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**LUNEX University International University
of Health, Exercise & Sports S.A.**

50, avenue du Parc des Sports
4671 Differdingen, Luxemburg
www.lunex-university.net

Contact

Mario Langenscheid

Communication

Phone: + 49 221 92 15 12 40

Email: mario.langenscheid@lunex-university.net

Into the future: New strategy for the Luxembourg Football Federation FLF

The Fédération Luxembourgeoise de Football (FLF), Luxembourg's largest sports association, is being given a new 5-year strategy. Experts from the Department of International Sport Management at LUNEX University in Differdingen, together with the FLF and with the support of UEFA, have identified key issues for the future up to 2026 in order to sustainably secure the positive sporting, social and economic development of the federation.

In February this year, FLF and LUNEX University decided to cooperate, and a month later the strategy development started with a kick-off meeting involving UEFA and its Grow Strategic Development Partner. This was followed by a series of assessments, interviews, workshops and analyses. The result is a comprehensive strategy document that includes the FLF's vision, mission and values concept, as well as medium- and long-term goals.

The strategy covers the period from 2022 to 2026 and has a variety of focal points, first and foremost sporting excellence: in addition to the development of the clubs and the increase in memberships and attendance, the mobilisation of fans and supporters is on the agenda. The number of Luxembourg players at foreign clubs is also to be increased. Other priorities include women's football, refereeing, improving internal structures and processes, good governance and social responsibility. The "Roude Léiw" also have their place in the strategy - they play a major role in the new image campaign, which is planned as part of a branding and marketing concept. Digital transformation is an important future topic for a major federation: in this field, the FLF would like to strengthen its analytical competences, address the topic of eFootball and launch a new website, among other things. "We are very pleased that we were able to carry out this prestigious project for the FLF. We are happy to continue supporting the association with our expertise, of course also in digitalisation issues," says Sebastian Merten, who is in charge of the strategy project for the FLF on the part of LUNEX University. The offer is obvious, as the university has recently added a "Master in Sport Management and Digitalisation" to its study programme in addition to various research projects in this area.

FLF President Paul Philipp is very pleased with the outcome and sees the federation well positioned for the future: "I'm very proud and it is a great pleasure to present to you our first overarching strategic plan in the

history of the Fédération Luxembourgeoise de Football. We are aware that we have set ourselves ambitious goals, but we are rising to the challenge and look forward to implementing the motto of this strategy: 'Football. For all.' which puts the football players at the heart of everything we do."

About the Fédération Luxembourgeoise de Football (FLF)

The Fédération Luxembourgeoise de Football (FLF) is the national football association of Luxembourg. With over 45,000 registered members spread over 112 clubs, the FLF is the largest sports federation in the country. The FLF is responsible for the national league, the Luxembourg Cup competitions and the various Luxembourg selection teams.

About LUNEX University

LUNEX University was founded in 2016 and offers a modern study and research environment in the heart of Europe. It qualifies students with internationally recognised degrees and creates professional perspectives in the fields of health, sport and management. International experts and scientists stand for diverse professional and methodological approaches in research and practice. The official teaching language is English.

LUNEX University has been accredited by the Luxembourg government on the basis of European law. The Bachelor's and Master's degrees meet European standards.

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