



## DISCOVER FOOTBALL

female perspectives

### DISCOVER FOOTBALL Conference on Women's Football in Central Asia and Europe

# DECLARATION

#### **1. We, representatives of girls' and women's football and signatories to this declaration, welcome and affirm**

##### **1.1 i.a. the following programmes, measures and efforts to develop women's football:**

- a)** FIFA's Women's Football Development Programme and the Financial Assistant Programme (FAP)
- b)** AFC's Women's Assistant Programme and the Kick-off Programme
- c)** UEFA's Women's Football Development Programmes

##### **1.2 i.a. the following efforts for non-discrimination:**

- a)** Article 3 of the General Provisions of FIFA's Statutes „Non-Discrimination and Stance against Racism“:  
“Discrimination of any kind against a country, private person or group of people on account of race, skin colour, ethnic, national or social origin, gender, language, religion, political opinion or any other opinion, wealth, birth or any other status, sexual orientation or any other reason is strictly prohibited and punishable by suspension or expulsion“.
- b)** Article 3 of AFC's Statutes “Neutrality and Non-Discrimination“:  
“1. The AFC is neutral in matters of politics and religion. 2. Discrimination of any kind against a country, private person or group of people on account of ethnic origin, gender, language, religion, politics or any other reason is strictly prohibited and punishable by suspension or expulsion.“
- c)** Article 2 b) of the General Provisions of UEFA's Statutes:  
“The objectives of UEFA shall be to promote football in Europe in a spirit of peace, understanding and fair play, without any discrimination on account of politics, gender, religion, race or any other reason“.
- d)** FIFA's Resolution on the fight against racism and discrimination and UEFA's IX. Resolution „European Football United against Racism“
- e)** All programmes to develop women's football and all existing gender related quota in the governing bodies of FIFA, AFC, UEFA, and national association



## **2. We, representatives of girls' and women's football and signatories to this declaration, are committed to:**

- a)** sharing best-practice, information and knowledge, function as role models and experts, and promoting and encouraging women's football
- b)** sharing contacts, spreading data, expertise and information among female stakeholders
- c)** advocating for gender and diversity inclusiveness trainings and female mentoring programmes in our organisations
- d)** promoting transparency and fair decision making
- e)** supporting research, network and cooperation
- f)** tackling any form of structural and direct discrimination in our organisations and our environment such as discrimination on the account of gender and sexual orientation, race, skin colour, ethnic national and social origin, language and religion, political opinion (excluding hate speech) or any other opinion, wealth, age, birth or any other status, or any other reason.

## **3. We, representatives of girls' and women's football and signatories to this declaration, call upon the stakeholders:**

**3.1 We call upon the international and regional football confederations** (FIFA, AFC, CAF, CONCACAF, CON-MEBOL, OFC, UEFA),

### **in regard to women's football development,**

- a)** to improve capacities and facilities for women's football on grassroots and professional level
  - 1) by implementing regular competitions for girls on grassroots level
  - 2) by organising and funding regional friendly matches, championships and football centres in rural areas and less developed regions (e.g. the Balkans, Caucasus)
  - 3) by giving half of the places in the FIFA scholarship and mentoring programmes to women
- b)** to establish an accessible network for all member associations, clubs and NGOs involved in football in order to cooperate in the field of women's football development
- c)** to provide databases and analyses of the championships,
- d)** to share contact information with all member associations
- e)** to follow the example of the set-up of the EURO 2020 (multiple host cities) for future championships in order to increase access, participation and awareness
- f)** to increase the visibility of female football players, coaches and referees in all publication material
- g)** to give TV broadcasting rights on men's football only as a package deal with broadcasting women's football as well
- h)** to officially recognise women's beach football and futsal

### **in regard to women's representation within the associations,**

- a)** to establish a women's football department that works independently and has budgetary control
- b)** to introduce and implement a minimum quota of 20% for women involved in football in the executive committees and a transparent procedure for the appointment and election of the members of the executive committees



**in regard to finance,**

- a)** to increase the budget for women's football by
  - 1) increasing the FAP budget earmarked for women's football from 15% to 20% by 2015
  - 2) and by gradually increasing this percentage every year
- b)** to launch an independent and transparent monitoring mechanism of the funds and their allocations for the development of women's football by
  - 1) creating the position for independent budget control for the funds given to the national associations
  - 2) consulting NGOs and their shadow reports
  - 3) listing women's football independently and not under "technical development" (e.g. in the FAP budget, annual reports, etc.)
  - 4) auditing women's football separately and independently
  - 5) establishing a fundraising and sponsorship section within women's football departments
- c)** to communicate knowledge and information on procedures of decision making, distribution of funds and amounts of financial support

**in regard to efforts for non-discrimination,**

- a)** to introduce diversity and inclusiveness policies in the governing bodies
- b)** to include anti-discrimination and diversity inclusiveness in the curriculum for male and female coaches and referees
- c)** to establish the position of an ombudsperson for discrimination and inclusion
- d)** to explicitly name sexual orientation as a category of discrimination in the statutes and resolutions
- e)** to announce and read out Art. 3 of the FIFA Statutes before every international match

**3.2 We call upon the national football associations,**

**in regard to women's football development,**

- a)** to build capacities for all those involved in women's football on grassroots and professional level, and to promote women's football in rural areas by
  - 1) establishing an agreement with the ministries of education, e.g. the implementation of football for girls in school's physical education curriculum
  - 2) increasing the number of female coaches and referees
- b)** to increase the visibility of female football players, coaches and referees in all publication material
- c)** to establish an accessible network for all member associations and clubs with databases, and contact information of all member associations and clubs
- d)** to support research to gather reliable data to identify gender related reservations towards women's football
- e)** to collect data and establish, update and maintain databases regularly (e.g. by using "INSTAT" for women's football)
- f)** to communicate knowledge and information on procedures of decision making, distribution of funds, and amounts of financial support



**in regard to women's representation within the association,**

- a)** to establish a women's football department that works independently and has budgetary control
- b)** to implement a minimum quota of 20% for women involved in football in the executive committees and a transparent procedure for the appointment and election of the members of the executive committees
- c)** to increase the number of women in management positions
- d)** to include female coaches, referees, players and club members in the decision- making processes in women's football development by
  - 1) educating female players, coaches, referees and administrative staff
  - 2) offering promotion prospects within the executive level

**in regard to finance,**

- a)** to transfer all funds allocated to women's football directly to the account of the women's football department
- b)** to advocate actively for financial and infrastructural support for women's football at the relevant ministries

**in regard to efforts for non-discrimination,**

- a)** to introduce diversity and inclusiveness policies in the governing bodies
- b)** to include anti-discrimination and diversity inclusiveness in the curriculum for male and female coaches and referees
- c)** to establish the position of an ombudsperson for discrimination and inclusion
- d)** to approve licenses only to clubs implementing the diversity and inclusiveness policies
- e)** to establish the position of an ombudsperson for discrimination and inclusion, appointed or elected in a transparent procedure

**3.3 We call upon the national and international media representatives**

- a)** to cover women's football matches regularly
- b)** to train more female sports journalists
- c)** to certify sports journalists in regard to women's football
- d)** to actively promote the diverse image of women's football free of gender and racial stereotypes
- e)** to set up diversity trainings for their staff
- f)** to address any form of discrimination in football and to raise awareness among the stakeholders in football
- g)** to broadcast the 2015 World Cup and the qualifying rounds on public TV

Berlin, 14 December 2013

**Initial signatories:**

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DECLARATION  
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