

# THE GROWTH AND SUCCESS OF AFRICAN FOOTBALL CONTINUES

Making African football globally competitive



14<sup>TH</sup> EXTRAORDINARY  
**GENERAL  
ASSEMBLY**

12<sup>TH</sup> MARCH 2025 - CAIRO







# In 2021, Dr Patrice Motsepe presented a “10-Point Plan” for the development, growth and global competitiveness of African football

## GOVERNANCE

PWC releases report detailing **governance** improvements required at CAF.

## CAF WOMEN'S CHAMPIONS LEAGUE

Inaugural **CAF Women's Champions League** is played in Egypt.

## CAF-FIFA STAR

**CAF-FIFA STAR** project launched with an investment of USD 2-m to professionalise referees in Africa.

## CAF AFRICAN SCHOOLS FOOTBALL CHAMPIONSHIP

**CAF African Schools Football Championship** launched (880,000 boys & girls participated in 2023-24).

## USD 4M

Prizemoney for winner of the **TotalEnergies CAF Champions League** rises from USD 2.5-m to USD 4-m.

## CAF AFCON

Prizemoney for the **TotalEnergies CAF AFCON, Cote d'Ivoire 2023** increased by 40%, winner receives USD 7-m.

## TV AUDIENCE RECORD

**TotalEnergies CAF AFCON, Cote d'Ivoire 2023** sets record cumulative TV audience of 1.4-billion in 180 countries.

## USD 50,000

Teams in the preliminary stage of the **CAF Interclub competitions** receive USD 50,000 each.

## VAR ACADEMIES

**CAF** invests USD 3-m in **VAR academies** to train officials in all 54 **MAs**.

## MAs

**CAF** increases subvention to **MAs** (USD 250,000 to USD 400,000) and to **Zonal Unions** (USD 500,000 to USD 750,000).



# Building Partnerships with Governments, Private sector



■ His Excellency, Côte d'Ivoire President, **Alassane Ouattara**



■ His Excellency, Liberia President, **George Weah**



■ His Excellency, Uganda President, **Yoweri Museveni**



■ Her Excellency, Tanzania President **Dr Samia Suluhu Hassan**



■ His Excellency Kenya President, **William Samoei Ruto**



■ Dr. Patrice Motsepe with South Sudan Minister of Youth and Sport **Dr. Albino Bol Dhieu**, and SSFA President **Gen. Augustino Maduot**



■ Dr Motsepe helped to open the magnificent Amahoro Stadium in Kigali alongside His Excellency President **Paul Kagame** of Rwanda



■ His Excellency President **Cyril Ramaphosa** of South Africa



■ His Excellency, Angola President, **João Lourenço**





■ His Excellency, Seychelles President, **Wavel Ramkalawan**



■ The final of the inaugural African Football League with FIFA President **Gianni Infantino**



■ His Excellency Ethiopia Prime Minister **Abiy Ahmed**



■ Dr Motsepe holds aloft the CAF Africa Cup of Nations trophy with His Excellency, Cote d'Ivoire President **Alassane Ouattara** and FIFA President **Gianni Infantino**



■ His Excellency, Cameroon President, **Paul Biya**



■ Dr Motsepe laced up his boots to play alongside Nigeria's **Jay-Jay Okocha** in a CAF Legends match



■ CAF Secretary General **Véron Mosengo-Omba**, 2nd Vice-President **Ahmed Yahya**, 1st Vice-President **Augustin Senghor**, President **Dr Patrice Motsepe**, 3rd Vice-President **Souleiman Hassan Waberi**, 4th Vice-President **Seidou Mbombo Njoya**, 5th Vice-President **Kanizat Ibrahim**



■ Former Arsenal chairman **David Dein** helps launch CAF's Football Management Executive Programme



■ **Dr Ashraf Sobhy**, Egypt Minister of Youth and Sports



■ His Excellency President **Umaro Sissoco Embaló** of Guinea-Bissau



■ United States Secretary of State **Antony Blinken**





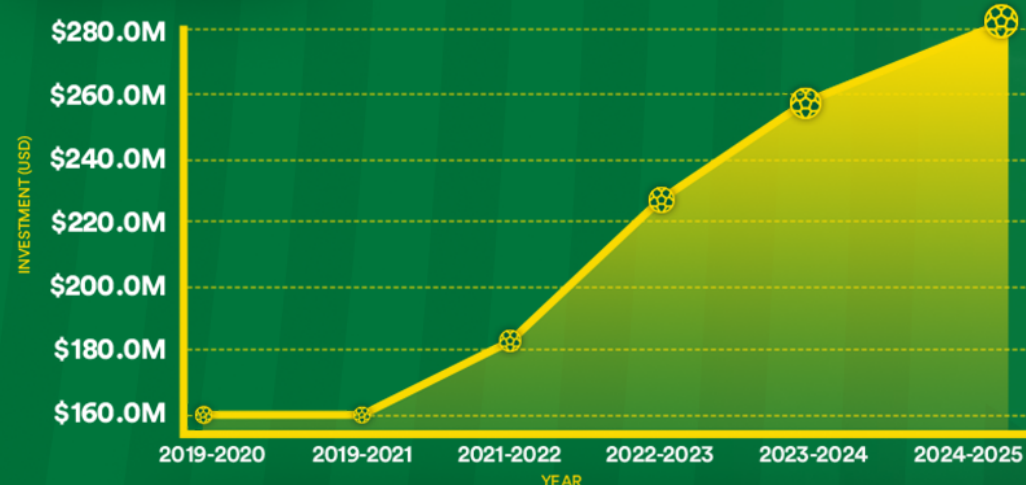
# INVESTING IN AFRICAN FOOTBALL



69%

## TOTAL INVESTMENT GROWTH (2019-2025)

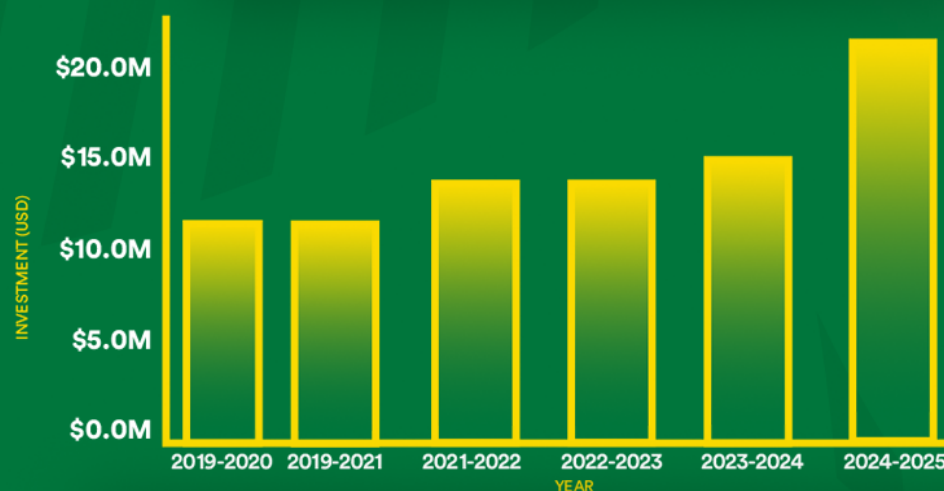
CAF HAS SIGNIFICANTLY INCREASED ITS TOTAL INVESTMENT IN AFRICAN FOOTBALL YEAR-ON-YEAR.



100%

## MA SUBVENTION INVESTMENT

CAF HAS SIGNIFICANTLY INCREASED DISBURSEMENT PROVIDED TO ITS MEMBER ASSOCIATIONS, RAISING THE ANNUAL FINANCIAL SUPPORT FROM **USD200,000** TO **USD400,000** PER ASSOCIATION IN THE 2024-25 FINANCIAL YEAR.



## NEWLY INTRODUCED INVESTMENTS (2021-2025)

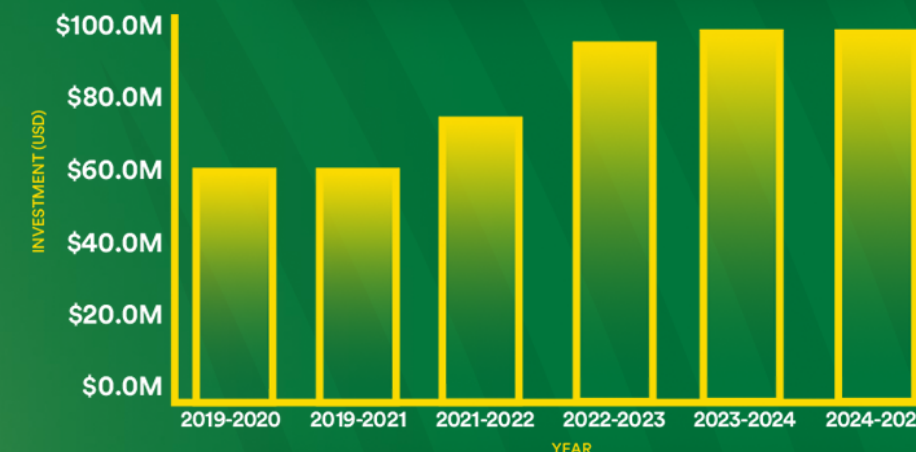
- NEW INVESTMENTS INTRODUCED IN 2024-2025.
- CAF AFRICAN SCHOOLS FOOTBALL CHAMPIONSHIP - **USD 10-MILLION (MOTSEPE FOUNDATION)**
- FIRST-TIME FUNDING ALLOCATION FOR GRASSROOTS FOOTBALL DEVELOPMENT.
- INTERCLUBS SOLIDARITY PROGRAM – **USD 50,000** PAID TO TEAMS IN THE PRELIMINARY STAGES.



63%

## MEN'S COMPETITION INVESTMENT TREND (2019-2025)

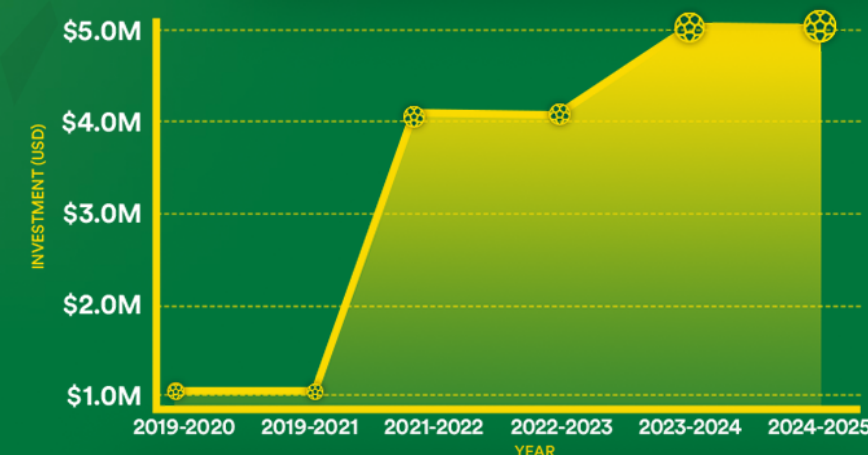
CAF HAS SEEN A MASSIVE INCREASE IN INVESTMENT IN MEN'S COMPETITIONS.



380%

## WOMEN'S COMPETITION INVESTMENT TREND (2019-2025)

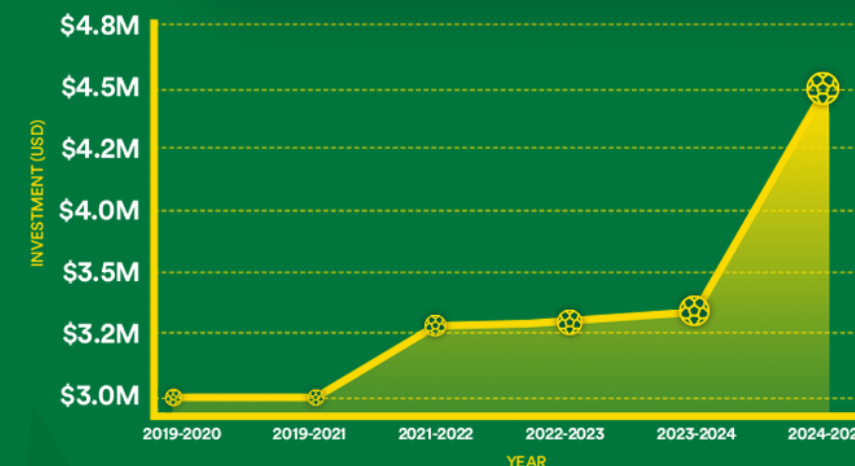
CAF HAS INCREASED ITS ANNUAL INVESTMENT IN WOMEN'S COMPETITIONS BY FIVE SINCE 2019.



50%

## ZONAL SUBVENTION INVESTMENT TREND (2019-2025)

CAF HAS INCREASED ITS DISBURSEMENT TO ZONAL UNIONS FROM **USD 500,000** TO **USD 750,000** PER ANNUM.







## Investing in developing and growing football in each African country and building partnerships and sponsorships with the private sector and other potential partners

### PRESIDENT MOTSEPE STATED

At the heart of building African football to be the best in the world, is investing in the development, growth, global competitiveness and sustainability of football in each African country.

### ACHIEVEMENTS

CAF increased the number of sponsors for the TotalEnergies CAF Africa Cup of Nations (AFCON), Cote d'Ivoire by 60% from the 2021 edition. There were a total of 17 sponsors for the competition.

There was a record number of television partners for the TotalEnergies AFCON Cote d'Ivoire 2023 with 110 and games broadcast in 180 countries to a cumulative total of 1.4-billion viewers.

TV, media rights and sponsorship revenues expected to be USD 131.9m in 2024-25.

Investment of USD 41.1-million to Member Associations, Zonal Unions and for capacity-building for football in Africa in the 2024-25 financial year.

CAF increased annual subvention to Member Associations from USD 200,000 to USD 400,000.

There was an increase in annual payments to Zonal Unions from USD 500,000 to USD 750,000.

Six new global sponsors have invested in women's football on the continent, including in the TotalEnergies Women's Africa Cup of Nations and CAF Women's Champions League.

CAF extended its partnership with TotalEnergies in January 2025 for three years to now include the sponsorship of 12 CAF competitions, including the CAF African Schools Football Championship







# Improving the efficiency and professionalism of CAF's Competitions and its staff

## CAF PRESIDENT'S OBJECTIVE

The new CAF should contribute to improving the efficiency, administration and organisation of CAF's competitions, as well as put in place medical best practices.



## ACHIEVEMENTS

USD 75.5-million is earmarked to be spent by CAF on competitions (prizemoney and organisation) in the 2024-25 financial year.

There has been increased prizemoney across all CAF competitions in the last four years with an allocated budget of USD 50-million in 2024-25.

USD 50,000 solidarity payment given to all teams competing in the preliminary round of CAF Interclub competitions to assist with logistics, allowing more to compete.

Workshops have been developed to assist clubs and national associations competing in CAF competitions. These cover subjects such as logistics, marketing and television production, among many others.

The African Club Association (ACA) was created in 2023 to give clubs a voice.

The implementation of the Team Base concept at the TotalEnergies CAF Africa Cup of Nations (AFCON), Morocco 2025 will ease the travel burden on teams and allow for better training.

Extensive medical workshops across the continent have been implemented to assist club and national team staff.

The CAF Anti-Doping Unit has done extensive work across the continent in the area of sports medicine and levelling the playing field around performance-enhancing drugs.





# Implementing and adhering to governance and auditing global best practices and statutory reforms

## CAF PRESIDENT'S OBJECTIVE

We will focus on contributing to building a respected, credible and ethical football governing association in every country in Africa and also focus on contributing to building an equally respected, credible and ethical African football governing body.

## ACHIEVEMENTS

Following an extensive PwC report on good governance, CAF established in 2022 the Governance, Risk, and Compliance (GRC) function.

CAF's senior management now convenes at least once a month with the CAF President or General Secretary, alongside all CAF directors. These meetings ensure alignment across divisions, accelerate decision-making, and foster a proactive governance culture.

CAF has undertaken a comprehensive review of its statutes, implementing key amendments during the 2023 and 2024 General Assemblies. These amendments modernize CAF's regulatory framework, reinforce institutional integrity, and ensure adherence to global governance standards.

In January 2025, CAF's EXCO approved a robust new compliance program, replacing the 2020 framework. The new policies include Code of Conduct (for CAF officials and employees), Code of Conduct for Third Parties, Good Governance Code and CAF Compliance Handbook (includes an Anti-Bribery and Corruption Policy and Conflict of Interest Policy).

The core drivers of the new policies are to promote ethical conduct, strengthen integrity and fairness across CAF's operations, enhance accountability, increase transparency, encourage inclusivity and drive continuous improvement.

CAF has reinforced transparency in procurement by mandating tender processes for all contracts. Over the past two years, CAF has launched more than 40 competitive tenders for commercial deals, media rights, and service agreements, ensuring fairness and compliance with global best practices.

CAF has maintained robust disciplinary procedures for clubs and individuals who infringe the rules of the governing body, on and off the pitch.



CAF

INTEGRITY





# Investing in our youth and in the future of African football

## CAF PRESIDENT'S OBJECTIVE

Creating youth football development facilities and infrastructure for boys and girls and promoting schools football in as many places of learning as possible. This is for the growth and long-term success of African football.



## ACHIEVEMENTS

USD 10m received as donation from the Motsepe foundation towards schools football development

A total of 28 862 schools took part in the CAF African Schools Football Championship in 2023-24 in 44 countries in a truly pan-African competition.

The CAF African Schools Football Championship enriched the knowledge of learners on and off the pitch, including workshops at country, regional and continental level for Young Referees, Young Medical Officers, Young Reporters and Safeguarding, while there were also CAF D-License Coaching courses held.

In January 2025, CAF created a pilot project with the Girls Integrated Football Tournament (GIFT) for the Under-17 in Tanzania, bringing together teams from across the CECAFA region.

Running concurrent to the 12-Day GIFT tournament were a number of Women's Football development programmes, including a CAF D-License coaching course, media workshops and various health and wellness initiatives.

CAF hosted a pivotal meeting for African football academies in Cairo in December 2024, a brainstorming event that presented a critical opportunity for African football to collectively strategize and enhance youth development across the continent.





# Investing in African football infrastructure

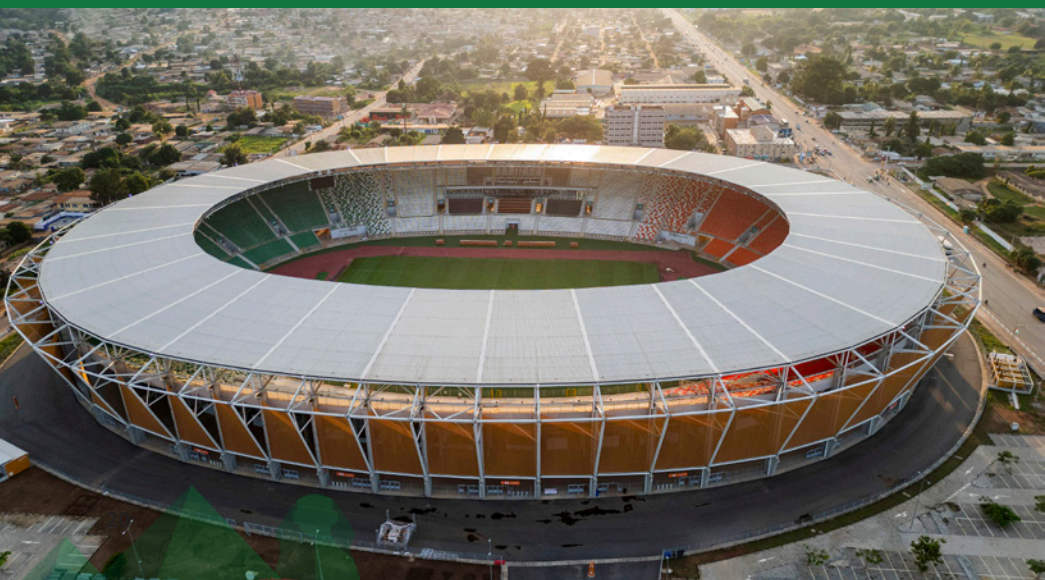
## CAF PRESIDENT’S OBJECTIVE “

Ensuring that at least one quality national stadium in every country is built, where none currently exists, in accordance with FIFA’s international quality standards.



**ALASSANE OUATTARA STADIUM, ABIDJAN**

Capacity: 60 012



**STADE DE LA PAIX, BOUAKÉ**

Capacity: 40 000



**NELSON MANDELA STADIUM, ALGIERS**

Capacity: 40 784



**STADE DU SENEGAL, DAKAR**

Capacity: 50 000

## ACHIEVEMENTS

Major improvements have been made to stadia across the African continent to comply with CAF standards for the hosting of FIFA/CAF Senior International A matches.

In March 2021, 34 of the 54 CAF Member Associations (63%) did not have an approved stadium to host FIFA/CAF Senior International A matches.

By February 2025, less than 12 countries now play away from home and the goal is to ensure everyone is playing at home.





# Developing and growing Women's Football

## WOMEN'S FOOTBALL

**\$600,000**

Amount in USD of prizemoney for the winners of the CAF Women's Champions League, a **50 % increase** for the 2024 edition.

**150%**

The overall prizemoney for the TotalEnergies CAF Women's Africa Cup of Nations has risen from USD 975 000 to USD 2 400 000, an increase of almost 150%.

## ACHIEVEMENTS

The CAF Women's Champions League was launched in 2021 and has been played annually since then.

The TotalEnergies CAF Women's Africa Cup of Nations was expanded from eight to 12 teams in 2022.

CAF reached the milestone of 150,000 registered female players in Africa in June 2022.

A record 39 teams entered the qualifiers for the TotalEnergies CAF Women's Africa Cup of Nations, Morocco 2024.

CAF passed the 7,500 milestone for registered female referees on the African continent in September 2024.



CAF launched the Girls Integrated Football Tournament (GIFT) pilot project for the Under-17 age group in January 2025, aimed at boosting player participation.

CAF has produced 590 licensed female coaches since 2022.

In collaboration with the CAF Professional Football Development Department, workshops have been organised for women's club administrators.

CAF's Women's Club Licensing project has been implemented to boost the standards at clubs.

CAF and the Saudi Arabian Football Federation put on a Women's Football Coaching Workshop, the first of several such projects.







# Protecting the integrity and professionalism of refereeing

## CAF PRESIDENT'S OBJECTIVE

Refereeing is the cornerstone of football worldwide. The integrity, independence and professionalism of referees is crucial for the credibility and success of football in Africa.

## ACHIEVEMENTS

Launch of the CAF-FIFA STAR project which aims to improve African refereeing standards by professionalizing referees, offering financial stability, and serving as role models for young referees. The project includes 25 professional referees and has shown significant improvements in game management and performance in high-profile matches.

Elite Referees courses in 2023 and 2024 included 71 referees and 56 assistant referees.

There were record appointments for African referees to the 2022 FIFA World Cup with 6 referees and 10 Assistant referees, which included one female referee.

There were record appointments to 2023 FIFA Women's World Cup with four referees and seven assistant referees.

Workshops were hosted throughout Africa, including monthly online, to ensure regular training.

CAF has invested almost USD 4-million in VAR equipment for Zonal Unions and Member Associations and will roll out VAR training courses to each MA.

VAR was implemented at all 52 matches of the TotalEnergies CAF AFCON for the first time in the 2021 edition.

Since 2022, VAR has been implemented at all CAF centralized competitions, including Under-17, Under-20, CHAN , WAFCON and CAF Women's Champions League.







# Video Assistant Referees

## CAF PRESIDENT'S OBJECTIVE

VAR will be implemented at all CAF senior competitions. Each Member Association participating in international and inter-regional competitions should invest in a light VAR system.



## ACHIEVEMENTS

CAF has invested almost USD 4-million in VAR equipment for Zonal Unions and Member Associations and will roll out VAR training courses to each MA.

VAR was implemented at all 52 matches of the TotalEnergies CAF AFCON for the first time at the 2021 edition.

Since 2022, VAR has been implemented at all CAF centralised competitions, including Under-17, Under-20, Futsal and CAF Women's Champions League.

CAF conducted 13 development courses for male and female referees, along with one course for instructors in the 2022-23 financial year and all of them had a VAR component.

There has been a dramatic rise in the use of VAR at CAF Competitions, from 2021 (22 matches) to 2022 (125), 2023 (141) and 2024 (97). From 2025 all finals tournament matches will be played with VAR.

Figures from Zonal Union VAR courses in 2024:  
 Number of trained referees: 118  
 Number of certified referees as VAR: 24  
 Number of certified referees able to officiate in match with VAR: 54  
 Number of trained instructors: 45  
 Number of certified instructors: 6  
 Number of certified VAR operators: 11







## Partnerships with FIFA and other Continental governing bodies

### CAF PRESIDENT'S OBJECTIVE

We are committed to building a mutually respectful and beneficial relationship and partnership with FIFA, and also with the other continental football governing bodies around the world.

### ACHIEVEMENTS

CAF signed a Memorandum of Understanding (MoU) with Saudi Arabian Football Federation that included skills development and the staging of the CAF Super Cups in the country.

CAF also signed a partnership with Arab Gulf Cup Football Federation (AGCFF) to advance development.

There is a cooperation agreement with the Egyptian Minister of Youth and Sports Ashraf Sobhy to build new headquarters for CAF in Egypt's New Administrative Capital

CAF signed a partnership with the University of Cape Town to further education in the football sector.

Broadcaster CANAL+ will assist CAF with the implementation of the Young Reporters workshops at the CAF African Schools Football Championship.

CAF has fostered a strong relationship with global football governing body FIFA around several programmes to enhance its impact on African football.

Established good working relations with European Club Association (ECA).

CAF has renewed key agreements with several long-standing partners, including TotalEnergies and Orange, and new ones such as VISA, leading to a record 17 sponsors for the TotalEnergies CAF Africa Cup of Nations, Cote d'Ivoire 2023.

### SIGNING CEREMONY

8 MAY 2024



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8 MAY 2024  
CAIRO, EGYPT







**CAF**  
**AFRICAN**  
**SCHOOLS**  
**PROGRAMME™**

**CAF**  
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**SCHOOLS**  
**FOOTBALL**  
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