



DISCOVER FOOTBALL
female perspectives

Recommendations for the development of women's football in West Asia

DISCOVER FOOTBALL Expert Seminar on Women's Football and Empowerment, November 2012, Berlin

1. Strengthen the acceptance of women's football in society

- Establish stakeholder clusters involving influential persons like doctors, imams or parents and to offer awareness sessions for these clusters to talk about the benefits of women's football.
- Involve parents
- Create safe spaces for girls and women to play football

2. Attract more girls and women to play football

- Create awareness among girls and women that sport is healthy and good for their body
- Combine playing football with workshops to improve life skills among girls and women and to form leadership
- Schools should spread women's football, for example by including girls' football in school curricula

3. Create more opportunities for competition

- National football leagues
- School football leagues
- International tournaments: official and professional competitions as well as unofficial and non-professional ones

4. Involve state and government in strengthening women's football

- Every state should officially recognize football as a women's sport
- State should provide public infrastructure like pitches and gyms and create a safe environment for girls and women to play football
- Women's committee on state level: own budget for development of women's football

5. Ask corporate sponsors to invest in social change through women's football

- Get companies to support role model projects
- Use sponsoring to build football facilities
- Get companies to support football activities and events like festivals and tournaments
- Offer companies to use female football players for advertisement

6. Use media to spread the word of women's football

- Create TV shows and journals exclusively on women's football
- Teams and clubs should use social media such as Facebook for their self-promotion

7. Get more support for women's football from FIFA

- FIFA should raise its support of women's football through Financial Assistance Programme (FAP) from 15% to 25%
- FIFA should make its support programs better known
- FIFA should offer special training sessions for female referees, coaches and administrative staff

8. Increase the impact and influence of women in football federations

- More female staff in general
- At least one woman in each committee in charge of women's football
- Women's football department should be independent from men's football department: autonomous budget and decision-making