

Thesis: Taiwanese soccer has struggled to make a mark on the international stage, as there needs to be a professional level of competitiveness and soccer culture in Taiwan. Moreover, the misunderstanding and purpose of integrating soccer plans accordingly resulted in the need for more infrastructure, the popularity of the sport, the passion for continuing improvising, and more. With the help of the Mercy Foundation, our organization will aim to develop and grow a soccer culture in Taiwan with the joint cooperative project with T3 programs, “soccer starts at home,” by raising awareness among parents that would then influence young generations to get involved in soccer so that the worse and best kids have an even entry-level to make the playing field for Taiwan soccer competitive. In addition to improving the national team's performance, a thriving soccer culture in Taiwan can bring potential economic and cultural benefits, increased tourism and national pride, and for the kids a healthier physical and mental wellbeing. The organization will also provide more soccer facilities in sizable manners to expand the playing field, targeting schools, joining forces with the grassroots clubs, magazines, media channels, and state governments in Taiwan with T3 executives to keep the movement alive. And engaging in educating the parents, administrations, stakeholders, and audiences in reach. Ultimately, our movement can take Taiwanese soccer to the international level with long-term improvisation.

PROBLEM:

I. Taiwan is not embracing the benefits from soccer from an observational standpoint.

Soccer is less popular in Taiwan because of other more popular sports.

A. Bringing international success brings fame and economical advantages to the country.

1. The underlying effect of achievements that affect popularity.

a) The Taiwanese national team has not qualified for the FIFA world cup since 1968.

b) Soccer is not as popular here as it is compared to countries around the world (CTFA).

c) Taiwan's national soccer team is ranked 151th in the FIFA rankings (FIFA).

2. Other sports in Taiwan are more popular than soccer, because of a number of factors.

a) Baseball and other sports resulting in more popularity, encourages Taiwanese to be more passionate than soccer.

(1) Historically, Taiwan by the influence of Japan has a longer history of Baseball and has made some historical feats in those fields (Digital Taiwan Program).

(2) Taiwan's national baseball team won the baseball world cup in 2001.

(3) The Taiwan national baseball team made it to the quarter finals in the WBC 2013.

(4) Another study concludes that the type of passion in the 720 members of the

b) Statistics show the popularity of soccer here in Taiwan is substantial compared to other activities.

(1) Online survey report by Statista in 2018 out of the 3720 participants, shows the difference between the play of soccer and other sports.

(a) 1.24% of them regularly participated in soccer (Statista).

(b) Other sports are more popular such as, running/jogging (11.59%), Cycling(9.22%), Badminton(7.58%), etc (Statista).

(2) A report from Zeng Huiqing, a member of the National Policy Research Foundation found statistical differences of popularity in clubs.

(3) All levels from elementary schools to colleges, mostly established basketball clubs: "50% of junior colleges, 90% of vocational high schools, nearly 70% of junior high schools, and nearly 70% of national high schools. Nearly 30% of them are primary schools" (One Ping News Network).

(a) Football clubs on the flip side “only 20% in elementary schools, and about 15% in junior high” (One Ping News Network).

c) The basketball and baseball leagues have been more successful and set more achievements than soccer in Taiwan.

(1) “...the international baseball community has ranked Chinese Taipei as a premier-level team, on a par with Japan, South Korea, and the United States,” (Richard Lin, secretary-general of the Chinese Taipei Baseball Association).

(2) There are star players in basketball Jeremy Lin or Dwight Howard having more attention for the Taiwanese basketball, soccer leagues in Taiwan on the other hand have been successful only online during covid (CTFA).

B. Soccer is the most popular sport in the world, and it comes with advantages (VoxDev).

1. The biggest scale in the world and money-making sport belongs to football.
2. From media, fashion, to medical fields the biggest sport in the world has unlimited possibilities.
3. According to the global football market analysis the market is growing at a CAGR (Compound annual growth rate) of 18.3% from 2021 to 2027.

4. The “Trickle-Down” effect is also the bi-product result created from sports, and this effect in soccer brings thousands of expertise areas into the field.
5. Soccer is outstanding in producing top quality competitions and players, and has the power to motivate and inspire (Why soccer is not as big as you think, Athletic Interest).
6. FIFA (2013) mentioned, improving the game of soccer constantly and promoting it globally in the light of its unifying, educational, cultural and humanitarian value (FIFA).

II. Several problems lead up to Taiwan’s overall stagnation because a professional soccer league is not established.

A. Professional leagues are the propelling factor for the overall success of the industry.

1. Teams compete and improve the overall skill of the players.
2. Both Japan and South Korea have a professional soccer league.
3. J1 league and K1, (professional soccer leagues, top notch) leagues provide a home base fan, which improves both popularity and revenue.

B. The hardware implementations and the lack of quality and quantity of soccer stadiums in Taiwan are hampering the success of the league.

1. Soccer stadiums are getting more important than ever; it is one of the main driving forces for a fanbase (Bleacher Report).

2. Most soccer stadiums here in Taiwan are multi-purposed, mostly combined with a track.
3. Other professional leagues in Taiwan compared to soccer, such as baseball or basketball, have plenty of stadiums around the country for kids to use (Taiwan Plus).
4. “Enthusiasm for soccer increases every year, but people tell me they have problems finding pitches...” (Taipei Times).
5. “If you want to play soccer, it’s pretty hard to find a field” (Youn).
6. Costa Rica or Brazil for example have soccer pitches everywhere (The Score).

C. The properties of a semi-pro league and its correlation to the TFPL league in Taiwan do not support the overgrowth of a professional soccer league.

1. League standards are lower, the quality of the game is lower (SoccerPrime).
2. Wages are lower, and contracts are more strict and unmanageable (SoccerPrime).
3. The support for corporate jobs is lacking, thus lacking the quality of the players.
4. All of the following above, supports the lack of passion as a correlating factor vise-versa to semi-pro and overall popularity (TaiwanPlus).
5. Liao Zongyao and Lin Jianxing (2013) from the Taiwan Sports Management Journal mentioned that “complete sports facilities are the rock

for popularization...only good sports venues can improve sports performance”. (Taiwan Youth League Promotion Strategies Analyzed)

6. Taiwan has 8 soccer teams in total, not all teams have a home stadium (Soccerway).

D. Governing issues impact the growth of Taiwan soccer.

1. The CTFA is governed by a branch of the legislature in Taiwan (CTFA).
 - a) There is only one operating football semi-pro league known as the CTFA in Taiwan.
 - b) Article 64 in the CTFA statutes states “..expenses in keeping with the objectives pursued by the Chinese Taipei Football Association”.
 - c) Lin De-jia, secretary-general of the Chinese Taipei Football Association (CTFA) argues that the government should approach it as a long-term solution rather than a rush for immediate results. (Taipei Times)
2. Other leagues in Taiwan have shown the difference between organizations governed by CTFA, CTBA, and the free market.
 - a) The SBL (Super Basketball League) in Taiwan has been governed by the government, unlike the P league or the T league, which stagnates the soccer plan.
 - b) SBL is semi-pro, and the T & P leagues are considered pro leagues.

- c) Mr.Portell, who has coached semi-pro basketball in France, considered the skill level of a highschool league in the U.S. to be leveled with the SBL.
 - d) This is because of free marketing both controlled and regulated by the T & P leagues that enables them to take revenue and profit (The News Lens).
 - e) Revenue and profit then leads to investment in better facilities, players, and etc.
 - f) On the other hand the CTFA or SBL has stagnation in growth because of the controlled income and spending by the organization.
3. The problem of cooperation with local and central governments in Taiwan to execute a solution.
- a) Taiwan's system of integration is made with the cooperation between the local and center government (Opinion).
 - b) The Taipei Arena took more than 30 years to build until the central government forced the Taipei City government to cooperate for the building of the stadium (Opinion).
 - c) Soccer plans need to be met by both the local and central government, this process is slow and inefficient.
 - d) The recent 6-year football plan has shown disappointing results.
 - (1) The 6-year football plan plans to bring the current Taiwan rank, to 100th FIFA ranking in those 6 years.

- (2) The new National Nanzi football stadium which was one of the stadiums in the plan did not have the highest level of FIFA Quality Pro certification (BusinessToday).
- (3) The stadium budget was unchanged but the stadium was undergraduate, which was not the central government's original plan (BusinessToday).
- (4) The aim of the 6-year plan is failing to meet executive critiques as the money is not really making a difference (Football Six-Year Plan Review and Prospect" Symposium Outcomes Report Manual).
 - (a) There are still 8 semi-pro teams, no change.
 - (b) Stadiums were built, but no progress was made as it was the whole horizontal integration chain that needed to be built up.
 - (c) Executives concluded that the plan needed more build up/purpose, and questioned if the money was worth it.
 - (d) The overall popularity and interest has not seemed to increase.

III. Taiwan's soccer outweighs the change of coaches, facilities, and so on than culture and competition.

A. Soccer is no more than a mere sport, soccer is not validated as a stable career choice in Taiwan.

1. Taiwanese people are passionate about the World Cup but view it as an extracurricular event Taiwan cannot achieve.
 - a) Passion after the world cup ends is not there for local Taiwanese soccer.
 - b) No space for the Taiwanese soccer fans to pay attention to the semi-league in Taiwan as the EPL, Champions league, World Cup, and more are much more appealing.
2. The excessive pressure society in Taiwan puts on academics, when the prioritization between sports and academics is stationed, culture is hard to cultivate.
3. STEM, (science, technology, engineering, and mathematics) is valued more significantly than sports or extracurricular activities (Taipei Times).
4. Most athletes in Taiwan struggle to progress in being pro and leave the industry because of college.
 - a) A 2006 documentary “Summer of Miracles” recorded 17 third grade football players at Hualien Meilun Junior High School aka. “Miracle boys” (twreporter).
 - (1) The hype of these players was close to the popularity of stars such as Zinedine Zidane, Wayne Rooney, and Ronaldinho in the World Cup.
 - (2) They were forgotten with only 4 of them playing on the field with the Taipower soccer team.

(3) The four players (Gao Junhong, Yan Hesheng, Lin Changlun, and Li Jianliang) said it was a financial problem. Highschool provided housing and food, but starting from college, the support was not there anymore.

(4) Other “Miracle boys” who did not make it to the professional level are now working as “coaches, tattoo masters, volunteer soldiers, insurance salesmen, etc. , completely out of the football circle”.

5. The reason why soccer is so integrated into the culture of Brazil is because the sense of creativity and enjoyment is developed from a young age.

- a) They get comfortable with the ball, and are not forced to train from a young age.
- b) Get in contact with the ball from an early age from their parents.

B. Other factors that are outweighed by cultural factors.

1. Popularity

- a) Uruguay and Costa Rica are outside the 100 population rank.

Despite that however, they both sustain success in international soccer consistently (The Score).

- b) Some of the most populated countries in the world including China, India, USA, Pakistan, and Bangladesh combined have zero matches won (The Score).

2. Genetics

- a) “lower limb kinematic patterns, in support and ball contact phases, are similar in young Brazilian and Japanese soccer players” (NCBI).
- b) Environmental factors play a bigger role, education, and most importantly skill, however none of these are possible without culture intact (University of Queensland).

3. Education also stems on the basis of culture; Taiwan focuses more on results.

- a) Youth teams are not getting enough sufficient skill and facility education. Like France, England and Spain. Education in youth teams is not highly organized.
- b) Greater emphasis on education, career development, and other aspects of life, which limit the amount of time and resources available for sports and athletic training.

4. Coaches

- a) Coaches will always be important in a country, as Gary White head coach of CTFA in 2017 made a difference but not as much as what the CTFA members had expected.

(1) A main misleading speculation includes the idea that coaches are the single most important guide to changing and renewing the country's sport.

(2) Not enough money spent on foreign coaches would solve the overall issue of Taiwan soccer.

(3) “So what they're always looking for, they believe that they're one coach away from doing well” (Tom Byer: 20:14).

C. Culture sprouts from parenting, comparison of other countries and Taiwan.

1. The success of other countries who have conceptualized the basis and formed a culture for football (Tom Byer).

- a) There are only 8 teams out of the 211 FIFA member associate countries who have won in the FIFA world cup tournaments (FIFA).
- b) With Brazil, Germany, Italy, France, Argentina, Uruguay, England, and Spain, almost half the nations there repeatedly win the World Cup.
- c) These 8 countries have a culture that understands the value of developing players from a much younger age than other countries.
- d) Getting a firm foundation and head start is especially important in education and sports.
- e) The Aspen Institute found that 38.5% of kids that play in the US quit by age 7 and another 50% quit by age 10 and this is because they were not able to learn the basic building blocks that would make them fall in love with the game.

f) Tom Byer, former professional soccer player and CEO of T3 of football starts at home stated that the government does not understand the concept so it is impossible to understand where they are investing in.

(1) “Tom Byer: (17:24) they don't understand development. So they don't know what to invest in”

(2) Players have to fall in love with the sport for them to progress.

(3) And the role that parents play in this is what makes a developed soccer culture.

(a) South Korea soccer star Son Heung Min, from his influence of his father Son Woong Jung was able to become the player he is now.

g) Entry level gap of Taiwan youth to become competitive Tom Byer: (11:35).

(1) “So when you close the gap between the best and the worst, that's when your elite player pool becomes very big because it's very competitive”.

(2) “... that the countries that develop the best players in the world, they win the battle at what I call the entry level”.

(3) “...the entry level is pre-teen before you join a team, which is before the age of six”.

IV. Developing a strong soccer culture and improving infrastructure in Taiwan is necessary to address the current lack of innovation and understanding in soccer, and can lead to potential economic and cultural benefits.

A. Currently the Taiwan Sports Administration does not understand the approach to solve the problem.

1. The current soccer plan, the 6-year soccer plan's ultimate focus, is advancing to the top 100th in the FIFA rankings, however Taiwan's world ranking has fallen from 124 to 157 (Taipei Times).
2. The organization clearly does not understand how the developmental process works, as it is not aiming for long term success.
3. CTFA or the Ministry of Education is spending money on renovating big facilities, bringing in coaches, and more, but the key is to innovate grassroots football, and that comes from kids falling in love with the ball, not the game.
4. It does not matter the facilities, the environment, the coaching, and more. The development of technicality and skill derives from having a soccer culture.
5. This culture is not found here where younger kids are much exposed, however now the talent pool is much larger, the more children playing, the higher the success rate for the future for Taiwan soccer.

V. An organization that acts as a middleman, called SPO (not chosen yet).

A. The 30 million NTD granted by the Mercy Foundation will be used in establishing a NPO organization to promote the football starts at home movement.

1. The organization will first collaborate with the T3 company in Japan.
 - a) Organization run by Tom Byer, who revolutionized the way of approaching soccer in Japan.
 - (1) Tom Byer was the head of CFA (Chinese Football Association), and promoted grassroots football and quality of coaching.
 - (2) Worked with more than 40 countries' soccer executives.
 - (3) Contact with more than half a million kids.
 - (4) Has a team of highly educated researchers and developers.
 - b) The audience will be in ages from 2-6 approximately 3 % of the total population.
 - c) T3 was established in 2008 for the purpose of educating Japanese school children and parents.
 - d) The company had a multimedia approach of promoting the idea of “Football starts at home”.
 - e) The philosophy of this company focuses on these core concepts.
 - (1) The significance of having the ball in contact with the child at an early age and love with the ball.
 - (2) The positive effects of early parental engagement.
 - (3) Figuring out the right techniques so kids can have the passion of their own.
2. The movement will be run by addressing the potential of soccer in Taiwan.

- a) Figuring out what best fits for Taiwan, a media approach will be given.
- b) Taiwan has a lot of talent, grassroots soccer is increasing more than ever.
- c) But to get this transfer movement reached towards the majority, more media exploitation needs to be done with the right education and education.

(1) What's culturally acceptable is different in Taiwan.

(2) Rather than to change the culture we fit the programs according to Taiwan's culture.

B. Football starts at home, with parenting.

- 1. Skill acquisition starts at a much early age, parents are the closest to giving the main initial experience.
- 2. The role of the parents is critical for their development to progress.

C. Educate the parents of ages 2-9 in a way to fall love with the ball first.

- 1. Hold lectures and give specific magazines "Football starts at home" by Tom Byer translated into Mandarin to parents.
- 2. Offer free balls and mats so the child can get in contact.
- 3. Conduct events throughout Taiwan and earn the trust of other grassroots clubs.
 - a) Connect the kids that were in this program with the clubs.
 - b) Develop a culture that the organization will recognize.

4. Convincing it does not get in the way of education, but rather helps more with the cognitive brain.
5. Organize more events by local clubs and state associations completely free of charge to build trust.
 - a) Facilities where kids can come together and play.
 - b) But to work that out we need a skill acquisition in place.

D. Convincing the parents

1. Research has shown that developing new skills- whether in sports, music or the arts –at an early age, jump-starts cognitive development in young minds.
2. More specifically the research team from T3 are investigating the right cause for cognitive brain development further.
3. When following the Soccer Starts at Home Program, there will be benefits that give your child a ‘flying start’ in the sport of soccer and the game of life!

E. Advertising for this movement.

1. Use social media platforms like facebook or youtube.
 - a) <https://www.youtube.com/watch?v=t0oQkrqBFH0&list=PLuWUQNOfysZtLcZcBOdp6aeMFe-HmPe76&index=7>
 - b) Example of THE HOUSTON DYNAMO & DASH SOCCER STARTS AT HOME program collabo.
2. Convince the magazine company to include the importance of skill development.

3. Partnering with T3 will provide ideas that are innovative in a multidirectional approach

4. Elementary schools or kindergarden

SENTENCE OUTLINE RUBRIC

	8/9	6/7	4/5	0-3
Thesis	Thesis is at top of page, and it is an exemplary thesis.	Thesis is at top of page; it is proficient.	Thesis is at top of page; the thesis still has some major issues that need to be addressed.	Thesis does not appear at top of page or thesis does not appear at all.
Main points	At least 3 main points, identified by Roman numerals, directly support the thesis statement. Main points lean toward argument. Each point is expressed in just one complete sentence. If introduction and conclusion are included, they have not been given Roman numerals or other labels.	Main points are identified by Roman numerals, but one does not directly support the thesis statement or is not expressed in one complete sentence. Main points are largely factual rather than argumentative. There may be one instance of overlap in the outline.	Main points are identified by Roman numerals, but more than one idea in main point does not directly support the thesis statement. Main points may include background information or a list of events instead of ideas that directly support the arguable thesis. There are two instances of overlap in the outline or areas still needing support.	Main points are not identified by Roman numerals or phrases are used instead of complete sentences or only one main point is given. The argument is unclear. Introduction and Conclusion, if included, are poor and may have been labeled with a Roman numeral or other label.
Sub points	Outline goes to the 2 nd level for all of the main points; every time A. is used, it is	A. sub-points are always followed by a B. sub-point, but some are not	Every time A. is used, it is followed by a B. sub-point, but many are not	Many sub-points are not in complete sentences, or there

	followed by a B. sub-point and so forth. Each point clearly supports its main point. Each sub-point is expressed in just one sentence.	necessarily good support. One or two sub-points are not limited to just one sentence.	good support. Significant parts of the argument still need more support. A number of sub-points are not expressed in complete sentences.	is more than one instance of an A. without a B. The argument is unclear. No points can be earned for this category if the 2 nd level is not included.
Format	Follows this format: uses Times New Roman 12 pt font, indents ½ inch to 2 nd level, dbl-spaced, properly uses Roman numerals for main points and capital letters for 2 nd level.	Follows the format except for font and size	Follows the format except for spacing or indentation	Does not follow the format for Roman numerals and capital letters or has more than one format problem