASON
THE GOALKEEPERS FOR BAYERN MUNICH WERE BEATEN 18 TIMES (2012/13).
- THE HIGHEST-SCORING CLUB IN ONE SINGLE GAME
BORUSSIA MÖNCHENGLADBACH, SCORING 12 GOALS AGAINST BORUSSIA DORTMUND ON THE 1977/78 SEASON'S LAST MATCH DAY (FINAL SCORE BELOW).

GERMAN DEMOCRATIC REPUBLIC CHAMPIONS

YEAR	CLUB	YEAR	CLUB
1989/90	Dynamo Dresden	1961/62	ASK Vorwärts Berlin
1988/89	Dynamo Dresden	1960	ASK Vorwärts Berlin
1987/88	Berliner FC Dynamo	1959	SC Wismut Karl-Marx-Stadt
1986/87	Berliner FC Dynamo	1958	ASK Vorwärts Berlin
1985/86	Berliner FC Dynamo	1957	SC Wismut Karl-Marx-Stadt
1984/85	Berliner FC Dynamo	1956	SC Wismut Karl-Marx-Stadt
1983/84	Berliner FC Dynamo	1955	SC Wismut Karl-Marx-Stadt
1982/83	Berliner FC Dynamo	1954/55	Turbine Erfurt
1981/82	Berliner FC Dynamo	1953/54	Turbine Erfurt
1980/81	Berliner FC Dynamo	1952/53	Dynamo Dresden
1979/80	Berliner FC Dynamo	1951/52	BSG Turbine Halle
1978/79	Berliner FC Dynamo	1950/51	BSG Chemie Leipzig
1977/78	Dynamo Dresden	1949/50	ZSG Horch Zwickau
1976/77	Dynamo Dresden		
1975/76	Dynamo Dresden		
1974/75	1. FC Magdeburg		
1973/74	1. FC Magdeburg		
1972/73	Dynamo Dresden		
1971/72	1. FC Magdeburg		
1970/71	Dynamo Dresden		
1969/70	FC Carl Zeiss Jena		
1968/69	FC Vorwärts Berlin		
1967/68	FC Carl Zeiss Jena		
1966/67	FC Karl-Marx-Stadt		
1965/66	FC Vorwärts Berlin		
1964/65	ASK Vorwärts Berlin		
1963/64	BSG Chemie Leipzig		
1962/63	SC Motor Jena		

NORTHEAST GERMAN FOOTBALL FEDERATION (NOFV) LEAGUE CHAMPIONS

1990/91	FC Hansa Rostock
---------	------------------

OSTZONE CHAMPIONS

1948	SG Planitz
1949	ZSG Halle



DFB GERMAN CUP WINNERS - MEN'S TEAMS

YEAR CLUB

2014	FC Bayern Munich
2013	FC Bayern Munich
2012	Borussia Dortmund
2011	FC Schalke 04
2010	FC Bayern Munich
2009	SV Werder Bremen
2008	FC Bayern Munich
2007	1. FC Nürnberg
2006	FC Bayern Munich
2005	FC Bayern Munich
2004	SV Werder Bremen
2003	FC Bayern Munich
2002	FC Schalke 04
2001	FC Schalke 04
2000	FC Bayern Munich
1999	SV Werder Bremen
1998	FC Bayern Munich
1997	VfB Stuttgart
1996	1. FC Kaiserslautern
1995	Borussia Mönchengladbach
1994	SV Werder Bremen
1993	Bayer 04 Leverkusen
1992	Hannover 96
1991	SV Werder Bremen
1990	1. FC Kaiserslautern
1989	Borussia Dortmund
1988	Eintracht Frankfurt
1987	Hamburger SV
1986	FC Bayern Munich
1985	Bayer 05 Uerdingen
1984	FC Bayern Munich
1983	1. FC Köln
1982	FC Bayern Munich
1981	Eintracht Frankfurt
1980	Fortuna Düsseldorf
1979	Fortuna Düsseldorf

YEAR CLUB

1978	1. FC Köln
1977	1. FC Köln
1976	Hamburger SV
1975	Eintracht Frankfurt
1974	Eintracht Frankfurt
1973	Borussia Mönchengladbach
1972	FC Schalke 04
1971	FC Bayern Munich
1970	Kickers Offenbach
1969	FC Bayern Munich
1968	1. FC Köln
1967	FC Bayern Munich
1966	FC Bayern Munich
1965	Borussia Dortmund
1964	TSV 1860 Munich
1963	Hamburger SV
1962	1. FC Nürnberg
1961	SV Werder Bremen
1960	Borussia Mönchengladbach
1959	Schwarz-Weiß Essen
1958	VfB Stuttgart
1957	FC Bayern Munich
1956	Karlsruher SC
1955	Karlsruher SC
1954	VfB Stuttgart
1953	Rot-Weiss Essen
1943	Vienna Wien
1942	TSV 1860 Munich
1941	Dresdner SC
1940	Dresdner SC
1939	1. FC Nürnberg
1938	Rapid Vienna
1937	FC Schalke 04
1936	VfB Leipzig
1935	1. FC Nürnberg



■ **THE PLAYER WITH THE MOST GOALS IN ONE GAME**
DIETER MÜLLER (1. FC KÖLN) SCORED 6 GOALS ON 17 AUGUST 1977 AGAINST SV WERDER BREMEN (FINAL SCORE 7-2).

■ **THE MOST SUCCESSFUL STRIKING DUO IN A SEASON**
GRAFITE (RIGHT) AND EDIN DZEKO SCORED 28 AND 26 TIMES RESPECTIVELY FOR VFL WOLFSBURG (2008/09).



DFV CUP WINNERS

YEAR	CLUB
------	------

1991	FC Hansa Rostock
1990	Dynamo Dresden
1989	Berliner FC Dynamo
1988	Berliner FC Dynamo
1987	1. FC Lok Leipzig
1986	1. FC Lok Leipzig
1985	Dynamo Dresden
1984	Dynamo Dresden
1983	1. FC Magdeburg
1982	Dynamo Dresden
1981	1. FC Lok Leipzig
1980	FC Carl Zeiss Jena
1979	1. FC Magdeburg
1978	1. FC Magdeburg
1977	Dynamo Dresden
1976	1. FC Lok Leipzig
1975	BSG Sachsenring Zwickau
1974	FC Carl Zeiss Jena
1973	1. FC Magdeburg
1972	FC Carl Zeiss Jena
1971	Dynamo Dresden
1970	FC Vorwärts Berlin
1969	1. FC Magdeburg
1968	1. FC Union Berlin
1967	BSG Motor Zwickau
1966	BSG Chemie Leipzig
1965	SC Aufbau Magdeburg
1964	SC Aufbau Magdeburg
1963	BSG Motor Zwickau
1962	SC Chemie Halle
1961	Not determined
1960	SC Motor Jena
1959	Berliner FC Dynamo
1958	SC Einheit Dresden
1957	SC Lok Leipzig
1956	SC Chemie Halle-Leuna
1955	SC Wismut Karl-Marx-Stadt
1954	ZSK Vorwärts Berlin
1953	Not determined
1952	SG Volkspolizei Dresden
1951	Not determined
1950	BSG EHW Thale
1949	BSG Waggonbau Dessau



THE MOST PENALTIES CONVERTED IN SUCCESSION

GOALKEEPER JÖRG BUTT (ABOVE) SCORED 17 GOALS FROM PENALTY KICKS FOR HAMBURGER SV (1999-2001).

THE MOST GOALS SCORED FROM PENALTY KICKS IN A SEASON

PAUL BREITNER (FC BAYERN MUNICH) SCORED 10 TIMES IN 1980/81.

THE MOST ACCURATE PENALTY-TAKER

HANS-JOACHIM ABEL SCORED 16 TIMES FROM 16 ATTEMPTS (VFL BOCHUM).

THE MOST PENALTIES MISSED

GERD MÜLLER MISSED 12 TIMES FROM 63 ATTEMPTS (FC BAYERN MUNICH).

THE MOST PENALTIES SAVED

RUDI KARGUS (HAMBURGER SV, KARLSRUHER SC, 1. FC NÜRNBERG, FORTUNA DÜSSELDORF) MANAGED TO SAVE 23 PENALTIES.

THE MOST GOALS IN CONSECUTIVE GAMES

GERD MÜLLER SCORED 16 TIMES IN THE 1969/70 SEASON (FC BAYERN MUNICH).

THE MOST GOALS SCORED BY A SUB

ALEXANDER ZICKLER (BELOW) SCORED 18 GOALS AFTER HE CAME ON AS A SUB (FC BAYERN MUNICH).



FOOTBALLER OF THE YEAR

YEAR PLAYER (CLUB)

2014	Manuel Neuer (FC Bayern Munich)
2013	Bastian Schweinsteiger (FC Bayern Munich)
2012	Marco Reus (Borussia Mönchengladbach)
2011	Manuel Neuer (FC Schalke 04)
2010	Arjen Robben (FC Bayern Munich)
2009	Grafite (VfL Wolfsburg)
2008	Franck Ribéry (FC Bayern Munich)
2007	Mario Gomez (VfB Stuttgart)
2006	Miroslav Klose (SV Werder Bremen)
2005	Michael Ballack (FC Bayern Munich)
2004	Ailton (SV Werder Bremen)
2003	Michael Ballack (FC Bayern Munich)
2002	Michael Ballack (Bayer 04 Leverkusen)
2001	Oliver Kahn (FC Bayern Munich)
2000	Oliver Kahn (FC Bayern Munich)
1999	Lothar Matthäus (FC Bayern Munich)
1998	Oliver Bierhoff (Udinese Calcio)
1997	Jürgen Kohler (Borussia Dortmund)
1996	Matthias Sammer (Borussia Dortmund)
1995	Matthias Sammer (Borussia Dortmund)
1994	Jürgen Klinsmann (AS Monaco)
1993	Andreas Köpke (1. FC Nürnberg)
1992	Thomas Häßler (AS Roma)
1991	Stefan Kuntz (1. FC Kaiserslautern)
1990	Lothar Matthäus (Inter Milan)
1989	Thomas Häßler (1. FC Köln)
1988	Jürgen Klinsmann (VfB Stuttgart)
1987	Uwe Rahn (Borussia Mönchengladbach)
1986	Harald Schumacher (1. FC Köln)
1985	Hans-Peter Briegel (Hellas Verona)
1984	Harald Schumacher (1. FC Köln)
1983	Rudi Völler (SV Werder Bremen)
1982	Karlheinz Förster (VfB Stuttgart)



YEAR PLAYER (CLUB)

1981	Paul Breitner (FC Bayern Munich)
1980	Karl-Heinz Rummenigge (FC Bayern Munich)
1979	Berti Vogts (Borussia Mönchengladbach)
1978	Sepp Maier (FC Bayern Munich)
1977	Sepp Maier (FC Bayern Munich)
1976	Franz Beckenbauer (FC Bayern Munich)
1975	Sepp Maier (FC Bayern Munich)
1974	Franz Beckenbauer (FC Bayern Munich)
1973	Günter Netzer (Borussia Mönchengladbach)
1972	Günter Netzer (Borussia Mönchengladbach)
1971	Berti Vogts (Borussia Mönchengladbach)
1970	Uwe Seeler (Hamburger SV)
1969	Gerd Müller (FC Bayern Munich)
1968	Franz Beckenbauer (FC Bayern Munich)
1967	Gerd Müller (FC Bayern Munich)
1966	Franz Beckenbauer (FC Bayern Munich)
1965	Hans Tilkowski (Borussia Dortmund)
1964	Uwe Seeler (Hamburger SV)
1963	Hans Schäfer (1. FC Köln)
1962	Karl-Heinz Schnellinger (1. FC Köln)
1961	Max Morlock (1. FC Nürnberg)
1960	Uwe Seeler (Hamburger SV)

■ THE COACH WITH THE MOST GAMES

OTTO REHHAGEL (PHOTO) STOOD AT THE SIDE OF THE PITCH ON 832 OCCASIONS (SV WERDER BREMEN, BORUSSIA DORTMUND, ARMINIA BIELEFELD, FORTUNA DÜSSELDORF, FC BAYERN MUNICH, 1. FC KAISERSLAUTERN, HERTHA BSC BERLIN).

■ THE GOAL-SCORER WITH THE BEST STRIKE RATE

RÜDIGER MIELKE (MSV DUISBURG) SCORED 15 TIMES IN 15 BUNDESLIGA GAMES (1964-1966).

■ THE TEAM WITH THE LONGEST UNBEATEN RUN

FC BAYERN MUNICH REMAINED UNBEATEN FOR 53 MATCHES IN A ROW (2012-2014).

FOOTBALLER OF THE YEAR IN THE GDR

YEAR PLAYER (CLUB)

1991	Torsten Gütschow (Dynamo Dresden)
1990	Ulf Kirsten (Dynamo Dresden)
1989	Andreas Trautmann (Dynamo Dresden)
1988	Andreas Thom (Berliner FC Dynamo)
1987	René Müller (1. FC Lokomotive Leipzig)
1986	René Müller (1. FC Lokomotive Leipzig)
1985	Hans-Jürgen Dörner (Dynamo Dresden)
1984	Hans-Jürgen Dörner (Dynamo Dresden)
1983	Joachim Streich (1. FC Magdeburg)
1982	Rüdiger Schnuphase (FC Carl Zeiss Jena)
1981	Hans-Ulrich Grapenthin (FC Carl Zeiss Jena)
1980	Hans-Ulrich Grapenthin (FC Carl Zeiss Jena)
1979	Joachim Streich (1. FC Magdeburg)
1978	Jürgen Croy (Sachsenring Zwickau)
1977	Hans-Jürgen Dörner (Dynamo Dresden)
1976	Jürgen Croy (Sachsenring Zwickau)
1975	Jürgen Pommerenke (1. FC Magdeburg)
1974	Bernd Bransch (FC Carl Zeiss Jena)
1973	Hans-Jürgen Kreische (Dynamo Dresden)
1972	Jürgen Croy (Sachsenring Zwickau)
1971	Peter Dücke (FC Carl Zeiss Jena)
1970	Roland Dücke (FC Carl Zeiss Jena)
1969	Eberhard Vogel (FC Karl-Marx-Stadt)
1968	Bernd Bransch (Hallescher FC Chemie)
1967	Dieter Erler (FC Karl-Marx-Stadt)
1966	Jürgen Nöldner (FC Vorwärts Berlin)
1965	Horst Weigang (SC Leipzig)
1964	Klaus Urbanczyk (SC Chemie Halle)
1963	Manfred Kaiser (SC Wismut Karl-Marx-Stadt)

■ THE TEAM WITH THE LONGEST UNBEATEN RUN IN A SEASON

BORUSSIA DORTMUND REMAINED UNBEATEN IN 28 GAMES (2011/2012).

■ THE TEAM THAT REMAINED UNDEFEATED THE LONGEST IN HOME GAMES

FC BAYERN MUNICH REMAINED UNDEFEATED IN 73 GAMES (1970-1974).

■ THE TEAM WITH THE LONGEST RUN WITHOUT CONCEDED A GOAL

VFB STUTTGART PLAYED 9 GAMES WITHOUT CONCEDED A GOAL (2002-2003).



COACH OF THE YEAR

YEAR COACH (CLUB)

2014	Joachim Löw (Germany Head Coach)
2013	Jupp Heynckes (FC Bayern Munich)
2012	Jürgen Klopp (Borussia Dortmund)
2011	Jürgen Klopp (Borussia Dortmund)
2010	Louis van Gaal (FC Bayern Munich)
2009	Felix Magath (VfL Wolfsburg)
2008	Ottmar Hitzfeld (FC Bayern Munich)
2007	Armin Veh (VfB Stuttgart)
2006	Jürgen Klinsmann (national team head coach)
2005	Felix Magath (FC Bayern Munich)
2004	Thomas Schaaf (Werder Bremen)
2003	Felix Magath (VfB Stuttgart)
2002	Klaus Toppmöller (Bayer 04 Leverkusen)

■ THE YOUNGEST PLAYER IN THE BUNDESLIGA

NURI SAHIN (PHOTO) WAS 16 YEARS, 11 MONTHS AND 1 DAY OLD WHEN HE TOOK TO THE FIELD FOR BORUSSIA DORTMUND (2005/06).

■ THE OLDEST PLAYER IN THE BUNDESLIGA

KLAUS FICHTEL ENDED HIS BUNDESLIGA CAREER WITH SCHALKE 04 AT THE AGE OF 43 YEARS AND 184 DAYS (1987/88).

■ THE YOUNGEST BUNDESLIGA GOAL-SCORER

NURI SAHIN WAS 17 YEARS AND 81 DAYS OLD WHEN HE SCORED HIS FIRST GOAL FOR BORUSSIA DORTMUND (2005/2006).

■ THE OLDEST BUNDESLIGA GOAL-SCORER

MIRKO VOTAVA WAS 40 YEARS AND 121 DAYS OLD WHEN HE SCORED HIS LAST GOAL FOR WERDER BREMEN (1996/97).

BUNDESLIGA TOP SCORERS

YEAR	PLAYER (CLUB)	NO. OF GOALS
2014	Robert Lewandowski (Borussia Dortmund)	20
2013	Stefan Kießling (Bayer 04 Leverkusen)	25
2012	Klaas-Jan Huntelaar (FC Schalke 04)	29
2011	Mario Gomez (FC Bayern Munich)	28
2010	Edin Dzeko (VfL Wolfsburg)	22
2009	Grafite (VfL Wolfsburg)	28
2008	Luca Toni (FC Bayern Munich)	24
2007	Theofanis Gekas (VfL Bochum)	20
2006	Miroslav Klose (SV Werder Bremen)	25
2005	Marek Mintal (1. FC Nürnberg)	24
2004	Ailton (SV Werder Bremen)	28
2003	Thomas Christiansen (VfL Bochum)	21
	Giovane Elber (FC Bayern Munich)	21
2002	Marcio Amoroso (Borussia Dortmund)	18
	Martin Max (TSV 1860 Munich)	18
2001	Sergej Barbarez (Hamburger SV)	22
	Ebbe Sand (FC Schalke 04)	22
2000	Martin Max (TSV 1860 Munich)	19
1999	Michael Preetz (Hertha BSC Berlin)	23
1998	Ulf Kirsten (Bayer 04 Leverkusen)	22
1997	Ulf Kirsten (Bayer 04 Leverkusen)	22
1996	Fredi Bobic (VfB Stuttgart)	17
1995	Heiko Herrlich (Borussia Mönchengladbach)	20
	Mario Basler (SV Werder Bremen)	20
1994	Anthony Yeboah (Eintracht Frankfurt)	18
	Stefan Kuntz (1. FC Kaiserslautern)	18
1993	Anthony Yeboah (Eintracht Frankfurt)	20
	Ulf Kirsten (Bayer 04 Leverkusen)	20
1992	Fritz Walter (VfB Stuttgart)	22
1991	Roland Wohlfarth (FC Bayern Munich)	21
1990	Jörn Andersen (Eintracht Frankfurt)	18
1989	Thomas Allofs (1. FC Köln)	17
	Roland Wohlfarth (FC Bayern Munich)	17
1988	Jürgen Klinsmann (VfB Stuttgart)	19
1987	Uwe Rahn (Borussia Mönchengladbach)	24
1986	Stefan Kuntz (VfL Bochum)	22
1985	Klaus Allofs (1. FC Köln)	26
1984	Karl-Heinz Rummenigge (FC Bayern Munich)	26
1983	Rudi Völler (SV Werder Bremen)	23
1982	Horst Hrubesch (Hamburger SV)	27
1981	Karl-Heinz Rummenigge (FC Bayern Munich)	29
1980	Karl-Heinz Rummenigge (FC Bayern Munich)	26
1979	Klaus Allofs (Fortuna Düsseldorf)	22
1978	Dieter Müller (1. FC Köln)	24
	Gerd Müller (FC Bayern Munich)	24
1977	Dieter Müller (1. FC Köln)	34
1976	Klaus Fischer (FC Schalke 04)	29
1975	Jupp Heynckes (Borussia Mönchengladbach)	27



YEAR	PLAYER (CLUB)	NO. OF GOALS
1974	Gerd Müller (FC Bayern Munich)	30
	Jupp Heynckes (Borussia Mönchengladbach)	30
1973	Gerd Müller (FC Bayern Munich)	36
1972	Gerd Müller (FC Bayern Munich)	40
1971	Lothar Koblunn (Rot-Weiß Oberhausen)	24
1970	Gerd Müller (FC Bayern Munich)	38
1969	Gerd Müller (FC Bayern Munich)	30
1968	Hannes Löhr (1. FC Köln)	27
1967	Lothar Emmerich (Borussia Dortmund)	28
	Gerd Müller (FC Bayern Munich)	28
1966	Lothar Emmerich (Borussia Dortmund)	31
1965	Rudi Brunnenmeier (TSV 1860 Munich)	24
1964	Uwe Seeler (Hamburger SV)	30

GERMAN WINNERS OF EUROPEAN CLUB COMPETITIONS - MEN'S TEAMS

EUROPEAN CHAMPIONS' CUP / UEFA CHAMPIONS LEAGUE

2013	FC Bayern Munich – Borussia Dortmund	2-1
2001	FC Bayern Munich – FC Valencia	1-1 a.e.t., 5-4 on penalties
1997	Borussia Dortmund – Juventus Turin	3-1
1983	Hamburger SV – Juventus Turin	1-0
1976	FC Bayern Munich – AS Saint-Étienne	1-0
1975	FC Bayern Munich – Leeds United	2-0
1974	FC Bayern Munich – Atletico Madrid	1-1 a.e.t. / 4-0

EUROPEAN CUP WINNERS' CUP

1992	SV Werder Bremen – AS Monaco	2-0
1977	Hamburger SV – RSC Anderlecht	2-0
1974	1. FC Magdeburg – AC Milan	2-0
1967	FC Bayern Munich – Glasgow Rangers	1-0 a.e.t.
1966	Borussia Dortmund – FC Liverpool	2-1 a.e.t.

UEFA CUP

1997	FC Schalke 04 – Inter Milan	1-0 / 0-1 a.e.t., 4-1 on penalties
1996	FC Bayern Munich – Girondins Bordeaux	2-0 / 3-1
1988	Bayer 04 Leverkusen – Espanyol Barcelona	0-3 / 3-0 a.e.t., 3-2 on penalties
1980	Eintracht Frankfurt – Borussia Mönchengladbach	2-3 / 1-0
1979	Borussia Mönchengladbach – Red Star Belgrade	1-1 / 1-0
1975	Borussia Mönchengladbach – FC Twente Enschede	0-0 / 5-1



■ 1980 SWA THE FIRST ALL-GERMAN ENCOUNTER IN A UEFA-CUP FINAL, WITH EINTRACHT FRANKFURT BEATING BORUSSIA MÖNCHENGLADBACH OVER TWO LEGS. 33 YEARS LATER, GERMAN CLUB FOOTBALL TRIUMPHED AT THE CHAMPIONS LEAGUE FINAL AT WEMBLEY, WITH FC BAYERN MUNICH BEATING BORUSSIA DORTMUND IN A DRAMATIC MATCH.

GERMAN UEFA SUPERCUP WINNERS

2013	FC Bayern Munich – Chelsea FC	2-2 a.e.t. / 5-4 on penalties
------	-------------------------------	----------------------------------

GERMAN INTERCONTINENTAL CUP WINNERS

1976	FC Bayern Munich – Cruzeiro Belo Horizonte	2-0 / 0-0
1997	Borussia Dortmund – Cruzeiro Belo Horizonte	2-0
2001	FC Bayern Munich – Boca Juniors	1-0

GERMAN FIFA CLUB WORLD CUP WINNERS

2013	FC Bayern Munich – Raja Casablanca	2-0
------	------------------------------------	-----



■ 2013 TURNED OUT TO BE A ONCE-IN-A-LIFETIME KIND OF YEAR FOR FC BAYERN MUNICH AS THEY CLINCHED A FOURTH TITLE BY BEATING RAJA CASABLANCA 2-0 IN THE FIFA CLUB WORLD CUP FINAL.

NATIONAL TEAM PARTICIPATION IN WORLD CUPS

2014	Champions
2010	Third place
2006	Third place
2002	Runners-up
1998	Quarter-finals
1994	Quarter-finals
1990	Champions
1986	Runners-up
1982	Runners-up
1978	2nd round
1974	Champions
1970	Third place
1966	Runners-up
1962	Quarter-finals
1958	Fourth place
1954	Champions
1950	Did not participate
1938	Last 16
1934	Third place
1930	Did not participate



■ FOUR WORLD CUP TITLES FROM EIGHT FINALS, 224 GOALS SCORED - THUS READS THE GERMAN NATIONAL TEAM'S IMPRESSIVE WORLD CUP RECORD SINCE THE INCEPTION OF THE COMPETITION, COMING SECOND AFTER FIVE-TIMES WORLD CHAMPIONS BRAZIL. HOWEVER, GERMANY HAVE CLOCKED UP 106 WORLD CUP MATCHES (BRAZIL: 104), A FIGURE ARRIVED AT IN 18 FINAL ROUNDS, COMPARED TO BRAZIL'S 19.

■ THE NATIONAL TEAM HAS COME FROM BEHIND 20 TIMES IN THE FINAL ROUNDS OF WORLD CUPS TO EITHER WIN OR DRAW THE GAME - A FIFA RECORD.

■ THE GERMAN NATIONAL TEAM HAS NEVER SUBSTITUTED A GOALKEEPER IN A MAJOR TOURNAMENT.

NATIONAL TEAM PARTICIPATION IN EUROPEAN CHAMPIONSHIPS

2012	Semi-finals
2008	Runners-up
2004	Preliminary round
2000	Preliminary round
1996	European Champions
1992	Runners-up
1988	Semi-finals
1984	Preliminary round
1980	European Champions
1976	Runners-up
1972	European Champions
1968	Preliminary round
1964	Did not participate
1960	Did not participate



OLYMPIC GAMES

DFB team at the Olympic Games

1988	Bronze medal
1984	Quarter-finals
1972	Intermediate stage
1956	Round 1
1952	Fourth place
1936	Quarter-finals
1928	Quarter-finals
1912	Round 1

German Democratic Republic team at the Olympic Games

1980	Silver medal
1976	Gold medal
1972	Bronze medal
1964	Bronze medal

GERMAN WOMEN'S CHAMPIONS

YEAR CLUB

2014	VfL Wolfsburg
2013	VfL Wolfsburg
2012	1. FFC Turbine Potsdam
2011	1. FFC Turbine Potsdam
2010	1. FFC Turbine Potsdam
2009	1. FFC Turbine Potsdam
2008	1. FFC Frankfurt
2007	1. FFC Frankfurt
2006	1. FFC Turbine Potsdam
2005	1. FFC Frankfurt
2004	1. FFC Turbine Potsdam
2003	1. FFC Frankfurt
2002	1. FFC Frankfurt
2001	1. FFC Frankfurt
2000	FCR Duisburg
1999	1. FFC Frankfurt
1998	FSV Frankfurt
1997	Grün-Weiß Brauweiler
1996	TSV Siegen
1995	FSV Frankfurt
1994	TSV Siegen
1993	TuS Niederkirchen
1992	TSV Siegen

YEAR CLUB

1991	TSV Siegen
1990	TSV Siegen
1989	SSG 09 Bergisch Gladbach
1988	SSG 09 Bergisch Gladbach
1987	TSV Siegen
1986	FSV Frankfurt
1985	KBC Duisburg
1984	SSG 09 Bergisch Gladbach
1983	SSG 09 Bergisch Gladbach
1982	SSG 09 Bergisch Gladbach
1981	SSG 09 Bergisch Gladbach
1980	SSG 09 Bergisch Gladbach
1979	SSG 09 Bergisch Gladbach
1978	SC 07 Bad Neuenahr
1977	SSG 09 Bergisch Gladbach
1976	FC Bayern Munich
1975	Bonner SC
1974	TuS Wörrstadt



■ 1. FFC FRANKFURT, WHICH UP UNTIL 1998 WAS STILL KNOWN AS SG PRAUNHEIM, HAS COUNTED AMONG THE ELITE SINCE THE WOMEN'S BUNDESLIGA WAS ESTABLISHED IN 1990. FOLLOWING THE 2013/14 SEASON, THE FRANKFURT WOMEN REMAIN THE UNDISPUTED NO. 1 TEAM IN THE ALL-TIME BUNDESLIGA TABLE: WITH 1,140 POINTS.

DFB WOMEN'S CUP WINNERS

YEAR CLUB

2014	1. FFC Frankfurt
2013	VfL Wolfsburg
2012	FC Bayern Munich
2011	1. FFC Frankfurt
2010	FCR 2001 Duisburg
2009	FCR 2001 Duisburg
2008	1. FFC Frankfurt
2007	1. FFC Frankfurt
2006	1. FFC Turbine Potsdam
2005	1. FFC Turbine Potsdam
2004	1. FFC Turbine Potsdam
2003	1. FFC Frankfurt
2002	1. FFC Frankfurt
2001	1. FFC Frankfurt
2000	1. FFC Frankfurt
1999	1. FFC Frankfurt
1998	FCR Duisburg
1997	Grün-Weiß Brauweiler
1996	FSV Frankfurt
1995	FSV Frankfurt
1994	Grün-Weiß Brauweiler
1993	TSV Siegen
1992	FSV Frankfurt
1991	Grün-Weiß Brauweiler
1990	FSV Frankfurt
1989	TSV Siegen
1988	TSV Siegen
1987	TSV Siegen
1986	TSV Siegen
1985	FSV Frankfurt
1984	SSG 09 Bergisch Gladbach
1983	KBC Duisburg
1982	SSG 09 Bergisch Gladbach
1981	SSG 09 Bergisch Gladbach

WOMAN FOOTBALLERS OF THE YEAR

YEAR PLAYER (CLUB)

2014	Alexandra Popp (VfL Wolfsburg)
2013	Martina Müller (VfL Wolfsburg)
2012	Celia Šašić (née Okoyino da Mbabi) (SC 07 Bad Neuenahr)
2011	Fatmire Alushi (née Bajramaj) (1. FFC Turbine Potsdam)
2010	Inka Grings (FCR 2001 Duisburg)
2009	Inka Grings (FCR 2001 Duisburg)
2008	Birgit Prinz (1. FFC Frankfurt)
2007	Birgit Prinz (1. FFC Frankfurt)
2006	Birgit Prinz (1. FFC Frankfurt)
2005	Birgit Prinz (1. FFC Frankfurt)
2004	Birgit Prinz (1. FFC Frankfurt)
2003	Birgit Prinz (1. FFC Frankfurt)
2002	Birgit Prinz (1. FFC Frankfurt)
2001	Birgit Prinz (1. FFC Frankfurt)
2000	Martina Voss (FCR Duisburg)
1999	Inka Grings (FCR Duisburg)
1998	Silke Rottenberg (Sportfreunde Siegen)
1997	Bettina Wiegmann (Grün-Weiß Brauweiler)
1996	Martina Voss (FC Rumeln-Kaldenhausen)

TOP GOAL SCORERS IN THE WOMEN'S BUNDESLIGA

YEAR	PLAYER (CLUB)	NO. OF GOALS
2014	Celia Šašić (1. FFC Frankfurt)	20
2013	Yuki Ogimi (1. FFC Turbine Potsdam)	18
2012	Genoveva Anonma (1. FFC Turbine Potsdam)	22
2011	Conny Pohlers (1. FFC Frankfurt)	25
2010	Inka Grings (FCR 2001 Duisburg)	28
2009	Inka Grings (FCR 2001 Duisburg)	29
2008	Inka Grings (FCR 2001 Duisburg)	26
2007	Birgit Prinz (1. FFC Frankfurt)	28
2006	Conny Pohlers (1. FFC Turbine Potsdam)	36
2005	Shelley Thompson (FCR 2001 Duisburg)	30
2004	Kerstin Garefrekes (FFC Heike Rheine)	26
2003	Inka Grings (FCR 2001 Duisburg)	20
2002	Conny Pohlers (1. FFC Turbine Potsdam)	27
2001	Birgit Prinz (1. FFC Frankfurt)	24
2000	Inka Grings (FCR Duisburg)	38
1999	Inka Grings (FCR Duisburg)	25
1998	Birgit Prinz (FSV Frankfurt)	23
1997	Birgit Prinz (FSV Frankfurt)	20
1996	Sandra Smisek (FSV Frankfurt)	29
1995	Heidi Mohr (TuS Ahrbach)	27
1994	Heidi Mohr (TuS Niederkirchen)	28
1993	Heidi Mohr (TuS Niederkirchen)	21
1992	Heidi Mohr (TuS Niederkirchen)	24
1991	Heidi Mohr (TuS Niederkirchen)	36

NATIONAL WOMEN'S TEAM PARTICIPATION IN THE WORLD CUP

2011	Quarter-finals
2007	Champions
2003	Champions
1999	Quarter-finals
1995	Runners-up
1991	Fourth place

NATIONAL WOMEN'S TEAM PARTICIPATION IN THE EUROPEAN CHAMPIONSHIPS

2013	European Champions
2009	European Champions
2005	European Champions
2001	European Champions
1997	European Champions
1995	European Champions
1993	Fourth place
1991	European Champions
1989	European Champions
1987	Qualifiers
1984	Qualifiers

NATIONAL WOMEN'S TEAM PARTICIPATION IN THE OLYMPIC GAMES

2008	Bronze medal
2004	Bronze medal
2000	Bronze medal
1996	Group stages



■ THE FIRST TIME: ON 19 NOVEMBER 1991, BETTINA WIEGMANN (LEFT) ENTERS THE HISTORY BOOKS OF FIFA, CONVERTING THE FIRST PENALTY IN A WOMEN'S WORLD CUP GAME (AGAINST TAIWAN). FOR WIEGMANN, WHO WILL LATER BE AWARDED THE DFB HONORARY CAPTAINCY, THIS IS ONE OF A TOTAL OF 51 GOALS IN 154 INTERNATIONAL GAMES IN HER CAREER, WHICH INCLUDES ONE WORLD CUP (2003) AND FOUR EUROPEAN CHAMPIONSHIP TITLES. (FAR LEFT) 1. FFC FRANKFURT'S CELIA ŠAŠIĆ WAS TOP GOAL SCORER OF THE 2013/14 SEASON.



GERMAN WINNERS OF EUROPEAN CLUB COMPETITIONS - WOMEN'S TEAMS

UEFA CHAMPIONS LEAGUE (UEFA WOMEN'S CUP)

2014	VfL Wolfsburg - Tyresö FF	4-3
2013	VfL Wolfsburg - Olympique Lyon	1-0
2010	1. FFC Turbine Potsdam - Olympique Lyon	0-0 a.e.t., 7-6 on penalties
2009	FCR Duisburg - Zvezda Perm	6-0 / 1-1
2008	1. FFC Frankfurt - Umea IK	1-1 / 3-2
2006	1. FFC Frankfurt - 1. FFC Turbine Potsdam	4-0 / 3-2
2005	1. FFC Turbine Potsdam - Djurgardens IF	2-0 / 3-1
2002	1. FFC Frankfurt - Umea IK	2-0

■ BIRGIT PRINZ RECEIVES HER AWARD FOR "FEMALE FOOTBALLER OF THE YEAR 2003", TOGETHER WITH THIERRY HENRY (LEFT) AND ZINÉDINE ZIDANE. PRINZ SCORED 128 TIMES IN 214 INTERNATIONAL GAMES. THIS MAKES HER THE RECORD-BREAKING GOAL SCORER AND MOST-CAPPED INTERNATIONAL ON THE GERMAN WOMEN'S NATIONAL TEAM AND THE ONLY PLAYER IN THE WORLD TO APPEAR IN THREE WORLD CUP FINALS: IN 2003 AND 2007 WHEN THE GERMAN TEAM WON AND IN 1995 WHEN THE TEAM WAS DEFEATED BY NORWAY IN THE FINAL.

ELITE FOOTBALL SCHOOLS

LOCATION CATEGORY OF PLAYER

Bad Neuenahr	Women and girls
Berlin / Hertha BSC	Juniors
Berlin / Union	Juniors
Bochum	Juniors
Bremen	Juniors
Chemnitz	Juniors
Cottbus	Juniors
Dresden	Juniors
Düsseldorf	Juniors
Erfurt	Juniors
Frankfurt am Main	Juniors, women and girls
Freiburg	Juniors, women and girls
Gelsenkirchen	Juniors
Hamburg	Juniors
Hanover	Juniors
Hoffenheim	Juniors, women and girls
Jena	Juniors, women and girls
Kaiserslautern	Juniors

LOCATION CATEGORY OF PLAYER

Kamen	Women and girls
Karlsruhe	Juniors
Cologne	Juniors
Leipzig	Juniors
Leverkusen	Juniors, women and girls
Magdeburg	Juniors, women and girls
Mainz	Juniors
Mönchengladbach	Juniors
Munich	Juniors, women and girls
Nuremberg	Juniors
Osnabrück	Juniors
Potsdam	Women and girls
Rostock	Juniors
Saarbrücken	Women and girls
Stuttgart	Juniors
Wiesbaden	Juniors
Wolfsburg	Juniors, women and girls



A TO Z OF DFB EMPLOYEES

AJANOVIC	SENAD
AKSEN	BÜLENT
ARNOLD	NORMAN
ASSMANN	MARKUS
AXT	CAROLINE
BAILLY	ALEXANDER
BAILLY	SANDRA
BALTRUSCHAT	GABRIELE
BANDALO	MICHAELA
BARNHOFER	NIELS
BARTOSCH	MARKUS
BARUTTA	BERND
BECHERT	BIANCA
BECHT	THORSTEN
BECHTLOFF	MICHAEL
BECK	FLORIAN
BEHESHTI	THOMAS
BEHLAU	GEORG
BEHR	JESSICA
BENDEL	TOBIAS
BENDER	ERIC
BERNING	ULRIKE
BESSEL	DENNIS
BIRCH	BRENDAN
BOCHWITZ	TOBIAS
BONACKER	PATRICK
BORDE	STEPHAN
BRASSEUR	NATASCHA
BRAUSE	STEPHAN
BREHL	MICHAEL
BREIDEBAND	JOCHEN
BROST	STEFAN
BURKERT	GERHARD
BUSCH	JENS
CHATZIALEXIOU	PANAGIOTIS
CHIFEN	KATHRIN
CLEMENS	CHRISTOFER
CURTIUS, DR	FRIEDRICH
DAHLHAUS	ANNA-LENA
DAHMS	HELGE
DAUB	BENJAMIN
DELP	CHRISTIAN
DEUTMARG	ALEXANDER
DEUTSCHBEIN, DR	STEFFEN
DIEHL	FRANK
DIETZ	RALPH
DOHREN	THOMAS
DUDDA	RAFAEL
DÜHMERT	KATHARINA
EGENOLF	GUNNAR
EHEMANN	THOMAS
EHLERS	INA
EIERMANN	STEPHAN
EILES	MATTHIAS
EISSMANN	JÜRGEN
ENGLISCH, DR	JÖRG

FELDKAMP	MAREN
FELKA	ANITA
FITSCHEN	DORIS
FLECK-MARTINEZ	JUAN
FLICK	HANSI
FRITSCHKE	JAN
FRÖHLICH	LUTZ MICHAEL
FULCZYK	ANDRÉ
FUTTERKNECHT	JENS
GEIGER	GITTA
GEIS	MAXIMILIAN
GEORG	MARKUS
GIEGERICH	HERIBERT
GLAUBRECHT	FLORIAN
GLÖCKLER	CAROLIN
GÖCKES	FABIAN
GÖTTE	FLORIAN
GOLDHAMMER	SIMON
GORRISSEN, VON	GERALD
GRALE	CHRISTIN
GRAS	STEPHAN
GRIMM	MATTHIAS
GRISEBACH	BRITA
GRITTNER	JENS
GRÖNER	KATJA
GROSSE LEFERT	HENDRIK
GUTERMUTH	DANIEL
HAAS	NICOLE
HACKBARTH	THOMAS
HADEL	JÖRG
HAMMER	CHRISTOPHER
HANS	STEFAN
HARTMANN	HENNING
HARTMANN	MANUEL
HASLINGER	BASTIAN
HASLINGER	HEIKE
HASSINGER	MARLEN
HAUSER, DR	THOMAS
HELL	PATRIZIA
HELLER	JAN
HERZ	MICHAEL
HESS	MARC
HESS-BOLKOVAC	PIA
HINK	WILLI
HOCHFELLNER	WOLFGANG
HUBER	FLORIAN
IMMERHEISER	EVA
INGENHAAG	JENNIFER
JESKE	FRAUKE
JONES	STEFFI
JUNGINGER	CLAUS
KAPPES	KLAUS
KELLER	KARIN
KENKLIES	SINIKKA
KIESEWETTER	ANNE
KIESS	TOBIAS

KINNER	LUANA
KIRCHNER	MICHAEL
KISKO	PATRICK
KISSLINGER	GERHARD
KLEIN, DR	BRIGITTE
KLEIN	KERSTIN
KLEIN	OLIVER
KLIEHM	KATRIN
KLOTZ	JOHANNES
KLUCK	ANJA
KNOPP	ALEXANDRA
KOCH	SUSAN
KÖTTKER	RALF
KOHLHEPP	ANDRÉ
KOLLE	INKA
KONSTANTINO	AFRODITI
KOUPRIANOFF	RICHARD
KRÄMER	DIRK
KREBS	BASTIAN
KRIEGBAUM	SIMONE
KRINGS	CHRISTIAN
KRISCHKER	JOHANNA
KRÜGER	KAI
LANGEN	TIM
LEE, DR	KYUNG-YIUB
LERCH	HENRIK
LEYENBERG	ARNE
LINGOR	RENAE
LÖW	BETTINA
LÖW	KLAUS
LUDWIG	STEFAN
LÜDEKE	STEFFEN
LYON	CHRISTIAN
MAI	THOMAS
MAIBERGER	THORSTEN
MAJCAN	ALESSIA
MEIER	ANJA
MEIXNER	KATJA
MERGLER	ANGELIKA
MERK	HOLGER
METSCH	FREDERICK
MÖBIUS	WOLFGANG
MOLDENHAUER	DIRK
MÖLLER	BIRGIT
MONTEIRO	CARL
MORLOK	EVA
MORSCH	MICHAEL
MÜLLER	BJÖRN
MÜLLER	CHRISTIAN
MÜLLER	CORINNA
MÜLLER	HELGA
MÜLLER	JURI
MÜLLER	KEVIN
NADLER	MARKUS
NEBEL	WOLFGANG
NEHLS	ALEXANDER

NEUKIRCHNER	MANUEL
NEUMANN	JUDITH
NICKEL	CHIARA
NOLLER	TIM
OWUBAH	FELICIA
PABST	MICHAEL
PFAFF-DIMITRIOU	ELENA
PFÖRTKE	FIONA
PIETSCH	DOROTHEE
POHLMANN	DAGMAR
PUMP	SILKE
QUASSOWSKI	ALENA
RADDATZ	JOHANNES
RADZIWILL	ERNST-PETER
RAJBER	ROY
REIFENSCHIEDT	PATRICK
REIMERS	DORIS
REUBER	PHILIP
RIES	LEON
ROCKENBACH	ANDREAS
ROOS	ANN-KATRIN
ROSS	JUSTIN
RÜDDENKLAU	MICHAEL
RUF	BRIGITTE
RUNKEWITZ	KATJA
RUPPERT	FRIEDRICH
RYTSCHAGOWA	ELLEN
SANDROCK	HELMUT
SCHÄFER	DANIELA
SCHEFFLER	PETER
SCHLIERBACH	THOMAS
SCHMIDT	MICHAEL
SCHMIDT, DR	STEFAN
SCHNEEWEIS	MARKUS
SCHNEIDER	MORITZ
SCHNELKER	THOMAS
SCHÖNIG	CHRISTIAN
SCHÖSSLER	JONAS-PETER
SCHOLTEN	GEORG
SCHOTT	ULF
SCHREZMANN	CLAUDIA
SCHRÖDER	JENNIFER
SCHULTE	STEFANIE
SCHULZ	BETTINA
SCHUSTER	ALEXANDER
SCHWARTZ	MAXIMILIAN
SCHWARZBACH	FILOMENA
SCHWEIGER	SASKIA
SEE	FLORIAN
SEIBERT	TIMO
SEIP	MARKUS
SEITZ	ANNETTE
SICHTIG	KATJA
SITORIUS	WALTER
SPITZL	MARTIN
STAAB	WOLFGANG

STEIN	ARMIN
STENGER	MARKUS
STÖGER	IRIS
STREIB	FLORIAN
STRICH	DENNI
SUBOTIC	SUZANA
SWONKE	MONIKA
THAMM	JANA
TIETZ	OLLIVER
TIETZ	SIMONE
TOBIEN	WOLFGANG
TÖNNIHNSEN	GEREON
ULBRICH	GERDI
ULLRICH	HEIKE
URZO	MARINA
VELTMAN	JOHANNES
VIETH	NORBERT
VOIGT	HANS-ULRICH
VURAL	FIGEN
WAGNER	DANIELA
WALLRAFF	JULIA
WALTER	TILO
WALTHER	CORINNA
WEIDNER	MARKUS
WEIL	MANUELA
WEISE	ROBERT
WIDMER	PAULA
WILCOCK	NATALIE
WILDE	ANTJE
WILLMEROOTH	KATRIN
WINKLER	EVA
WIRBELAUER	SANDRA
WIRTHMANN	WOLFGANG
WOLF	TOBIAS
WOLFF	CHRISTINA
WURDAK	VANESSA
ZEINERT	SULTANA
ZILCH	FRIEDERIKE
ZIMMERMANN	NADINE

DFB-MEDIEN FRANKFURT

ANNAN	INGA
BLUM	FLORIAN
HORWARD	DAVID
LUDWIG	STEFAN
RACHUT	MARCUS
RATZEL	MATTHIAS
STRÄSSLE	MELANIE
THOMANN	INGO
WEIGEL	HELMUT
WINAU	ULRIKE



DFB-MEDIEN HANNOVER

AHRENS	JÖRG
BORNEMANN	MARION
BOSSE-NIQUET	ANDREAS
BRANDHORST	HOLGER
DINEVA	ELENA
DISMER	MIRKO
EIDEN	DIRK
ENGELKE	KAI
GÄRTNER	KURT
GRETENKORD	ANDREAS
GROBECKER	JAN
HAUKE	STEFAN
HAUSTEIN	STEFAN
HENNIES	FREIMUT
HEYNE	THOMAS
HOLTERMANN	MICHAEL
IREDI	STEFFEN
KALAC	MARC
KNEBEL	MATTHIAS
KÖPPER	CHRISTIAN
KORNIWICZ	DANIELA
KOTYRBA	MACIEJ
LEIBKÜCHLER	JENS
LIEDTKE	NORBERT
MEYER	ANDREAS
MIHALJEVIC	ALOIS
NIQUET	SUSANNE
NIWEK	RUDOLF
NÖRTHEN	MARTINA
N'TIDAM	TOURAYA
OPPERMANN	THOMAS
PACH	GABI
PROBST	WALTER
RAUSER	CHRISTIAN
REINECKE	ARNE
SCHÄFER	CHRISTINE
SCHNEIDER	LIEVEN
SCHRÖDER	ROBERT
SCHWIER	LAURA
SELIGER	DENNIS
SMERZINSKI	PETRA
STICHTERNATH	KLAUS
STOPPE	VOLKER
TRAUTMANN	STEFAN
TRULEC	ZELJKO
VAN DER MADE	ANDREA
WILM	JAN
WITHERS	HEIDI
WOLFF	EVA





THE DFB  FOOTBALL
FOR ALL AGES







THE DFB  FOOTBALL
FOR ALL WEATHERS



THE DFB  FOOTBALL
FOR ALL LOCATIONS









THE DFB  FOOTBALL
FOR ANYONE AND EVERYONE



THE DFB ON THE WEB



THE DFB WEBSITES

DFB HOMEPAGE	HTTP://WWW.DFB.DE
AMATEUR FOOTBALL PORTAL	HTTP://WWW.FUSSBALL.DE
AMATEUR FOOTBALL CAMPAIGN	HTTP://KAMPAGNE.DFB.DE
DFB VIDEO PORTAL	HTTP://TV.DFB.DE
DFB SERVICE PORTAL	HTTP://MEINFUSSBALL.DFB.DE
TEAM PAGE	HTTP://TEAM.DFB.DE
FAN CLUB	HTTP://FANCLUB.DFB.DE
CHILDREN'S PORTAL	HTTP://WWW.DFB.DE/PAULE
HOSPITALITY	HTTP://EVENTS.DFB.DE
FOOTBALL POOLS	HTTPS://TV.DFB.DE/TIPPSPIEL
TICKETS	HTTP://TICKETS.DFB.DE
DFB-FANSHOP	HTTP://DFB-FANSHOP.DE

THE DFB FAN PAGES ON FACEBOOK

NATIONAL TEAM	HTTP://WWW.FB.COM/DFB.TEAM
WOMEN'S NATIONAL TEAM	HTTP://WWW.FB.COM/DFB.FRAUEN
JUNIORS	HTTP://WWW.FB.COM/DFB.JUNIOREN
FAN CLUB	HTTP://WWW.FB.COM/FANCLUBNATIONALMANNSCHAFT
TRAINING	HTTP://WWW.FB.COM/DFB.TRAINING
FUSSBALL.DE	HTTP://WWW.FB.COM/FUSSBALL.DE
AMATEUR FOOTBALL CAMPAIGN	HTTP://WWW.FB.COM/DFB.KAMPAGNE
ALLIANZ WOMEN'S BUNDESLIGA	HTTP://WWW.FB.COM/ALLIANZ.FRAUEN.BUNDESLIGA
3. LEAGUES	HTTP://WWW.FB.COM/DIE.DRITTE.LIGA
DFB TV	HTTP://WWW.FB.COM/DFB.VIDEO

DFB TWITTER CHANNELS

NATIONAL TEAM	HTTP://WWW.TWITTER.COM/DFB_TEAM_EN
WOMEN'S NATIONAL TEAM	HTTP://WWW.TWITTER.COM/DFB_FRAUEN
DFB IN GENERAL	HTTP://WWW.TWITTER.COM/DFB_THEMEN
DFB GERMAN CUP	HTTP://WWW.TWITTER.COM/DFB_POKAL
JUNIORS	HTTP://WWW.TWITTER.COM/DFB_U_TEAMS
3. LEAGUES	HTTP://WWW.TWITTER.COM/DFB_3LIGA
DFB TV	HTTP://WWW.TWITTER.COM/DFB_LIVE
FUSSBALL.DE	HTTP://WWW.TWITTER.COM/FUSSBALL_DE

DFB GOOGLE+ CHANNELS

NATIONAL TEAM	HTTP://PLUS.GOOGLE.COM/+DFBTEAM
WOMEN'S NATIONAL TEAM	HTTP://PLUS.GOOGLE.COM/+DFBDE_FRAUEN

INSTAGRAM / TUMBLR

NATIONAL TEAM	HTTP://INSTAGRAM.COM/DFB_TEAM
NATIONAL TEAM	HTTP://DFBTEAMBLOG.TUMBLR.COM

DFB WEIBO / TENCENT WEIBO CHANNEL

NATIONAL TEAM	HTTP://E.WEIBO.COM/DFBTEAM
---------------	---

ABOUT US/ CREDITS

PUBLISHER

GERMAN FOOTBALL ASSOCIATION
OTTO-FLECK-SCHNEISE 6
60528 FRANKFURT AM MAIN
TELEPHONE +49 69 67 88-0
FAX +49 69 67 88-2 66
EMAIL: INFO@DFB.DE
WWW.DFB.DE, WWW.FUSSBALL.DE

RESPONSIBILITY FOR CONTENT

RALF KÖTTKER, DFB DIRECTOR OF COMMUNICATIONS
AND PUBLIC RELATIONS

EDITORIAL COORDINATION

STEPHAN BRAUSE, NIELS BARNHOFER, WOLFGANG TOBIEN

TRANSLATION / PROOFREADING

THOMAS SCHNELKER

AUTHORS

NORMAN ARNOLD, NIELS BARNHOFER, STEPHAN BRAUSE,
JOCHEN BREIDEBAND, THOMAS DOHREN, STEPHAN
EIERMANN, FABIAN ELGNER, MAXIMILIAN GEIS, JENS
GRITTNER, THOMAS HACKBARTH, KNUT HARTWIG, MICHAEL
HERZ, SINA HOFMANN, STEFFEN LÜDEKE, MICHAEL MORSCH,
CHRISTIAN MÜLLER, UDO MURAS, ROY RAJBER, PETER
SCHEFFLER, ANNETTE SEITZ, WOLFGANG STAAB, WOLFGANG
TOBIEN, GEREON TÖNNIHNSEN, HANS-ULRICH VOIGT

PHOTO CREDITS

AUGENKLICK, FIRO, GETTY IMAGES, DPA, ALFRED HARDER,
IMAGO, BERNHARD KUNZ, REUTERS, WITTERS

COPY DEADLINE:

31 JANUARY 2015

GRAPHIC DESIGN,

OVERALL TECHNICAL PRODUCTION

RUSCHKE UND PARTNER, FELDBERGSTRASSE 57
61440 OBERURSEL, TELEPHONE +49 6171 693-0



THE DFB  FOOTBALL
IS THE FUTURE

