



ARSAQA-
TIGITTA

KAK

Kalaallit Arsaattartut Kattuffiat
Strategy for 2026-2029



It is with great pleasure and pride that we present KAK's strategy for 2026–2029:

ARSAQATIGIITTA

Community through football.
All year round – across the country.



On behalf of the Board
KENNETH KLEIST - CHAIRMAN OF KAK

The strategy is based on solid engagement work, involving stakeholders across clubs, volunteers, politicians, partners, coaches among others. I would like to take this opportunity to thank everyone who has contributed.

We want to bring Greenland together through football

Football is the sport that brings the most people together in the world and in Greenland. We would like to maintain that in the future. This requires a clear commitment. The number of active members in KAK is not growing currently, and there are challenges regarding local resources. Coaches, referees and volunteers across the country need more support through a clear structure, initiatives and tools. Greenland is the country with the second-highest number of footballers per capita in the world. We are surpassed only by England. We are envied for our strong and passionate football culture, and now we must work together to maintain and build upon our status as a unique football nation.

We wish to prioritize children, young people & grassroots

We must invest in children, young people, coaches, managers, referees and clubs. Building structures must help to ensure that more people want to be part of football. We know that far fewer girls than boys play football. We are losing members among young people in their teenage years, and we must change this through a series of national initiatives. Through our work with children and young people, we will strive to improve safety and mental and physical health in Greenland.

A key element of this work will be to improve the conditions and opportunities for playing football for everyone. This will be achieved by establishing Airdomes and improving facilities in collaboration with the municipalities.

We strive to strengthen the community

Football is about community. We all want to be part of a community. We must focus on precisely that, both in relation to children and young people and to the clubs where managers and volunteers spend their days in the arenas and on the pitches.

We must strengthen the bond between football and futsal. We need to integrate the two disciplines and enhance cooperation and organization, whilst allowing for separate sporting objectives. This will support and empower players and coaches in clubs and on national teams.

We wish to professionalize

The national teams must be of international standard and -competitiveness.

We will strive to establish youth national teams for girls and boys and senior national teams for women and men. Everyone must have the opportunity to fulfil their potential in the Greenlandic national team jersey and help showcase Greenland on the international stage. In the long term, we are working towards more matches where Greenland plays under its own flag.

At the same time, we will work to ensure that KAK can attract the best partnerships, which will make it possible to establish talent development programs, so that we together can increase the chances of Greenlandic players securing professional opportunities.

With **ARSAQATIGIITTA**, we have created an ambitious national football strategy. It will be implemented in collaboration with municipalities, Inatsisatut and Naalakkersuisut – and with our strong partners at the Danish FA, Greenland Sports Federation and Elite Sport Greenland. By focusing on what we can achieve together, I am confident that Greenlandic football in 2030 will be stronger than ever.



MISSION & VISION

Based on relevant reports, documents and the extensive consultation process, the following mission and vision have been established for the development of football in Greenland over the next four years (2026–2029).

MISSION



“We cater for community, well-being and national identity through football. We are strengthening our efforts for children and young people, clubs, volunteering and the framework that makes football possible throughout Greenland, whilst developing our international profile.”

The mission is what KAK was established to achieve. The absolute foundation of our work in all areas is that we must promote football through the above mission, which is to serve as a guiding principle for staff, volunteers, managers, players, coaches, referees and officials at all levels across the country.

VISION



“Community through football – all year round, across the country”

The vision describes a Greenland where football is one of the strongest unifying forces across towns, villages, ages, genders and backgrounds. Football should be a safe, inclusive and nurturing community for children, youngsters and adults. Football should promote safety, inclusion and well-being, as well as serving as a platform for national identity, where football and futsal contribute to a united and strong Greenland.





THE VISION'S CORE PRINCIPLES

Children, youth & grassroots

Children and youth – football for life.

The foundation is children and youth. The primary task of football and futsal must be to create good environments for children and youth. This strengthens play, well-being and community, and it lays the foundation for nurturing grassroots football and strengthening the grassroots base.

Football for health, wellbeing and prevention

Physical and mental health challenges are on the rise among both children and young people. Football must be a substantial part of the solution. We must facilitate increased physical activity and create strong social communities that ensure children and young people continue playing football well into adulthood.

Year-round activities and modern facilities

Airdomes and state-of-the-art arenas are the solution for the future of sporting activities in Greenland. The Greenlandic climate and the vast distances require solutions and facilities that support the future of football and futsal in Greenland. Football and futsal must be played and sport practiced all year round in all regions. This is a crucial part of the goal of creating better opportunities for grassroots football in Greenland.

THE VISION'S CORE PRINCIPLES

Community and cohesion

Football as a common denominator

Developing a sense of community within the clubs is crucial. Volunteers, coaches, referees and managers must be significantly and systematically strengthened through training, courses and involvement. These groups are absolutely essential for training sessions and matches to take place.





Two disciplines with a shared direction

Clear synergy between football and futsal. The disciplines must work together to foster participation and development. They must strengthen one another, develop side by side, and help ensure that more children and young people come together around the game.

Inclusion, safety and mutual respect

Sport must be a safe space. Through national programs, we want to give everyone the opportunity to develop through football. Together, we must make sure that sports is the primary gathering point for towns and villages, where all genders, age groups and disciplines come together.

THE VISION'S CORE PRINCIPLES

Professionalization

National identity through football

International football recognition for Greenland. The dream is international football recognition for Greenland, official international matches and visibility. Football must be a platform for national identity and the shared national narrative.

Partnerships

Football requires collaboration. We know that organizing and running the country's most popular sport requires many dedicated stakeholders. That is why we want to build a solid network of commercial and public partners around football to help ensure these ambitious goals are achieved.

Football at the highest level

The national team, talented players and the grand ambition. We want to ensure that Greenlandic talents can fulfil their ambitions of playing for the national team, turning professional and making a living from their sport. We will therefore work to create the best possible conditions for our most talented players.







Committees established

**Children & Young
People Club Services
The Red
Thread
Commercial
Girls & Women
Airdomes & National Clubhouse
Tournament Structure
Referee
International
Football**

Qujanaq!

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