



Success story

Football for Girls – TWOgether School and Club



Sector: Health | Education | Sport | Children & Youth

Target group: Girls aged 5–10; women and young women as coaches

Implementation stage: Scaling up

Transferability: Yes

▶ About the initiative

Football for Girls TWOgether School and Club is an Austrian initiative designed to get more girls involved in football while strengthening cooperation between schools and sports clubs.

Running from 2024 to 2028, the project aims to involve at least 250 schools and kindergartens and 250 sports clubs across Austria. Each participating club appoints a coach who acts as a local contact for the project.

By the end of the project, the initiative aims to engage around 250 coaches, deliver at least 8,000 training sessions, and reach a minimum of 5,000 girls.

▶ What is making it successful?

Although the project only started in December 2024, strong interest from schools in working with the Austrian Football Federation is already emerging. This early demand suggests that school–club partnerships can provide an effective route for increasing girls' participation in sport.

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▶ What could other countries learn?

Its approach offers a practical model for connecting schools and sports clubs, while simultaneously supporting greater participation among girls and increasing the number of female coaches.





Key challenges to promote HEPA

► Austria's wider challenge for physical activity promotion

A key challenge is the complex distribution of responsibilities across different levels and sectors of government.

Austria's nine federal states, the national government and municipalities have different responsibilities for education and school infrastructure. Sport is also governed through shared responsibilities, alongside the autonomy of organised sport. As a result, initiatives involving children, schools and sport may require cooperation between several administrative bodies as well as independent sports organisations.

► Country-level barriers to advancing HEPA

The following barriers are most persistent to advancing HEPA policy in the country.



BARRIER	IMPACT
Political prioritisation	MODERATE
Regional/local implementation gaps	MODERATE
Limited funding/resources	MINOR
Inequities in participation/access	MINOR
Weak intersectoral coordination	NO IMPACT
Lack of workforce capacity	NO IMPACT
Insufficient monitoring/data	NO IMPACT
Limited research translation into policy	NO IMPACT
Public engagement challenges	NO IMPACT
Other	NO IMPACT

► What is needed?

Austria identified the need for new forms of cross-sector collaboration that can bring together the different actors involved in physical activity promotion.



► How can the HEPA Europe Network help?

The HEPA Europe Network could support this process by sharing and showcasing different models of cross-sector collaboration that countries and organisations can explore and adapt to their own contexts.