



ISRAEL
FOOTBALL
ASSOCIATION

ההתאחדות לכדורגל בישראל



NATIONAL FOOTBALL PHILOSOPHY:
Project Football:

THE ISRAELI WAY





Moshe Zuretz
Chairman of the IFA

«Revolutions, large or small, are perceived as a defining moments in which we able to recognize of the lack of success thus far, and seek the courage to embark on a new, promising and informed path that may lead us to the Promised Land. Innovation, breakthrough and abandoning the familiar past, all require personal and systemic courage. We are equally curious and skeptical about the future, but we are obliged to be pioneers and march on new ground, so we will be able to tell ourselves that we have done everything for a better present and future. Israeli football is now at this point in time – observing the past in awe, while gazing to the future with tremendous hope. «The Israeli Way» is a professional Manifesto which invites the football community – players, coaches, fans and anyone else who seeks the success of the Israeli football industry and believes in his ability to contribute to the revolution – to join us in a journey that requires pioneers. Only in this way we will overcome barriers, conquer goals and come out victorious.»



Rotem Kamer
CEO of the IFA

«The orderly and thought-out plan set forth by «The Israeli Way», is the result of an in-depth study that presents the unvarnished strengths and weaknesses of Israeli football, as well as its great potential. In order to figure out where to go from here, we must be sincere and examine how we got here. The Israel Football Association is urging for others to join the necessary revolution in the field, but in the meantime will start and lead by example, hoping that many significant forces will join in the future. The cornerstones for the development of Israeli football are formulated for the first time in a clear and orderly manner, while they all are necessary and enforceable. There is a great deal of work to be done, but there is no doubt that if we persevere, improve and implement, we will reach the goals we seek to achieve. We wish success to all in our unique way, towards our desired destinations.»



Willi Ruttensteiner
Technical Director

After a serious and thoughtful analysis of Israeli football, we created a guiding national football philosophy called «The Israeli Way».

This was necessary in order to be able to advance Israel to its natural place, ranked in the top 30 of world football, alongside nurturing top-class players like in past generations – which will lead Israeli football to achieve the goals it seeks.

This is a crucial point since, not systems, but individual quality is the most important factor of success in international football – quality instead of quantity!

In order to make a fundamental and significant change, there is a need to set up a systematic, professional and meticulous plan, which will serve as a professional model for many years to come.

«The Israeli Way» fulfills these exact standards, as a comprehensive training and education concept that touches a variety of critical elements for the development of Israeli football. It explains what the IFA wants to achieve in the future, it's a definition of Israel's football identity and will serve as a common ground for the whole Israeli football community.

All the stakeholders in Israeli football – The IFA, the Israeli government, the clubs, coaches, players, fans and so forth – have to unite behind this common goal and work together in order to implement this philosophy and achieve the goals we hereby set forth. «ONE HEART, ONE GOAL!»



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«I cannot say whether things will get better if we change; what I can say is that they must change if they are to get better.»

Georg Christoph Lichtenberg, 1853

“The Israeli Way” is a comprehensive training and education concept to develop Israeli football.

With the proposed content the IFA will be able to intensify the development of grassroots, football trends and woman’s football, the development and challenging of talents as well as the promotion of quality training and further education for coaches.

Quality training and youth development are a continuous process, a constant challenge for responsible football coaches, officials and staff.

The improvement of the quality in all areas of Israeli football is the overarching aim.

This concept is to be understood as the orientation, content and basis for Israeli football in the immediate future.

“The Israeli Way” explains what Israel wants to achieve in the future, is a definition of Israel’s football identity and a common ground for all stake-holders!

“The Israeli Way” is a specific project for quality education of players, coaches, referees and other involved people to go forward in world football!

Basically, “The Israeli Way” consists of six pillars:

- High quality training and further education for coaches
- increased activity in grassroots football as the basis for the top-level
- Special promotion and development of girls’ and women’s football
- Optimized systematic talent development for children and youths
- Individual high level support and scientific monitoring for national players (Project 22)
- Professional support for all IFA national teams

This elitist project and education path should make it possible for the Israeli national team to take a leading position in European football again.

EI EI Israel!

THE «11»

1 Belief in youth football at all levels!

Under the leadership of the IFA, concentration on the core components (government, IFA and IFL, clubs, leagues, schools, institutes and universities, media, economy ...) is sought after, for the benefit of Israeli football and especially kids, youth and adolescents. In the future, the focus will be on youth development and qualitative training of top players. Israel will be an elite education country for top international leagues like in Austria, Belgium, Croatia, Portugal, Switzerland etc.

2 Improvement of infrastructure in Israel!

The main goals are the construction of playing fields around the country alongside modern football stadiums and the creation of a modern structure for talent promotion, or elementary improvement of existing training facilities (football academies, development centers, training and football grounds, social facilities for care models, facilities for sports science accompaniment, etc.).

3 Players at the center of education!

In addition to all the football-specific activities, the topmost premise of the IFA is the comprehensive personality education of kids, children, youth and adolescents as young adults.

4 No roots.....no shoots!

In addition to its main responsibilities such as leadership of the national teams, central control of the Israeli football, providing service, administration, information, regulation, marketing, etc., the IFA sets new priorities for the grassroots of Israeli football, football trends and women's football. The instruments for this cause are strategic planning and modern controlling, consistent implementation of projects to promote grassroots football and increasing the number of registered players from the current 40,000, to 60,000 players in 4 years. Alongside this process, the social significance, functions and benefits of Israeli football should be clarified to the public.

5 Structure of development for talented Israeli players!

Through a broad foundation in kids, children's and youth football, talents should be systematically developed through clubs and talent promotion institutions, and be able to achieve their maximum individual performance. The talent centers (football development centers, football academies) are defined as elite training facilities for future professional players.

6 Individual programs for top Israeli talents: Project 22!

The central concern of the IFA is the elitist individual promotion of the most talented players of Israel. The greatest talents will be comprehensively promoted in the near future through Project 22, by individual trainers alongside the inclusion of sports science (sports motor skills, sports psychology, sports medicine). With this project, the IFA is forcing individual training in the professional clubs or in the football academies and development centers.

**Football:
Pre-school – School – University –
Army – Profession!**

The aim is to intensify cooperation with pre-schools, schools, institutes, universities at all levels. Special school competitions and football festivals should be initiated.

The cooperation with the Army should receive special support for professional players and future national players.

**Two attractive professional leagues
with a modern license system which
create real opportunities for Israeli
talents!**

The promotion and challenge of talented Israeli players through competitive leagues by taking appropriate actions to this cause.

**The IFA as a modern competence
center facilitates international football
perspectives and knowhow!**

A modern controlling system of the IFA actively shapes the future of Israeli football.

The following basic principles must be observed:

- Observe, recognize and understand developments in international football
- Defining national goals
- Creating and maintaining potential for success
- Applying standard targets/actual comparisons and correcting any deviations
- Active controlling
- Monitoring of the «The Israeli Way» project

**Best coaches for grassroots, kids, and
youth football!**

One of the most fundamental tasks of the IFA is to offer the coaches a high level of education and training. The IFA inspires to introduce new training sessions for grassroots and kids coaches (IFA diploma), improve the UEFA-A Elite Youth License which is available following the completion of the UEFA-A License, and to completely restructure the training for goalkeeper coaches. Through this structure and methodology, interested coaches will find more information on talent discovery, talent development and transfer this talent to develop adult football.

**Professional support of IFA national
teams!**

Comprehensive professional support of IFA youth national teams at all times (competitions or training):

- Football-specific area: national coach, assistant coach, goalkeeper coach, fitness coach, video analyst
- Sports medical area: doctor, physiotherapist, masseur
- Personality training: sports psychologist/mental coach
- Kit manager
- Team manager

Vision

"The Israeli Way" should enable the Israel National Team to reach the top of European football (top 30 in the FIFA World Ranking) and football should be the leading, most popular mass sport in Israel which almost everybody loves!"

IFA, 2019

Goals/ Objectives

- Increasing the number of registered players (women and men) from 40,000 to 60,000 in the next four years through specific projects
- New philosophy in kids', children's and youth football
- Club coaching project to improve the base of football
- Modern talent development structure with football academies and new certified IFA development centers
- New IFA Football Academy in Shefayim as a role model, in cooperation with UEFA
- Professional support and diagnostics of national teams in all areas
- Project 22 – optimized development of individual potential of IFA national team players
- Real chances for Israeli talents in professional football
- Modern database for documentation
- Set up of a sports political structure: Board – Technical Committees – Technical Department
- Set up of a Technical Department
- Set up of a modern coaching department to ensure the future quality of Israeli football, which lies to a large extent in the hands of the coaches
- Increase the number of football pitches all over the country
- Improvement of training and playing facilities in the clubs and in 256 municipalities (pitches, fun courts, indoor halls)
- Modern Technical Center in Shefayim
- International knowhow (cooperation with national and international universities, hospitals, institutes, associations, leagues, clubs and experts (case studies, study visits....))
- International football congress in Israel

Technical Department

The Technical Department of the IFA is divided into the following subdivisions: Coach Education, Elite Talent Development, National Teams, Grassroots, Women's Football (National center of women's football), Sports Medicine and Anti-Doping and Analysis/Documentation. The Technical Department is headed by the Technical Director and each subdivision is assigned to a sports and administrative director. The tasks of the Technical Department are shown in the following diagram:







THE 6 PILLARS

of «The Israeli Way»

Coach Education

“Quality instead of Quantity”

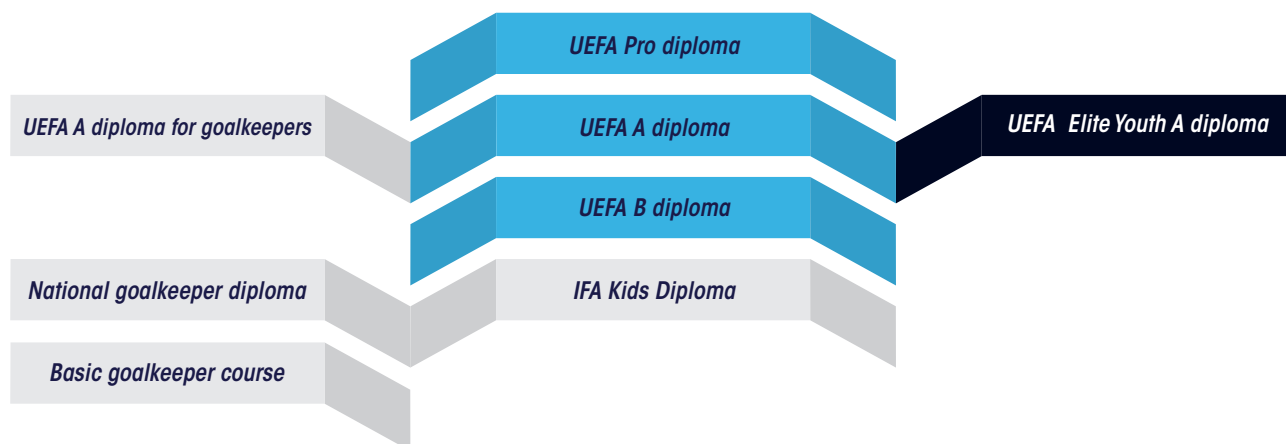


By ratifying the agreement on the mutual recognition of coach education between UEFA and the IFA, Israel is one of the nations whose education concludes with UEFA diplomas at all levels.



It is therefore possible for graduates of our Israeli coach education to train teams of all levels, in all the member associations of the UEFA convention.

The new modern structure of coach education is shown in the following diagram:





The aim is to adapt the level of Israeli coaching education to the level of top European nations through targeted actions.

The coach's education is being decisively complemented by the restructuring of the goalkeeper coach diploma, the new introduction of training for kids, children and youth coaches, new selection criteria and course contents.

For this reason it was necessary to set up a modern coaching department, to create a modern coaching and playing philosophy and to establish an Israeli Coaching Convention to ensure the future quality of Israeli football, which lies to a large extent in the hands of the coaches, who have a vital role to play in the development of the players and the game.

The new focal points within the training are called «Reality Based Learning» and «Game Related Training». Throughout these courses, this new teaching method is to be implemented and represents a further step towards a very individual education.

The IFA program of continuing education consists special topics tailored to the target groups, such as the latest development trends in football, international trends, topics from the football-specific and general sports area, sports science and medical topics and, of course, all aspects of junior training and player development.

Coaches with UEFA licenses are required by the UEFA Convention to attend the IFA's continuing education program. Trainers who do not comply with this obligation will lose their training license.

The new motto and the big goal/objective of «**The Israeli Way**» is:

«No football training without an educated coach!»



Grassroots



Grassroots football in Israel deals with the task of being actively involved as an association wherever the ball rolls.

Through the grassroots, we want to develop Football and provide the following opportunities:

- To provide everyone with the opportunity to play football irrespective of age, gender, background or capability – Football for all!
- To use football as an educational tool and as an aid for self- improvement and self-expression – Education through Football!
- To use Football as a learning tool to improve health and quality of life in community and family, to help unite people and to establish lifelong friendships – Social function of Football!
- To create enthusiasm and a love for football as players, coaches, referees, fans and volunteers – Lifelong love for the game of Football!

Grassroots football covers the following topics: kids' and youth football, school and trend football, club football, football for people with disabilities, recreational football and the social factor football.



Kids and Youth Football

Games, fun, enjoyment of movement, community experience, and new friendships should be the focus of children and youth playing football.

The aim of the IFA is to get as many girls and boys excited about football as early as childhood. With a wide base, we should be able to bring our beloved football back to a high international level.

Kids and youth learn by playing, they need the best possible training, very good coaches, the support of parents and officials, variety, qualitative training equipment and child-friendly playing fields. On these coordinated playing fields (small field), which are also tailored to the physical capacities of the youngest, there are more ball contacts, great goal scenes and thereby many success experiences for our youngest footballers. All these are reasons why football develops on the small field to the large field and deserves our attention and the position at the base of our training pyramid.

The core content of kids' football is teaching fun and enjoyment of playing football, high-quality technical and coordination training, many ball contacts, successful experiences, bipedalism and bilateral-play, learning all playing positions and the general social development of children. In addition, without having to deal too early with complex tactical content, the kids should become familiar with the basic knowledge and rules of football.

All children take part in the game because kids' football means playing, and playing means having fun!

We therefore follow the guiding principles of kids' football, because with an educational and non-result-oriented game, practicing and training needs to be applied. Kids' football is not adult football:

- The games are for the kids and not for adults!
- Football for kids means adapting the game for the kids!
- Kids football should be diversified and versatile!
- Kids need a lot of praise and support!
- Let's provide kids with a child-friendly equipment!
- Let's build respect for the opponent and the referee!
- Every child should be involved!
- The most important thing for the kids is being together with their friends!
- Let's teach the kids both: winning and losing!
- Let's work together to create «happy football» for the kids, and youth!

A top priority in kids' and youth football is playing, training and practicing WITHOUT pressure of victory, defeat or position in the league table.

The first impressions and experiences at the football club usually decide if a child continues to play football with enthusiasm or runs away from football. Therefore, our football training has to be of high quality and above all fun.

The kids' and youth coach has a key function in terms of imparting enthusiasm and motivation for playing football. The coaches need to be aware that they have to be an important role model function for the children, youth on and also off the playing field. With a good kids and youth football coach you can win, but you can also lose.



Kids' and youth football should inspire, integrate, train, educate and socialize!



School Football

Exercise, play and sport provide an indispensable contribution to the physical, social, cognitive and emotional development of the students.

Positive basis is the double mission in the country: education for sports and education (personality formation) through sport.

The addition and extension of the curriculum with physical education, the motivation for lifelong sports activities and the introduction of talents to sports clubs, is one of the objectives of school sports.

The first major objective should therefore be to introduce a daily movement hour in school lessons. In addition to the health aspects, value and social education, this would make an enormous contribution to the multi-sportive education of kids, children, youth and adolescents. This in turn forms the basis for a successful talent promotion in all sport disciplines.

In addition, football should pursue a leading role through the organization of tournaments and festivals for the youngest kids, children, youth of all ages and the establishment of a professional school league. The educational structure of the tournaments and competitions should be organized according to age groups. The objective is the annual participation of many schools in these football tournaments and competitions!

The sport of football inspires, integrates, educates and creates a wonderful social environment, and should therefore become a significant part of school sports in Israel. The creation of enthusiasm, the introduction to club and school football and the addition of the football-specific education by schools are both a challenge and an opportunity for the immediate future. The cooperation between school and club is of great importance.





Clubs form the core cells of football, and they do much more than the public realises. Football and club life are the best preventive organs/ways/methods to keep our youth away from drugs, youth delinquency and violence.

Also, in view of the negative developments of our affluent society, the football clubs make a significant contribution to public health. It is therefore appropriate and justified for football clubs to receive legal and financial support from government.

The promotion of young talents in the club should be defined by a club, game and training concept. The objectives of a well-founded youth promotion system should be clear:

- Development of multifunctional players with increasing position orientation
- Systematic education
- Consistent planning, implementation and controlling in training stages
- Construction and implementation of modern game and training systems
- Social education, education and promotion of personalities
- Mediation of norms and values of our society

The common philosophy of young player development includes a clear commitment to the training idea, but not result orientated. The focus should be on the promotion and challenge of the players and not to exploit their talent for other goals. The avoidance of mental and physical overloading is critical.

In the future it will be important to convey this philosophy and objectives of modern youth promotion even better to the decision-makers of the clubs.

The junior coaches are very important in this context. They are the multipliers of Israeli football. They are available to the kids, children and youth as psychologists, pedagogues, coaches and friends, and they have a great responsibility as role models.

The quality and appreciation of child, kids and youth work is of the utmost importance in this context.



Special Promotion of Girls' and Women's Football

■
FIFA President Gianni Infantino promised a stronger commitment to the girls' and women's football when he took office.

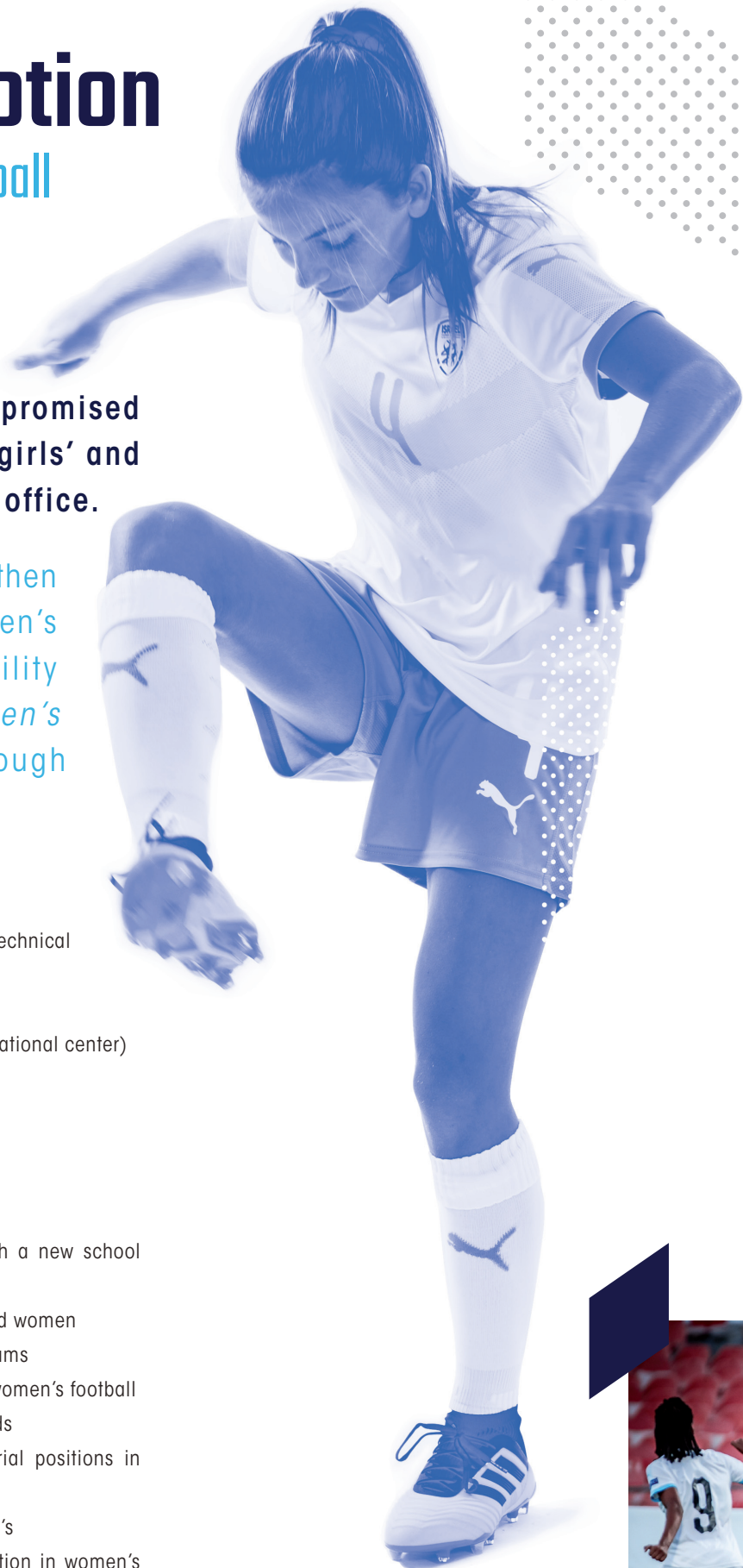
We in Israel, also need to strengthen our efforts for girls' and women's football. Just relying on the facility at *the Wingate National Women's Football Center* will not be enough in the long run.

The Women's Football Department is anchored in the Technical Department of the IFA and covers the following topics:

- Women national teams
- Talent promotion (Development centers and the National center)
- Competitions
- Cooperation school - football
- Projects to promote girls' and women's football

Our major objectives are:

- Promotion of girls' and women's football through a new school football competition
- Doubling of the number of soccer-playing girls and women
- Internationally successful players and national teams
- Image enhancement and marketing of girls' and women's football
- Educate the coaches and improve training methods
- Promotion of women in executive and managerial positions in Israeli football
- Create a large pool of professional women referee's
- Create a fanbase and drive community participation in women's football



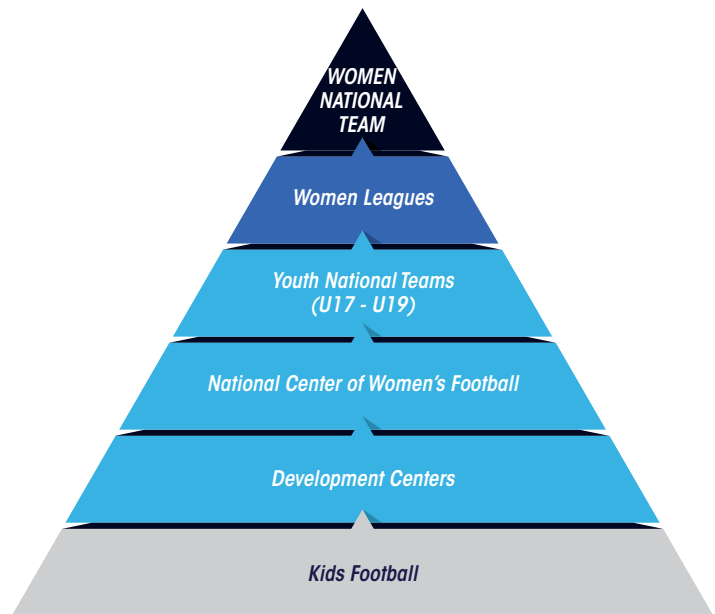


The basis for sustainable success in girls' and women's football will be formed by introducing a school football league for girls. The objective is not only to offer girls a new playing field of activity, but to significantly increase the proportion of women in football. Through this new competition, girls should come to the club and to ensure future excellence in this sector.

The individual development of the player is the focus!

This elitist path for girls and women in the IFA Education Pyramid should make Israeli women's football internationally competitive and should increase enthusiasm for women's football in Israel:

A milestone in Israeli women's football was the foundation of the Girls Football Academy at the Wingate Institute. As a second step, we should aim to increase the quality in the areas of football, school cooperation, personality training, career planning, professional sports science support and expand the number of professional players – all of which should stimulate achievement at international level.

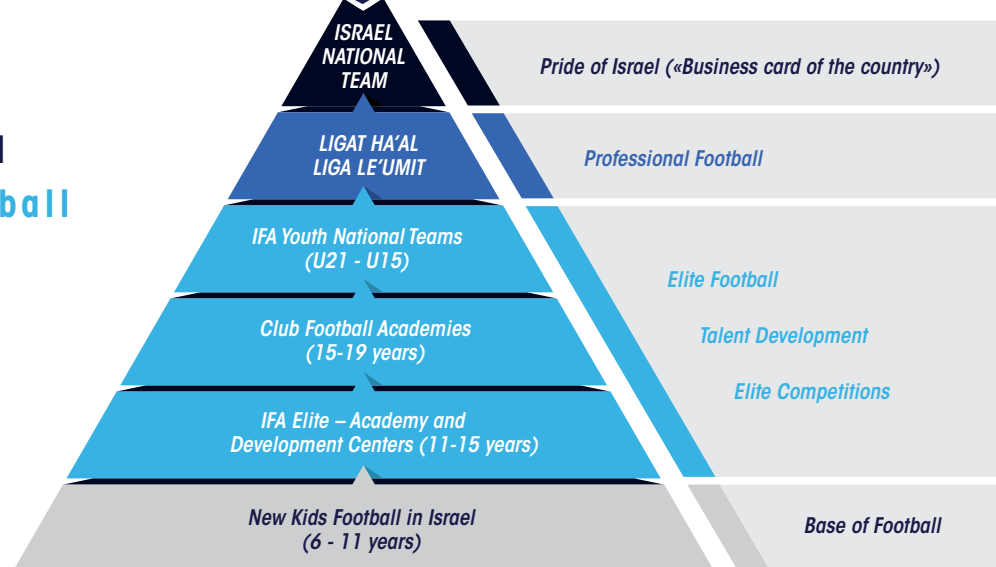


Elite

Optimized Systematic Talent Development



Talent Pyramid of Israeli Football



The Sportive Concept

The sportive concept and the IFA game philosophy contain all the basic features of sports and social education of adolescents and young adults. The method is goal-oriented, meaning there will be multi-year training sessions for players that meet the sporting and personality-centric requirements of the highest national and international leagues. The social component has to be considered as well as many other numerous age and development- related conditions.

The performance aspect is recognizable in all age groups (IFA Development Centers – IFA Elite Football Academy – Youth National Teams – U21 National Team), as only consistent concepts have a chance of success. However, the educational character of the training, the games and the accompanying measures are particularly accentuated.

The training and playing contents are developed according to current scientific training criteria and are based on the current international knowledge. The systematic approach, implementation and controlling will be visible in the technical and tactical areas.

The possibility, on the one hand – to train players over several years in addition to club training, and on the other hand – to recognize and document the development progress of the players, offers the best prerequisites. In this way, it is possible to respond effectively to football- specific national and international development trends.

Selection of Talents

4 - Elite

In order to scout all the greatest talents of Israel, IFA conducts area-wide observations. The sooner these gifted players are recognized and promoted, the greater the future prospects of these talents will appear. The objectives and meanings of all IFA activities depend on the quality of the players who are trained in these facilities.

Our task is to therefore cover the area up to the entry age of 11 years nationwide by structured observations. Scouting teams consisting of coaches, instructors, scouts, officials and others, must help make all the talents in the country known.

The screening and selection of talents for inclusion in a development center is of immense importance to qualitative work in the talent development facilities in Israel. The IFA selection criteria are intended to assist people in their important role. The central and indispensable screening areas are playing ability (creativity) and technique, physique (speed, coordination) and personality of the player.

Based on the screening results, IFA convocations or training days will be carried out. After further screening (training, courses, games) or selection, these players will be assigned to the development centers. Players, parents and clubs are to be informed about the result of the screening.

«IFA-Development Centers – my way to the top!»

The task of the IFA is to provide the best possible support for talents and talent promotion. With the installation «Excellence Centers», The IFA will successfully improve the technical-tactical level of junior players.

In order to prepare our players in a better way for possible entry into a football academy, the IFA must intervene even earlier than before in the training of the talents. The installation of IFA Development Centers spread across the country counteracts the current inadequate athletic state of young footballers in Israel.

IFA Development Centers are facilities for promoting the qualitative training of talents according to the IFA national philosophy and sportive concept. By installing these high standard football, educational and personality training centers, Israeli talent promotion should be improved. Furthermore, the attending young players will be especially prepared by these centers in their technical and tactical skills and abilities, fulfilling the requirements of future international football.

A qualitative basis for the training of professional footballers will thus be offered to the IFA Football Academy and football academies of professional clubs.

IFA Development Centers will establish themselves as training centers in cooperation with the clubs, the schools and the parents. The training must be systematic, flexible and tailored to



the requirements of a constantly evolving footballing world. During the week, the players will get additional training sessions in the center, but will continue to train and play competitively at their clubs. The individual and group training should be focused on the individual development of each talent, and will determine the progress of young players!

This requires top class football education by qualified training managers and coaches, good environment, good training conditions, excellent medical and sports science care and modern equipment in all areas.

The following values should be published in all IFA Development Centers so that they can be practiced by all players, trainers and employees:

- Enthusiasm
- Quality (Technical Strength, Tactical Knowledge, Fitness)
- Will to win
- Self confidence
- Respect, humility and discipline
- Responsibility and communication
- Team spirit

■ **Our objectives:**

- Systematic and comprehensive identification of talents
- High quality education for all Israeli talents
- Creation of training facilities with optimal conditions for sports, educational and medical care
- Targeted technical training and development of play ability
- Comprehensive personality development of the players
- Image cultivation through consistent public relations

■ **Structure:**

In addition to the IFA Football Academy in Shefayim, 4 IFA development centers will be set up in Israel. This means, initially, that 5 key regions in Israel will receive a development center when the license conditions are fulfilled.

The maximum number of players per location may not exceed 50. The travelling distance of the player to the school/training location should not exceed 50 kilometers. For longer distances, places in boarding schools or host families are to be offered.

The IFA Development Centers build the base for the IFA Football Academy/ies.



IFA Elite Football Academy in cooperation with UEFA

The IFA has the task of providing the best possible support for talent and talent development. At present, many talents – especially in smaller clubs – do not have the opportunity to undergo systematic high quality training in Israel.

Due to the lack of training level, older players have deficits in technical, tactical and conditioning areas. The Israel national players are currently not competing at the highest international level. A top talent in Israel currently lacks the opportunity to develop his talent in the most professional way possible. This challenging situation has to be counteracted with this project.

The IFA Elite Football Academy will be a professional development squad for talented individuals, who were hand-picked after completing training in the IFA Development Centers.

The aim of the establishment, licensing and promotion of football is the systematic and comprehensive training and monitoring of talented young people, in order to become competitive athletes.

Optimal conditions need to be created for the talents, so they can develop mature attitudes and personalities for sport, school and a professional life.

The IFA Elite Football Academy represents top junior football in Israel. The aim is to train elite players to reach for professional careers at home or abroad or to play in major leagues and national teams.

■ **The Objectives are:**

- Concentration of forces in the form of an association-independent IFA Football Academy under the leadership of the IFA and in cooperation with UEFA
- Establishment of a structure which in the medium term will lead to one of the best talent development institutions in Israel, and in the long run as an internationally competitive football academy. The new organization should possess high identity and impact
- Installation of a nationwide scouting system in cooperation with the development centers in the different regions and the professional clubs, for the systematic and comprehensive coverage of all talented players
- Creation of a playing and training philosophy
- Secured, high-quality school cooperation
- Establishment of a multifunctional training facility with optimal sports science, sports medicine, sports psychology and pedagogical care
- Targeted technical and tactical training, promotion of playability and development of the players
- Effect of elitist promotion on the grassroots and optimization of work in all clubs as the basis of talent development
- Image cultivation through consistent public relations
- Participation in national and international tournaments
- Promotion of football in Israel



The IFA Football Academy will guarantee the highest quality according to specific criteria:

■ Infrastructure – IFA Technical Center in Shefayim:

- Two pitches with tribune
- Floodlights
- 4 modern dressing rooms, wardrobes and shower facilities in the immediate vicinity of the training ground
- Proper training equipment (balls, cones, marking bibs, mobile goals, frames, poles, ...)
- Treatment rooms
- Seminar rooms
- Auditorium
- Offices
- Cafeteria with kitchen
- Terrace

■ Human resources:

- Sporting Director (UEFA-Pro)
- Administrator/Manager
- 2 Coaches (UEFA-Pro)
- 2 Assistant coaches (UEFA-A)
- Goalkeeper coach (national diploma)
- 2 Individual coaches (UEFA-A)
- Sports science / Fitness coach / Nutritionist
- Sports psychologist, Teacher, Educator
- Doctor and Physiotherapists
- Masseur
- Kit Manager

■ Sporting requirements:

- Documentation of the selection before joining.
- Year-round training
- 4 - 6 training sessions per week (implementation of the training contents given by the IFA)

- Competitions at the club
- School cooperation (school cooperation is a contractual agreement between the school and the Academy, which enables at least one weekly football-specific morning training).
- Annual performance diagnostic, sports psychological and sports medicine examinations.
- Career planning

■ Age and numbers:

- U11-U15: about 50 players

■ Accomodation:

- To be determined

■ School cooperation:

- To be determined

■ Additional requirements:

- Transport of the players
- Uniform training clothes
- Documentation (IFA database)

■ Controlling:

The Academy will be an economically, organizationally and sporting independent administrative unit with a separate billing system. The IFA is responsible for the awarding, the management and controlling.



Second Teams or Cooperation Teams of Professional Clubs

The Second Teams or Cooperation Teams of professional clubs have the function to deliver qualitative transfer of talents from the junior academy to the professional teams.

Under the most professional conditions, players should be adapted to the required level of performance in professional football in all areas. The games against strong teams in the competitive competitions complement this objective. A very close and good cooperation between the Head Coach of the club and the Coach of the Second/Cooperation Teams is necessary and desirable. The success of the Second/Cooperation team coaches is clearly visible in the number of talented players, which make the leap into the squads and into the teams of professional leagues!

Project 22

22
GREATEST
ESTABLISHED
PROPOSAL
QUALITY
TACTICAL
PERFORMANCE



«Not systems, but individual quality is the most important factor of success in international football!»

Willi Ruttensteiner, 2018

Modern sports culture embodies the basic principles of a modern performance-oriented society, especially in high-performance sports. Not the size or the population of a country is decisive for the performance in football, but the willingness of the carrier of a sports system (officials, coaches, athletes, parents, sponsors, public authorities, etc.) to apply these basic principles methodically. Examples from football's past prove this statement time and time again in an impressive manner (for example: Denmark 1992, Senegal 2002, Portugal 2016, Belgium and Croatia 2018, ...).

Football has taken on a mission statement function for years. With a goal orientated, professional and sports science-based development system, as is the aim of this project, we will achieve corresponding results and have many high-quality effects on other kinds of sports and other aspects in the country as well.

With a successful realization of individual objectives, the present project will launch a considerable positive dynamic in Israeli football, which will create a significant opportunity to benefiting from new unrealized potential.

The project runs under the brand name «Project 22», should be constantly communicated publicly and can therefore represent a highly interesting advertising product for project partners.

The professional structures of the Technical Department of the IFA, the style of leadership, the culture of participation, the used training methods and, above all, the sports science, sports psychology and sports medicine support for the talents, will gradually modernize existing football structures in Israel.

With the highest level of professionalism, in cooperation with the clubs and talent promotion institutions, Israel's best talents should be trained to become top players.

Project 22 offers optimal development opportunities for the talents of Israeli football through professional and personally-tailored measures of support. It represents an unprecedented attitude for versatile promotion of IFA National Team players in Israel.



Guidelines

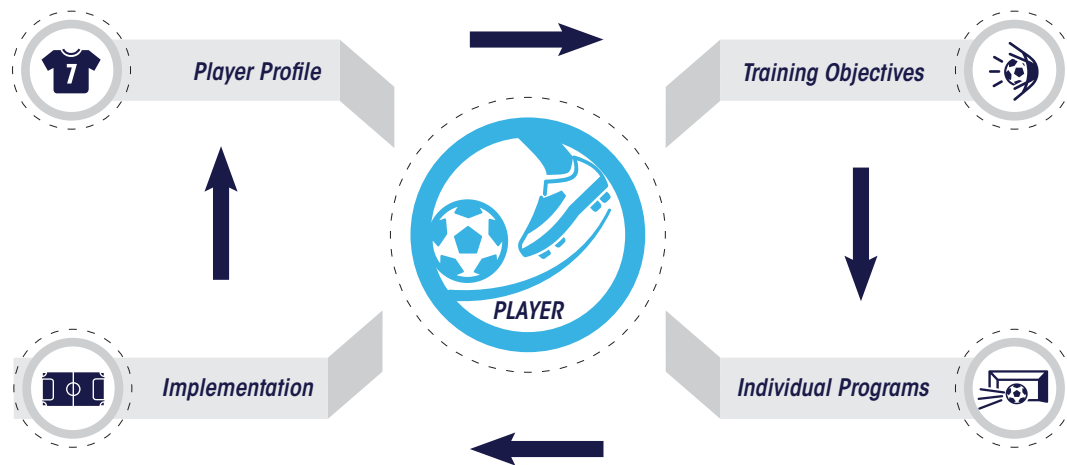
- Each player is a project!
- Individual advancement of the greatest talents of Israel!
- Comprehensive professional support of IFA national teams!



Project Objectives

- Measurable improvements in technical / tactical skills, and above all – the playing ability based on them, as well as a maximization of individual performance in all project areas (football, sports science, sports psychology, sports medicine)
- Establishment of players in professional teams
- Improvement of coach quality through special training
- Promotion of the players through a unified, modern game and training philosophy, that forces a courageous, variable and modern offensive game, while including the priorities of the national team
- Participation in U17 / U19 elite rounds as well as U17 / U19 / U21 EURO finals and play-offs
- Participation in FIFA U17 and U20 World Cup finals
- Participation in World Cup and European Championship finals with the IFA national team





- Selection and individual promotion of the greatest talents of Israel
- Analysis of the performance basics of the player (modern sports performance diagnostics, but also subjective analysis deriving from discussions with coaches and players, data processing for individual conclusions and improvement, special preparation for competitions and tournaments...)
- Creation of individual programs (consultation, exemplary execution,...) for the best players
- Communication with clubs and responsible coaches
- Individual accompaniment of development through individual coaches and specialists
- Individual promotion in the football academies and development centers
- Introduction of preventive tests for injury prevention
- Checking the health status and ensuring unrestricted suitability for high performance sports from an internist point of view according to UEFA guidelines
- Performing of biomechanical motion analysis
- Competency model: systematic personality development of talents
- Performance diagnostics using the latest scientific possibilities and findings
- Sports psychology tests
- Coach the coaches
- Documentation of the performance development

The core content of Project 22 is the additional individual promotion of the greatest talents of Israel. Under the motto «From Talent to National Player» the individual player is the focus and is a kind of «project» in itself.

The objective is the improvement and promotion of individual strengths and the minimization of weaknesses of the Youth National team players.

This innovative approach is intended to offer the most talented national players, in cooperation with the clubs, the best possible development opportunities through professional sports science support and comprehensive individual support measures.

The individual training includes all those processes that target the performance development of the individual player and generate a modified development. Project 22 is therefore considered as an attempt to promote the individualization of team football. It stands for professional individual support of the talents in order to best support and promote the development of key players in Israeli National Teams.

IFA Youth National Teams



The sportive concept and the IFA game philosophy of the Israeli youth national teams contain all the basic features of sport and social education of adolescents and young adults.

The method is goal-oriented, meaning there will be multi-year training sessions for players that meet the sporting and personality-centric requirements of the highest Israeli and international leagues. The social component has to be considered as well as many other numerous age- and development-related conditions.

The performance concept is recognizable in all age groups, as only consistent concepts have a chance of success. However, the educational character of the training, the game and the accompanying measures are particularly accentuated.

The training and playing contents are developed according to current scientific training criteria and are based on the current international knowledge. The systematic approach, implementation and controlling will be visible in the technical / tactical area.

The possibility, on the one hand – to train players over several years in addition to club training, and on the other hand – to recognize and document the development progress of the players, offers the best prerequisites. In this way, it is possible to respond effectively to football- specific national and international development trends.

The objectives for all youth national teams of the IFA are as follows:

- The training concept has to be implemented according to the development level of the player
- The aim is to qualify for international competitions, while taking into account the previous point
- For younger age ranges – the training concept dominates, while for older ages – the competitive idea gains dominance
- The selection of players is based on their development potential
- Multi-day training sessions are being pushed for

Comprehensive professional support of youth national teams at all times:

- Football-specific area: national coach, assistant coach, goalkeeper coach, fitness coach, video analyst
- Sports medical area: doctor, physiotherapist, masseur
- Sports psychologist/Mental coach
- Kit manager
- Team manager



Israel National Team

Pride of Israel





FACTORY 54





*IFA Game Philosophy
New Team operations
Guidelines for common Behavior*



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ONE HEART ONE GOAL!



Eli Ohana

"With «The Israeli Way», it is now possible to see in black and white, an organized and detailed plan for the development of Israeli football, both for the short and long term. The plan as a whole, together with the work being done on the ground, is a direct expression of the wonderful professional work that is taking place in the IFA's technical department led by Mr. Ruffensteiner"



Yossi Benayoun

"What is required of a national team player? Character, ability, consistency, tremendous passion, ability to withstand pressure at difficult moments, and most importantly, to love the game and the national team above all. I always tell the players, work as hard as you can, because being on the national team will always be the highlight of your careers. Once you reach the national team, do everything possible to continue to be a part of it"



Avraham Grant

"There is no such thing as 'this is what I am now'. There is what I can be, and what I am going to do to achieve it. The Israeli way accurately embodies this approach. It is a detailed plan that targets to achieve the highest quality for Israeli football"



Eli Gutman

"Every coach needs to create mental strength in his team. Therefore, the coach must know what mental strength is: a team is driven by faith. Faith produces desire. The desire is strong, because there is a sublime profit. Faith & desire have to be based on a professional vision, which is applied by tactical discipline, while our goal is victory! We are measured according to results and not intentions"



Eran Zahavi

"The amount of talent and hunger for football in Israel is immense. I am happy that with the help of the «Israeli Way», a window of opportunity has been created to provide optimal tools for future generations to realize their potential and promote the industry"



Silvi Jan

"In order to reach the top of women's football, we need to develop and invest in girls from an early age. Afterwards, they must continue to work together as a cohesive unit and develop alongside each other into the youth levels and beyond. It is not necessary to invest only in the existing talents. It is necessary to develop the desire to play football among the whole population of women in Israel, specifically in the younger ages"



Iris Antman

"Strictness, perseverance and talent create a promising player. Passion, devotion and mutual responsibility create a quality team. When all these exist, a successful team is created"



Alon Hazan

"Being a winner is a tremendous feeling, but it will never feel like being part of a winning team"



Moran Meiri

"The Israeli way is a professional compass for the management of the Israel Football Association and other stakeholders, according to which it will work to promote Israeli football to gain achievements in the foreseeable future"



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