



A DISCOVER FOOTBALL Manual

CLAIMING THE PITCH

*A Worldwide Collection of Female Voices
& Perspectives on Football*

CONTENTS

1. Introduction	3
2. Pioneers of Football <i>How Women Conquer the Pitch</i>	6
3. Ready, Steady, Kick off! <i>The Many Ways of Football</i>	14
4. More Than Just a Game <i>Creating Social Change through Football</i>	30
5. Foul Play <i>Restraints and Discrimination under Attack</i>	44
6. A Say for Women <i>Decision-Making in Football</i>	66
7. Winning Them Over <i>How to Convince Potential Sponsors and Supporters</i>	76
8. Powerful Images <i>Enhancing the Visibility of Women in Football</i>	92

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Introduction

Football is a sport that enables girls and women to build their strength and to develop important life skills. I started to play when I was four years old. I played with boys and learned early how to compete. My mother had doubts at first, but when she saw how football helped me to develop, she supported me. I continued to do well in school, I gained more confidence and ultimately, I learned how to assert myself. Football helps a person to learn important values like fair play, tolerance and respect. These lessons are valuable

everywhere, including at school, work and in a person's private life. These values are at the core of football and playing can encourage the development of social skills right on the pitch. Children simply play without a referee; making decisions and punishing fouls on their own. If one player is weaker than another, they help each other out. Together they learn to deal with defeat and to improve their technique.

Steffi Jones, former German national player

There are girls and women around the world experiencing exactly what former German national football player Steffi Jones describes here. They are discovering a passion for football, a sport which develops their confidence and sense of team spirit. While some female players are lucky enough to have parents who support them and friends who share their passion, others experience rejection. Their parents and friends ask them why on earth they have decided to pursue a boys' sport.

This manual is a resource which will help you convince parents, teachers and other community members that football is a sport for everyone - a sport that makes people happy and strong. This is a book for you. It is intended as encouragement, because you are not alone. All over the world there are girls and women who love football and who have had to fight and continue to fight for their right to play.

This manual was inspired by the experiences we have had while working on our own project, DISCOVER FOOTBALL. Our association, Fußball und Begegnung e.V. (Football and Exchange) was founded by committed football enthusiasts who use sport as a tool to empower women and promote intercultural understanding. We organize international exchanges, conferences and tournaments where girls and women build skills and share knowledge that will help them gain autonomy, mobility and power. This non-profit organization relies largely on the voluntary work of women and men who love football - many of whom are players themselves. The UN special advisor on Sport for Development and Peace, Mr. Willi Lemke, the German Football Association's Steffi Jones and Theo Zwanziger, as well as German Chancellor Angela Merkel have all recognized our work.

Through DISCOVER FOOTBALL, we have met many impressive women. These women are fighting their way to the pitch, in spite of the many challenges. They are not discouraged when they encounter disapproval, when they are laughed at, insulted or even threatened. These women are creating new opportunities for less-privileged women and girls in their communities. We have met players who are training girls in refugee camps, working to improve the treatment of minorities and demanding that FIFA allows women to play while wearing head scarves or similar types of covering. These women are leaders, using football to create change in the world.

Equally in Ecuador or France, in Togo or Saudi Arabia - female players all around the world are facing the problem that they are not naturally having the same rights and possibilities as boys and men. The social imparities become apparent particularly in football, as it is seen as a men's sport in most countries. Nevertheless, the game can be specifically used to strengthen girls and women. Being part of a team gives everyone the chance to experience solidarity and playing football strengthens one's self-confidence while also leading to girls and women learning how to better assert themselves. Football can consequently lead to self-determination and social promotion. Additionally, female football players are also changing the perception of gender roles and demonstrating how women are an active part of society.

This manual is a collection of experiences and ideas from women active in football programs and teams around the world. Within these pages, you will find examples, stories and advice which we hope will help you overcome the challenges and identify opportunities in your own community. Above all, we hope this manual will inspire women and girls to get involved and take action.

You can read this manual chapter by chapter, or simply flip through it. Within this book you will find ideas, practical applications and concrete instructions to inspire your own projects. Women and their teams present their work and projects through interviews, portraits and reports, and invite and welcome you to follow their lead and learn from them. Check-

lists and continuative links will also assist you to take action yourself.

We would be thankful for any feedback, comments and additional material that could be included in the next version of this manual. You can reach us at this email address: info@discoverfootball.de



Chapter 2

PIONEERS OF FOOTBALL

How Women Conquer the Pitch

2 PIONEERS OF FOOTBALL



Randa Shelleh at the DISCOVER FOOTBALL Expert Seminar 2012



From Zero to Sixty

A. Has Done the Impossible: Launching Women's Football in Saudi Arabia | page 8



The Dream Team

Following the Second Intifada, Honey Thaljieh Founded the First Football Team in Palestine | page 10



Bans? Who Cares about Bans?

The History of Women's Football in Germany | page 12

From Zero to Sixty

NO CLUBS, NO TEAMS, NO GAMES. BUT A. HAS DONE THE IMPOSSIBLE: SHE HAS LAUNCHED WOMEN'S FOOTBALL IN SAUDI ARABIA.

FFFacts SAUDI ARABIA

No National Team ◀

No FIFA Ranking ◀

My name is A. and I am from Saudi Arabia. I was born there in the early Eighties. Being the youngest of six siblings, everybody always took special care of me. My life in Saudi Arabia was relatively simple, there wasn't all that much to do. I have always loved sports and football has been my favorite sport ever since I was a little girl. I was always playing: outside in our neighborhood, in our garden or in front of our house with my cousins and friends. That was before I entered high school, where we had no physical education whatsoever, neither exercising physically nor learning about the theoretical side of sports. In my home country, boys and girls are taught separately and only the boys have the privilege of playing sports. The older I became, the less football I played and during my time in high school, I stopped completely. From this point on, my life consisted of my girlfriends and my family – sports were out of the picture.

After I graduated from high school, I went to university. I studied educational studies, finished my degree and worked at a school for two years. While this was a good experience, it wasn't really ME – I wanted more!

I started playing football again in 2005, when I met a couple of girls who shared my passion for this sport. It was by pure chance that we met each other and started playing in our free time. That's how my football story began. At that time, a university had another team who wanted to organize a game but who were unable to find a team to play against. They somehow heard of us and called me. So, our teams were able to play against each other in a friendly game. Needless to say, we

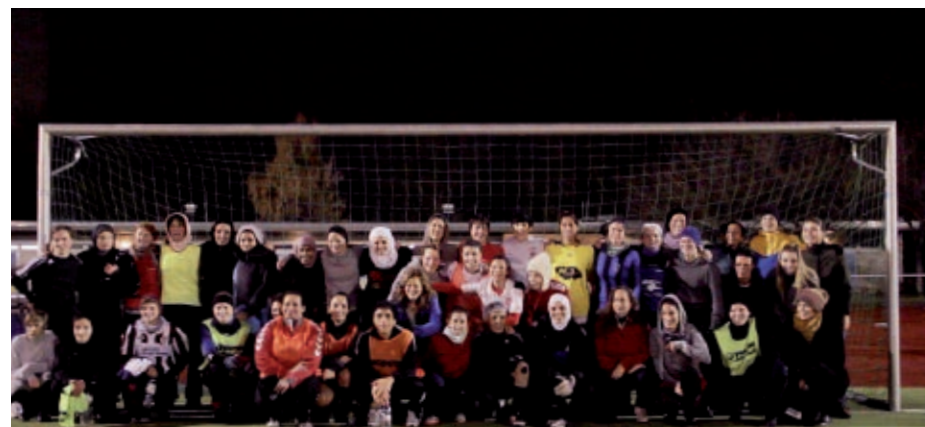
had neither a proper referee nor the appropriate gear – we basically played with nothing. We looked for a field to play on and found one on a local farm. We asked a girl whether she wanted to be our referee because we all know the rules very well. So, we played against each other and the idea came up to establish a proper team.

In 2006, the moment we had all been waiting for had finally come: We founded our football team. In 2008 we came up with the name of our team CFH ('H' stands for 'hope'). And we came up with a logo and the team decided that I should be captain because I was the one who took care of everything. I quit my job and, from that point on, I was in charge of the team. In 2010, I took my work for CFH to the next level, meeting with press representatives and many important people from all over the world. Although this is only the beginning, it is immensely important to me because sports for and by women barely exist in Saudi Arabia. I had to create something entirely new out of thin air; with the help from my co-workers, captains from other teams and activists on the same field.

Then we began to organize more matches, which encouraged many other girls and women to establish their own teams all over Saudi Arabia. We have initiated a women's football tournament which now takes place every year and to which we invite all teams from our city. My club has participated and we have won first place in 3 seasons out of 5. These days, we also fly to other towns in Saudi Arabia and play friendlies, which is only possible because, now, there are several towns and places where we can play. Furthermore, we have kicked off a program to teach young girls how to play football. It's owned by two courageous women who want to see women's sports taking a place one day in Saudi.

I have learnt so much from simply trying things out or seeing how other people go about doing something; most of my skills are self-taught. I was also able to attend a few events in the United Arab Emirates, which helped me to further improve my skills and to learn even more about the different aspects of football. For example, I represented my team CFH during the 2012 international 'Sports for Women' conference. Being a part of the DISCOVER FOOTBALL Expert Seminar has been another important step for me. Next, I would like to take part in an international tournament in order to continue moving forward.

A. founded CFH together with seven teammates. As the club's captain and team manager, she promotes the launch of a regional women's football league and organizes friendlies with teams from other regions in Saudi Arabia. Apart from her work for CFH, she works as head coach for a football program for young girls and is in charge of the women's section of an online magazine. A. told her 'football story' at the DISCOVER FOOTBALL Expert Seminar in Berlin in November 2012.



The participants of the Expert Seminar in a joint training session with DFC Kreuzberg

The Dream Team

DURING THE SECOND INTIFADA, LIFE IN PALESTINE CAME CLOSE TO A COMPLETE STANDSTILL. DESPITE THIS, HONEY THALJIEH MANAGED TO LAY THE FOUNDATION FOR WOMEN'S FOOTBALL IN PALESTINE.

FFFacts PALESTINE

First National Team: 2003 ◀

FIFA Ranking: 94 ◀

When I was a child, I was always playing football with the boys in the street. At that time, there were no other girls who played football. It was very uncommon because, in my community the boys believed that football had been invented just for them. They said that girls should stay at home, help their mothers and study for school. Under no circumstances should they play football outside with the boys or, worse yet, walk around in shorts and a t-shirt. I also kept my hair short back then, so they called me Hassan (meaning 'like a boy'). Even our neighbors criticized my parents for my behavior, which led my father to start saying annoying things like, 'Why do you have to play football? I don't want that!' I didn't care much about what people said - I loved football too much for that, and decided to use it for social change.

When I entered university, I saw a posting that people were trying to put together a women's team. I was so happy because I had not been able to play for two years due to the Second Intifada. I was only two minutes away when the Israeli army laid siege to the Church of Nativity in Bethlehem. For forty days, the situation was very tense: there were curfews and it seemed like life had been put on hold. We also were not able to play football and even stopped dreaming and thinking about our future. All the things happening right in front of our eyes just left us wondering whether we would still be alive the following day.

Therefore, seeing that posting at my university in 2002 sent me running to the head of the sports department. After I told her that I had been trying to get a team together for a long time but had never been

able to find girls who were interested, we decided to really get the ball rolling from that point onward. We heard about a football tournament at an SOS Children's Village where we ended up discovering three very talented girls and convinced them to play with us. We found other players watching the university's basket- and volleyball teams. During this time, we had a huge media response: people filmed documentaries and journalists wrote about us. They called us 'The Dream Team' because we had emerged from both difficult political circumstances during the Second Intifada and a society dominated by men.

We would tell the girls, 'We are a one-of-a-kind team. If you join, you will become famous and people will talk about you. If you continue to play basketball, nobody will care. If you play football, however, that is

something truly special.' It was the best argument to win them over. That's how everything started back then.

Honey Thaljieh is one of the founders of the Palestinian national team and was its first captain. Furthermore, she served as Sports Unit Coordinator at Diyar Consortium in Bethlehem and is an active member of the Palestinian Women's Football National Committee as well as the Supreme Council of Youth and Sports. After having completed her FIFA International M.A. in management, law and humanities, she now works in FIFA's Women's Football Development Section.

Honey Thaljieh gave this interview in May 2012 when she attended the 'Football in Spring' event series in Berlin.



Bans? Who Cares about Bans?

IN (WEST) GERMANY, WOMEN'S FOOTBALL WAS OFFICIALLY BANNED. HOWEVER, MANY PLAYERS WORKED THEIR WAY AROUND IT WITH MANY CREATIVE, PERSISTENT AND PASSIONATE WAYS UNTIL THE BAN WAS FINALLY LIFTED.

FFFacts GERMANY

First National Team: 1982 ◀

FIFA Ranking: 2 ◀

In (West) Germany football was officially banned from 1955 to 1970. In 1989, the German national team won the European Cup. They were awarded with a coffee set. ◀

Today, the German national team is one of the most successful teams in the world and Germany even hosted the 2011 Women's World Cup. This makes it so incredibly hard to believe that, not too long ago, the German Football Association ('DFB' for Deutscher Fußball-Bund) did not allow women to play football in its clubs and on its pitches.

The very first women's football club in Germany was founded in Frankfurt in 1930. But only a few years later, the totalitarian Nazi regime prohibited these activities because women who played football did not conform to the image of their ideal woman. They based their decision on supposedly scientific findings proving that playing football puts a woman's ability to bear children at risk.

Once the war had ended and Germany had been divided into East and West in 1949, it took a few years before new teams began to form. In the socialist East, most teams were affiliated with state enterprises in the GDR and the state did not take these 'leisure activities' very seriously. Men's football, however, was seen as a competitive sport worth funding.

In West Germany, football-loving women were in an even weaker position: The DFB officially banned women's football in 1955. Although numerous studies had proven the contention wrong that football compromised women's femininity and fertility, it really stuck in people's minds. Also, stereotypical gender roles did not help ei-

ther because women were supposed to be graceful, gentle and self-effacing; the aggressive game supposedly made them vulgar and unattractive. These rigid ideals served as a constant reminder to women of their place in society and discouraged them from playing because football was supposed to be for men only. Nevertheless, it would happen again and again that a girl was so talented that coaches tolerated her on boys' teams. Oftentimes, they were registered under a male name with their respective football association so that they could play in all league games. Some brave girls and women started their own teams, organized games and tournaments and founded their own unofficial clubs. The situation was similar in many other European countries but women took matters into their own hands everywhere by organizing international games and unofficial world cups.

In the 1960s, the pressure on the DFB rose to new levels as an increasing number of women wanted to play football. Even big men's clubs like the FC Bayern Munich had their own women's teams. Women playing football became difficult to ignore and the DFB feared that women could found their own association and undermine its authority. So in 1970, the DFB finally decided to lift the ban and, ever since, girls and women have been allowed to officially play in clubs and on football pitches and girls' and women's teams are promoted, at least officially.

By DISCOVER FOOTBALL

- ✗ If the official route is not an option, seek out unofficial or private opportunities!
- ✗ Make your actions impossible to ignore! Be a force to be reckoned with!

Chapter 3

READY, STEADY, KICK OFF!

The Many Ways of Football

Football can be played in an amazing number of ways: be it on dusty streets, in a modern football stadium, with a couple of friends or in a local football club, in a professional division or in a self-organized football match. This chapter provides an overview of the diverse ways football can be played.

Most countries have a national football association and women's football is most often organized in a specific female division. Normally, the national association is responsible for the management of the national premier league, in which the best teams compete, as well as for the national team. Depending on the number of female players and clubs, there

are more leagues subsequent to the premier league. Football clubs that participate in the competition of those leagues and want to hold cup matches have to register with the responsible football association and must comply with the mandatory regulations.

Every player can join a local club – provided that one exists. Players can also form a group and found their own club with which they can register with the association. The obvious advantage of a league is that clubs can play regularly against other clubs, but it also demands reliability. Match schedules have to be observed or otherwise the match will be counted as a loss. with the association.

In addition to the national football associations and their league system, school or college leagues play an important role in many countries. They have their own manager, football pitches and equipment and thus, they are independent from the national association. All students can join such a team.

Apart from the official leagues or educational institutions, there are a lot of recreational football teams. The advantage of a recreational football team is that football can be played without the pressure of performance and training is less obligatory for the players. In bigger cities, recreational leagues, football tournaments or wild leagues are often created to give participants the possibility of competing against other teams on a regular basis. Amateur teams can take part in these competitions even if they are not registered with a football association. 'Wild' does not mean that these leagues are illegal, but rather that they are self-organized and thus, independent from the national associations. Another form of organization is to hold regular tournaments with an overall ranking at the end of a season, such as the Ladies' Turn

tournament in Senegal or the Champions Neukölln in Berlin. Each team can seek such a wild league in their city or organize one themselves.

Additionally, there are a lot of football competitions held just for fun and which are organized by individual teams or organizations. These are single events at the end of which the winning team is celebrated. Amateur or ad-hoc teams can take part in such tournaments as well. Our favorite example of a football tournament that is held for fun is of course the DISCOVER FOOTBALL tournament in Berlin. The Chrazqszczyki 'from women for women' competition in Warsaw, that takes place once a year, or the Respect Gaymes in Berlin are also good examples of for fun competitions. Interested football players can team up with their friends and register for the match - or they can organize a tournament themselves.

All of these various ways of playing football come with advantages and disadvantages and it is up to you to decide which one will work best for you.

3 Ready, Steady, Kick off!



How Does a 'Wild League' Work?

A Low-Threshold Access to Football
| page 18



Girls Football Academy (GFA)

Nadia Assaf Founded her Own Football Academy in Lebanon | page 22



The Dream of Your Own Football Club

DFC Kreuzberg: a Club that Puts Women's Interests and Needs First | page 20



Organizing Your Own International Football Tournament

Suzi Andreis Gives a Step-by-Step Guideline
| page 24



Palestinian players in a discussion panel at the DISCOVER FOOTBALL tournament 2013



How Does a 'Wild League' Work?

FOR MANY GIRLS IT IS DIFFICULT TO PARTICIPATE IN REGULAR TRAININGS. THE 'WILD LEAGUE CHAMPIONS NEUKÖLLN' IN BERLIN OFFERS A LOW-THRESHOLD ACCESS TO FOOTBALL.

In the Neukölln district in Berlin there are many female football clubs. However, unfortunately the commitment that members must make to be part of a regular football club is too demanding for many girls. Additionally, some girls feel unsure or uncomfortable being part of a group in which they don't know the other girls, and therefore do not want to join these teams. The Wild League Champions Neukölln was created for girls like this. During the season, several recreational centers invite other centers to their facilities to play a tournament on a street court. Each center organizes one tournament (a total of 6 every year) and at the end of the season the results from the tournaments are added together to determine the winning team. This league is organized for girls and boys ages 10 to 14 with trainings taking place in the recreational and youth centers. Participants only have to bring indoor shoes and a letter of consent from their parents. With only these requirements, the threshold for participants is significantly lower in comparison to joining an official football club. One of the goals of the project is to later introduce some of the girls to sport associations.

The Gräfekids located in the Kreuzberg district of Berlin, is an open recreational youth center that participates in the Champions Neukölln league with its team the Arab Queens. The team name was chosen by the female participants themselves referring to their families' Arab backgrounds. The training is not compulsory, but binding: players who are missing on a frequent basis must give up their space for someone else and register on a waiting list before being able to play again. Since the team is very popular and there are many girls wanting to play, the temporary exclusion from the team is a good chance to create commitment and serves as a mellow sanction at the same time. The fundamental principles are mainly a regular attendance of trainings and the emphasis on the fair play philosophy. According to this philosophy, the

decision about who is allowed to play in the tournament is made based on not only the girls' performances but also according to the commitment and fairness that they have shown. The trainers of the Gräfekids had eye-opening experiences when they realized that they needed to be stricter concerning the girls' behaviors. As a result, together the girls and trainers have created binding rules according to the wishes and ideas of both groups.

The frequent turnover of trainers, mainly due to the fact that they are volunteers, was a problem in the past and compromised the constancy of the project. Despite all the difficulties faced, the project has continued and has started to run by itself, thanks to its popularity among the participating girls.

Scoring System of the Champions Neukölln Girls League

MATCH SCORING:

1st Place in the tournament: 5 match points
 2nd Place in the tournament: 4 match points
 3rd Place in the tournament: 3 match points
 4th Place in the tournament: 2 match points
 5th Place in the tournament: 1 match points
 6th Place in the tournament: 0 match point

FAIRPLAY SCORING:

For each match
 0 points (unfair behavior)
 1 point (predominantly fair behavior)
 2 points (very fair behavior)

The fair-play points are added up throughout the tournament and then divided by the number of matches. For example, with a total of 7 fair-play points / 5 matches = 1.4 fair-play points. In case of a tie in the tournament and in the final points, the winner is chosen according to the fair-play points earned by the teams.



Contact: graefekids@nachbarschaftshaus.de | www.nachbarschaftshaus.de
 under the section Arbeitsbereiche > Bildung und Erziehung | www.champions-neukoelln-girls.blogspot.de

A short video about the Arab Queens can be found on vimeo.com under 'Carmen und die Arab Queens'

We met the Arab Queens in spring 2012 and spoke with the representatives of the Gräfekids in March 2013.



Champions Neukölln | Photos: ...weil Fußball verbindet e.V.

The Dream of Your Own Football Club

ALWAYS HAVING TO TAKE A BACKSEAT TO THEIR MALE COUNTERPARTS IN MIXED-GENDER CLUBS, A DOZEN WOMEN FROM BERLIN DECIDED TO LAUNCH THEIR OWN FOOTBALL CLUB. BELOW IS AN INTERVIEW WITH DFC KREUZBERG.

Female football players from different Berlin clubs have founded their own football club, the DISCOVER FOOTBALL Club Kreuzberg. Its name refers to the women's football organization, DISCOVER FOOTBALL that is located in Berlin and which is where the players first met. What is special about DFC Kreuzberg is that it is run by an all female staff and that all members have an equal say in the management of the organization.

Why did you launch your own football club?

In our old clubs we all had similar problems. For example, girls teams were often getting assigned bad practice hours, they weren't allowed to decide about their own prize money and membership fees, some even had to wear the boys' worn out jerseys. That is why we decided to found a club that puts women's interests and needs first and that is designed to promote women – as players, coaches, referees and in administrative positions.

What kind of feedback did you get upon starting DFC Kreuzberg?

There are a huge number of women interested in our club. Only six months in and we have enough members to be able to register two full teams for the league. Currently we have 60 members. Many of them came disappointed and frustrated about their old clubs. We want to offer them an alternative to the mostly male-driven and male-oriented football clubs. We are self-organized, thus independent from men, and all decisions are jointly made. This includes financial decisions, meaning that we are able to fund training for new coaches and referees. Also, membership fees can be based on a member's individual financial situation.

Can you describe the launching phase step-by-step?

First, we as a club had to register with the Berlin Football Association

(BFV). Then with the help of the district administration, we tried to find a pitch, as it is really hard to find one in a central area because there just aren't that many available. To be eligible we had to meet many bureaucratic requirements, but we got lucky in the end. We started promoting our club mainly via Facebook and our website and lots of women started to show up at our practices. One afternoon, during a nice barbecue, we thought of ways to organize the club and to distribute responsibilities. There is no dedicated administration staff, so all administrative duties have to be fulfilled by the players, for example, applying for player IDs or searching for coaches. There are players on each team who form a team council, which is responsible for addressing any problems and questions that the players might have. Right now we are working on redoing our homepage, which means there is always a lot to do.

DFC Kreuzberg's practices take place twice a week in Berlin Kreuzberg. If you are interested in playing, just send an email to info@discoverfootball.de. The interview was conducted in January 2013.



Practice at DFC Kreuzberg



Just before kick-off: DFC Kreuzberg

Their Own Football School: Girls Football Academy in Lebanon

SINCE THE FOOTBALL FEDERATION DOESN'T PROVIDE ANY PROGRAMS FOR WOMEN AND GIRLS, NADIA ASSAF TOOK THE INITIATIVE AND FOUNDED HER OWN PRIVATE FOOTBALL ACADEMY IN BEIRUT.

FFFacts LEBANON

First National Team: 1982 ◀

FIFA Ranking: 105 ◀

What is the aim of GFA?

The aim of GFA is to provide a safe space for all girls in Beirut, where they are given the opportunity to learn to play football and improve their skills.

Why did you want to build up a girls football academy? What was your inspiration for this endeavor?

I had played football for many years in Australia, where I lived during my childhood and when I moved to Lebanon I experienced a culture shock as women playing football in Lebanon were frowned upon. After years of struggling, and playing with many different clubs all of whom gave priority to their men's team, I decided that it was enough and that there should be an academy for girls and only girls who would get as much attention and priority as the men and boys do. As a result, GFA was formed.

Why an academy?

An academy is more flexible which allows GFA to select talented players and to work with both elite and beginning level players. The elite players can then compete in international tournaments and as a result, improve the level of play in Lebanon. One of the GFA's goals is to work at both the grass roots level as well as at the international level where recognition can be gained. Those who aren't as talented can also have their own personal coach to help them to improve their skills. With an academy, the girls have been able to pay and fund for the costs, such as the field, coaches, equipment and more.

How did you manage to find the girls for the academy?

Well we used many tools to reach out to girls. We started off by simply focusing on word of mouth and then the internet helped us a lot once we formed a page on Facebook and made a website. Also, we distributed flyers around all the schools. Eventually, the girls found us.

What was the biggest obstacle until now?

I would say two obstacles since both are correlated; attracting a certain number of players to at least break even and finance the club. There is a monthly subscription fee for the players and with this money we must pay for the field, staff and other expenses such as the uniforms. We haven't yet solved the problem, but we are still working on it.

Seven steps to start your own football academy

- STEP 1 Lease a ground where you can play football.
- STEP 2 Establish an organization and notify the football federation.
- STEP 3 Advertise in the media with brochures, a website, social media, talk shows, TV reports, radio, etc.
- STEP 4 Recruit staff.
- STEP 5 Develop a network.
- STEP 6 Provide a safe space.
- STEP 7 Play the beautiful game!

X Take the initiative and create what you are missing! **X** Share your knowledge with others and promote younger players!

Nadia Assaf is co-founder and partner of the GFA Lebanon. She plays for the academy's senior team as well as for the Lebanese national team.

Contact: nwassaf85@gmail.com

You can also find the Girls Football Academy on Facebook.

Nadia Assaf answered our questions via email in January 2013.



Organizing Your Own International Football Tournament

SUZI ANDREIS FROM WARSAW GIVES A STEP-BY-STEP GUIDELINE ON HOW TO ORGANIZE A FOOTBALL TOURNAMENT.

FFFacts POLAND

First National Team: 1981 ◀

FIFA Ranking: 31 ◀

1. GOALS

Set up your goals and your target before starting your enterprise. Ask yourself the following questions: What is the reason you want to organize a football tournament: counteracting discrimination, social cohesion, fun, competition or maybe for fundraising? What kind of tournament would you like to have: commercial or 'social', more international or more local, focused on players' pleasure or in search for a larger audience?

It is very important to set realistic goals while having safety as a priority and, if necessary, securing all permissions required in your country to organize a large event such as a sport or youth event.

2. VENUE

Choose the best possible pitch, according to your budget. If you can secure a good pitch then you will have less injuries and better quality of play. If you foresee a large audience, then make sure that there are terraces or comfortable places for supporters to watch the matches. If you plan an outdoor event, there should be covered terraces or at least a place where the public can stay in case of rain.

3. DATE

It is important that you pick a date when there are not similar or competitive events at the same time. If students are your target audience, make sure your tournament is not held during an examination session!

4. THE ACTUAL TOURNAMENT

a) In order to set up the tournament format and the participation rules make sure to address the following steps: ✕Decide how many teams and what format for the games. ✕Decide if the teams will be

made up of only female participants or if mixed teams will be allowed. If your target audience includes LGBT people, don't forget about transgender, i.e. non-biological women or men. ✕ Decide how many players should be on each team. ✕ Decide the minimum/maximum age for players. ✕ Decide what kind of game will be played (5-a-side/7-a-side) ✕ Decide on the rules for the play (kick in or throw in, substitutions, etc).

b) If necessary, set up different categories depending on the level of the teams. This way all players will be pleased with the tournament.

c) Make sure that there are enough referees. Even if your goal is to have fun, make sure all matches have a referee. If your goal is more focused on the competition then try to find more experienced, even possibly official referees who will help avoid tensions during the matches.

d) Decide a system of scorekeeping. A football tournament usually has lots of scores to be written down and points to be added. Make sure you have at least one or two people at every pitch to write down the number of goals, scorers and red/yellow cards given. The more accurate the scorekeeping, the easier it will be to award the best scorers and players, the most fair-play team and other such awards when the games are over.

e) Plan the catering of food and availability of water. If you plan on having an all-day event, it is nice to arrange snacks or lunch packages, no matter if they are self-made or delivered by a sponsor. Depending on your budget, catering can be paid for by the organization or if needed, one can look for a sponsor to provide the food. In any case, make sure you have enough water for free for all of the participants and for the entire tournament.

f) Think about other events that can happen during the tournament. The more events you can organize, the more time the participants will spend with each other. It is important to have common events before and after the tournament, for instance: ✕ the drawing for the group stages ✕ the teams registration – normally the day before the tournament ✕ a party and ceremony to give away the prizes ✕ a brunch – usually the day after the main event – that can act as a farewell for the teams from different cities.

g) Determine how large you need your event staff to be. If the tournament is bigger then you will need more volunteers and specialists. Try to involve as many people from your group in order to turn the tournament organization into a team-building activity. If the organization staff for the tournament is quite large, then it is useful to divide the group into respective categories like operations, public relations and logistics.

h) Involve the participants in as many activities as possible: ✕ Allow them to choose the winners of individual prizes (best player, best goalkeeper, fair play). ✕ Give teams the chance to represent themselves on stage during the opening or closing ceremonies.

5. PRIZES

You can give team and individual awards. There are no requirements and it is up to your budget and level of creativity. In football tournaments, the most popular team and individual prizes are certificates, trophies or cups. Medals are often given to all participants despite the tournament results. Besides traditional prizes you can use football accessories and gift coupons funded by sponsors or even recycled trophies from previous events and of course money. However, before giving out money, check with the laws in your countries regarding money prizes.

6. BUDGET

The earlier you make your budget then the better you can plan your event. Write down the whole project in points covering the tournament and all connected events, your goals, organizers, target and participants, partners and provisional budget. You need to have a good idea of the whole enterprise if you intend to ask somebody to help cover the costs. Here are some possible types of financial support you can look for:

- a) Grants: Apply for a grant from institutions, foundations and government agencies. Check if in your city there are institutions that support projects aimed to promote female football or anti-discrimination activities like the national or local football federation, the Ministry of Sport or the Equal Opportunities Commission. Also look for NGOs that are focused on counteracting discrimination.
- b) Sponsoring: Prepare an incentive for potential sponsors. Remember that asking for money in person is often more effective than by phone or by mail. Sponsoring doesn't necessarily mean cash, as it can also mean that a group donates equipment like footballs, jerseys, trophies or even services such as catering or medical assistance during the tournament.
- c) Participation fees: You can set up fees for team members (individual fees) or for teams. Make sure to be inclusive so that the participation fee is affordable to all teams and all players in your target group. If possible, assign part of your budget to a support program for those who can't afford the participation fee or the housing costs.
- d) Organize a fundraising event like a benefit party. Try to involve your friends, music groups or performers so to attract more people. You can also organize a ticketed concert or a party with raffles and contests.

7. ADVERTISEMENT

Advertisement is probably the most time-consuming activity. Before starting, think about the audience you want to reach. Does this audience include footballers, spectators or other groups? How many people are you aiming to reach? Once you answer these questions, and then decide your strategy accordingly. Here are some suggestions:

- a) Prepare an invitation to your tournament with all the basic information including the date, the location, the participation fees and the basic tournament format. Then send this invitation to your target audience, which may include football clubs, national and regional football federations, international and national sport organizations (FARE, EGLSF) and NGOs.
- b) Prepare a press release and send it to local newspapers, radios and Internet portals.
- c) Create a video about your event and post it on online video sharing websites like YouTube or Vimeo.
- d) Use social networks like Facebook and Twitter to promote your event. You can create an online group and start discussions about the tournament. Make sure that you update your Facebook and Twitter profiles regularly to keep people engaged and to distribute the most recent information about the tournament.
- e) Gather email addresses to then create a contact list. Design an e-invite and send it out to your contact list to inform them about the tournament. Also look to create separate contact lists so that specific information can go out to players, media outlets, organizations and others.

8. SAFETY/ INSURANCE

- a) Most importantly, the pitch should be even, without holes and bumps, so to avoid injuries.
- b) Check the law requirements in your country about medical assistance during sport events. If there are no regulations, the best minimum practice is arranging to have medical personnel for the entire duration of the tournament and to ensure that they are equipped with ice-spray, sticking plasters and bandages.
- c) Include in the tournament rules the strong recommendation that participants should be covered by their own health insurance. If your budget allows for it, buy a medical insurance policy to cover the medical costs due to injuries that occur during the tournament.
- d) Make sure to also think about yourself! As the event organizer you are probably responsible for the safety of the participants as well as the audience during the tournament. Look at other sports events and see what they do to provide a safe environment. If the law requires it, buy a liability insurance policy to cover your own risks.

9) AFTER THE TOURNAMENT

- a) Clean the venue and throw out empty bottles, lunch packages, papers and all trash resulting from your event.
- b) Write a report of the tournament as soon as possible and send it to media contacts and your partners, so that it can get published immediately. Make sure you have high quality photos and videos from the event.

- c) Prepare and send thank you letters or messages to all volunteers, sponsors, partners and participants. In particular, inform sponsors and partners about the number of people who attended the event and the total media coverage.

*Suzi Andreis is founder of the Chrzaszczyki team. Each year they organize the Kobiety Kobietom (by women for women) tournament in Warsaw, Poland. We met her during our project DISCOVER FOOTBALL on Tour in Warsaw in 2012. Contact: suzi@chrzaszczyki.com.pl | <http://chrzaszczyki.com.pl>
Text by Suzi Andreis, February 2013.*





There We Go Now: First Steps

First of all it is important to get a general idea of the situation in your community:

Is there an official league in my city? Are there enough clubs in the surrounding area? What association is responsible for me? What aspects of the existing situation do I like and what would I like to change? What is the situation like for girls and women in associations and clubs? Are there other forms of football taking place such as 'wild' leagues, fun competitions or recreational teams? Do I know other women or girls who would like to play football or do I prefer to play in a mixed team? Which associations, groups or meetings could I get in contact with to find other players or to garner some support?

It can be as easy as becoming a member of a local club or joining a recreational team; however, if you do not like the existing situation or it is lacking a lot of opportunity, then you should take action!

Setting up your own association

Ask yourself the following questions: Can you fulfill all requirements to set up an association? Where could the trainings take place and who could be the trainer? Are there enough players and, if not, where can you find women and girls interested in joining? What costs will arise (renting of the field, training material, jerseys for the games, referee fees, league fees) and how could they be covered (i.e. membership fee, sponsors)? These questions should be addressed before setting up your own association. In the case that setting up of an association is too expensive, involves too much work or there are not enough players, then you can also look to the option of setting up a recreational team.

A recreational team and a recreational league

Ask yourself the following questions: Are there enough players wanting to participate on a regular basis? Are there any fields made available by the town hall, schools or private owners? Would an outdoor ground be enough or do you need an indoor field at a sports hall? Is there an existing 'wild league' for recreational teams? Are there any fun tournaments in your city or surrounding cities in which you could participate?

List of links for training exercises

If you have made your choice and have set up a team, then the next thing to think about is the type of training you will provide for the players. There are many different exercises to improve one's skills or to make newcomers more familiar with the game. Here is a list of links for training exercises that will help you to organize your own trainings.

<http://www.easy2coach.net>

<http://www.soccerpilot.com/>

<http://f-marc.com/11plus/home/>

<http://www.soccerxpert.com>

<http://www.sportplan.net/drills/Football/drills.jsp>

Here you will find the official football rules by the FIFA:
www.fifa.com >football development > technical support > refereeing > laws of the game

Chapter 4

MORE THAN JUST A GAME

Creating Social Change through Football

Is football only a sport? Anybody who has ever played in a team knows the feeling: football transcends borders between peoples, cultures, religions and countries. It also contributes to a strong community spirit. In football matches players learn to be held responsible for each other, as well as to develop organizational and leadership skills. Football unleashes a peculiar energy. Many clubs and teams use all these to advocate the broader causes of their community. They offer schooling and education programs to their players, inform the participants about HIV/ AIDS, take a stand against racism and violence or fight for female and children's rights.

However, football is not a magic cure. Often its popularity is even exploited in order to fuel animosities among clubs, countries, ethnic groups or religions. Authoritarian politicians misuse mass events like football tournaments to increase their own popularity. The social impact of football and its role as a powerful instrument mainly depend on the ideas and values that the human actors pursue with it. We intend to present here courageous and innovative initiatives, which utilize football in order to foster social change within their communities.

4 More Than Just a Game



Girlz Kickin HIV

An Opportunity to Exchange Personal Experiences | page 32



Fighting Gender-Based Violence with Sports

Women Win Informs Girls about Their Basic Rights | page 34



Sport dans la Ville

Increasing Women's Opportunities in the Labor Market through Sports | page 36



Creating a Healthier and More Peaceful World

Right to Play Educates Trainers from the Local Communities | page 38



Raising Visibility

The Ladies' Turn Project in Dakar, Senegal | page 42

Girlz Kickin HIV

THE PROJECT GIRLS KICKIN HIV NOT ONLY OFFERS PLENTY OF SPORTS AND FUN TO UNDERPRIVILEGED YOUTH, BUT ADDITIONALLY IT OFFERS TO PARTICIPANTS OPPORTUNITIES TO OPENLY TALK ABOUT DIFFICULT TOPICS LIKE SEXISM, DISCRIMINATION, HIV/AIDS OR HOMOSEXUALITY. BY PORTIA MAFOKWANE

FFFacts SOUTH AFRICA

First National Team: 1993 ◀

FIFA Ranking: 56 ◀

1. ABOUT MYSELF

My name is Portia Mafokwane, I'm 29 years old, and I live in the township Soshanguve near Pretoria in South Africa. I started coaching when I was 22 so that I could help young women to make their way in a male-dominated society. Growing up as a football player, I faced a lot of discrimination from my community. My dream is to one day coach the national team, Banyana Banyana.

2. WHAT I DO

I live in a disadvantaged neighborhood that is affected by crime, unemployment, teenage pregnancy, HIV/AIDS and other social problems. I train young people from the age of 7 to 19. I run practices each week, Tuesday through Friday from 4 to 6pm. On the weekends, I take the group to play games with and against other teams.

GIRLZ KICKIN HIV is a girls' team from my organization. There, we combine football and other sporting activities with messages about HIV/AIDS, discrimination, abuse and other problems that affect young women. We also have weekly meetings to openly talk about and discuss HIV/AIDS, homosexuality, sexism and discrimination in women's football and other relevant matters. We try to use football as a tool for social change to improve the quality of life of these young women, and to exert a positive impact on their lives.

X Using football and the solidarity within your team can be a way of addressing social problems and raising awareness among team members and their families!

3. WHAT DO WE NEED TO BE SUCCESSFUL? WHAT ARE OUR GREATEST OBSTACLES?

Sometimes we find it hard to reach a high level because of the financial challenges we face due to a lack of support and sponsoring. As a non-profit organization from a disadvantaged community, we have to depend heavily on donations and sponsorships.

With more money we could play in the official women's league in our city. The women's league would offer a great chance to get in contact with professional female coaches and teams. I think if we had better equipment and played in a professional league instead of only in our township, the girls would take football more seriously and would be more actively involved, which could then result for example in less teenage pregnancies. We need better infrastructure in order to reach even more young girls. For instance, I am dreaming of starting a football academy. Here, we could coach the 'stars of tomorrow' and raise the level of women's football to the standards of men's football.

4. WHAT CAN I ACHIEVE THROUGH MY WORK?

Working for the community can be hard sometimes but my patience and passion for football helps me to continue moving forward. I have created a great environment for sport, play, and fun and have given young 'stars' the chance to participate. We have taken part in an international football tournament organized by the German Football Federation and DISCOVER FOOTBALL. Moreover, with our project we give the girls a stage to talk openly about things that they cannot discuss with their parents at home.

Portia Mafokwane is manager of the team GIRLZ KICKIN HIV and head of the Ahitlangeni Community Development Project. Additionally, she is cur-

rently working as a volunteer coach at Dimakatso Elementary School. Contact GIRLZ KICKIN HIV, Portia Mafokwane: mafokwane@yahoo.com

Filmmaker Patricia Lewandowska produced a film that features Portia Mafokwane as the protagonist: <http://www.statusoflife.com/p/film.html> We met Portia Mafokwane in Barsinghausen in September 2012, where she and her team participated in an international women's football tournament organized by the German Football Federation and DISCOVER FOOTBALL. She answered our questions in December 2012 via email.



Fighting Gender-Based Violence with Sports

THE ORGANIZATION WOMEN WIN USES SPORT PROGRAMS TO INFORM GIRLS ABOUT THEIR BASIC RIGHTS AND SEXUAL HEALTH. ADDITIONALLY, WOMEN WIN AIMS TO HELP YOUNG FEMALES BECOME FINANCIALLY EMPOWERED THROUGH SPORTS. MARIA BOBENRIETH REPORTS.

Women Win basically works within three areas. First, we address gender-based violence (GBV) through sports. Second, we use sports to inform young and adolescent girls about sexual health and reproductive rights. Our third aim is to help them achieve economic empowerment by supporting financial literacy and employability skills.

GENDER-BASED VIOLENCE

GBV is violence that targets a person because of his/her gender. It might correlate with domestic violence: 'you are my/a woman, therefore I can beat or rape you'. GBV also includes what is known as 'corrective rape', that is when lesbian women are raped with the justification of thereby making them heterosexual. Gender-based violence can also be targeted against men, particularly gay men. We look at different forms of GBV in our programs that range from infanticide of girls or sex-selective abortion to genital mutilation. We differentiate between 3 types of GBV:

1. Domestic violence, i.e. family violence
2. Community violence, e.g. rape and the question of whether it is condoned or not
3. Government sanctioned GBV, e.g. when rape is used as an act or instrument of war

We hold it important to work towards a move from imparting life skills to teaching employability skills. Sport can help teach important life skills such as how to lose, how to win or what it means to play in a team. Then there are abilities that are outside the scope of sports and that

we believe are necessary as well, for example learning how to use a computer. We think that economic empowerment is the most important thing for young girls, because if you are not economically empowered, you are more easily subjected to gender-based violence and you might not be able to access your sexual and reproductive rights.

Maria Bobenrieth is Executive Director at Women Win and responsible for the strategic development of the organization.

Contact: info@womenwin.org

www.womenwin.org

We interviewed Maria Bobenrieth in Amsterdam in February 2013.



A netball player just before a match in Kalingalinga slum, Zambia | Photo: Women Win

Sport dans la Ville

THE FRENCH ASSOCIATION OFFERS SPORTS PROGRAMS WHICH INCREASE WOMEN'S OPPORTUNITIES IN THE LABOR MARKET.

FFFacts FRANCE

First National Team: 1971 ◀

FIFA Ranking: 5 ◀

In order to be independent, one needs a job and a perspective. Through sports, Sport dans la Ville offers further education and first work experiences. Sport dans la Ville was founded in 1998 with the aim of facilitating social and vocational integration of adolescents through sports programs. For this reason, 22 sports centers have been built in disadvantaged housing areas. Every week 3,000 youth aged 7 to 20 play football or basketball at the centers for free. The organization cooperates with the government, municipalities, business companies and the football club Olympique Lyon. The sports programs help to create a basis of trust and to promote values such as respect and commitment.

L DANS LA VILLE is the program for girls who are 12 years old or older. The program prepares them for participation in the employment-oriented programs of Sport dans la Ville via football, workshops, cultural events and travels.

Youth participants that are involved in the programs for a longer time frame are allowed to join more specialized vocational trainings such as the program called **JOB DANS LA VILLE**, in which they can participate in employment training and a mentoring program. The programs include visiting companies and educational institutions, attending informational workshops and training courses as well as gaining work experience through internships. Currently there are 360 young people enrolled in this program. All of the participants receive individual assistance but only in consultation with the families and their schools.

ENTREPRENEURS DANS LA VILLE helps young adults, aged 20 to 30, to set up their own businesses. The program was developed in coopera-

tion with the Business School EM Lyon and has led to the creation of 52 companies since 2007. Thanks to the support of the business partners of Sport dans la Ville the program can provide clear insight into the working environment and can transfer valuable first time work experience.

The program also provides a variety of opportunities for the promotion of occupational skills of young adults including:

- ✗ Supervising and structuring the occupational projects for the youth participants, which are carried out by the team of Sport dans la Ville.
- ✗ Maintaining a mentoring-system with the companies' employees so that the youth can discuss their work experiences and reflect on them as well as being able to find out more about the companies' codes and the job requirements.
- ✗ Setting up work experience in the companies itself through internships, fixed-term contracts, dual education and permanent employment.
- ✗ Organizing visits to the companies and the educational institutions, which show the youth how businesses run, while providing them with insight into the various divisions and employment opportunities existing within businesses.
- ✗ Running informative workshops and training courses focusing on case studies, role plays and expert meetings which help to individually prepare the youth and to teach them methodical knowledge and skills about themselves and the labor market, which together are indispensable for their first, successful work experience.

Text by Anne-Sophie Faysse, manager of L dans la Ville | Contact: contact@sportdanslaville.com | www.sportdanslaville.com



Creating a Healthier and More Peaceful World

RIGHT TO PLAY EDUCATES TRAINERS WHO COME FROM THE LOCAL COMMUNITIES AND WHO ARE WELL AWARE OF THE LOCAL CONDITIONS AND ITS REQUIREMENTS. THEY USE SPORTS IN ORDER TO BRING ABOUT SUSTAINABLE CHANGE IN DISADVANTAGED COMMUNITIES. BY FADI EL YAMANI AND RAWDA HAMADNEH

THE ORGANIZATION RIGHT TO PLAY

Right to Play (RTP) uses sports as an instrument for the promotion of the development of children and adolescents who are affected by war, poverty or diseases. RTP not only works with the children but above all with their trainers. Their topics are: health, environment, conflict resolution and education as well inclusion, gender equality, child protection and community involvement. It is RTP's vision to make a contribution to a healthier and more peaceful world.

WHY SPORTS

Sports are an attractive method because children and adolescents generally like to play and to participate in sports. Moreover, it is a means that does not cost a lot. Based on their sports activities, RTP has developed a special method, the RCA-Method, in order to not only focus on playing sports with the children and adolescents, but to also speak with them and discuss important topics.

THE RCA-METHOD

RCA stands for **Reflect ► Connect ► Apply**. After their participation in one of our activities, the children are asked to reflect and to analyze what has happened. Afterwards they have to connect these thoughts with their real life situations. If, for example they talked about the importance of cooperation during a match, they are encouraged to then think where else in their daily life cooperation can also be important, such as at home or in school. They are then asked how to apply the newly acquired knowledge to their present day situation and to their future.

CHALLENGES

The biggest challenge is to convince the parents to let their daughters play. One of the strengths of RTP is that their employees themselves come from the respective communities and therefore know about the religious, cultural and traditional influences that exist. With this awareness, they understand to a certain degree how people feel and think. The RTP project coordinators who work with the female participants wear the same clothes and speak the same language. They are able to choose the right approach to address the parents. People from the outside can lack the necessary sensitivity and understanding of the community and therefore it can seem that they are trying to impose their ideas onto the community. This can lead to problems and perhaps resistance from the community.

In order to involve the parents and to gain their trust, RTP organizes workshops for the parents, in which the organization presents itself and informs everyone about the benefits of sports on the development of children. Naturally, it would seem that parents want their children to be fit, healthy and happy. After the informative meeting, the parents can also participate in activities together with their daughters. In this way, the parents see that they can trust RTP and they are able to experience firsthand how their daughters gain strength through participation. They see that RTP's program is well thought out and that RTP's trainers are well educated.

It is also important to be flexible and willing to compromise. RTP's original idea was for girls and boys to play and take part in sports together. This concept worked well in some communities, but in others it didn't. RTP decided to give priority to building a safe place for girls and women and thus providing them with the opportunity to practice sports and then following with their initial aim of gender-mixed training.

RTP'S PRINCIPLES

1. Building a positive environment:

Football can make a contribution to the strengthening and reviving of communities.

✗ Strengthening cohesion of the communities by teaching members of the community to become trainers. With the training and regular support by RTP the trainers start to develop a feeling of togetherness.

✗ Improving and increasing access to social services and security systems. This can be reached via the sport's attractiveness and an example is when a sports event is used to bring people together, to give them information and to provide them with further education.

✗ Involving groups of people who are marginalized and excluded such as indigenous or ethnic minorities, migrants, refugees, girls and women, people with disabilities, orphans, children with difficult backgrounds, school dropouts and unemployed adolescents.

✗ Creating positive role models and nominating spokespersons who can then help to initiate a dialogue between conflicting groups.

✗ Celebrating the community's achievements and traditions. Sports festivals provide great opportunities to bring people together and to strengthen the overall team spirit.

✗ Accepting and celebrating diversity. Sports can foster the acceptance of individuals' or groups' specific skills within a community.

2. Promotion of health and well-being:

Well-structured, regular games and sports activities in a secure and monitored environment can have a positive effect on health and well-being in different ways.

- ✗ Reducing stress, anxiety and depression.
- ✗ Establishing a feeling of security and normality.
- ✗ Creating relief from day-to-day challenges and conflicts with the help of activities that are fun and healthy.
- ✗ Providing a structure through regular participation in healthy and safe activities.

3. Promotion of 'Life Skills':

Trainers can teach the positive values that come with participating in sports and games.

- ✗ Cooperating, working on a team, playing fair and respecting the rules.
- ✗ Communicating with teammates, coaches and others involved in the sport space.
- ✗ Gaining self-confidence and improving one's self-esteem.
- ✗ Learning to set individual and team goals, make decisions and take responsibility.
- ✗ Learning how to overcome difficult challenges and to recover from failure and defeat.

Rawda Hamadneh works for the international organization Right to Play in Jordan; she is the project-supervisor for the capital Amman. Fadi El Yamani works for Right to Play as regional training officer for the Middle East and North Africa. | Contact: rhamadneh@righttoplay.com, felyamani@righttoplay.com | www.righttoplay.com

We spoke to Rawda Hamadneh at the DISCOVER FOOTBALL Expert Seminar in November 2012 and to Fadi El Yamani in March 2013 via Skype.



A group of five young girls are running and playing outdoors in a line. They are wearing colorful winter coats: pink, light blue, and red. The girls have their hair in pigtails and are moving from left to right across the frame. The background is a plain, light-colored wall.

"The biggest challenge
is to convince the
parents to let their
daughters play."

Raising Visibility

THE LADIES' TURN PROJECT IN DAKAR, SENEGAL, EFFECTIVELY COUNTERS THE WIDE-SPREAD NOTION THAT ONLY BOYS CAN PLAY FOOTBALL BY SETTING UP FOOTBALL MATCHES FOR GIRLS IN THE CENTERS OF THE CITY DISTRICTS. A PROGRESS REPORT BY GAËLLE YOMI

In 2009, we at Ladies' Turn decided to hold our matches on the football pitches in the middle of the housing areas. Above all, our goal was for society to become familiar with girls playing football. With this approach the neighbors saw the potential in these young women and it also provoked a real storm of enthusiasm. The different neighborhoods started to share the thrills about 'their teams'. A real competition flared up between the districts regarding the question of which team would make it to the final match. During the half-time break the mothers of the districts approached the trainers to give advice on how to improve the match in the second half. The girls experienced strong support in the Bopp and the Yoff district in Dakar and as a result of these games, the widespread notion of football being a sport only for boys started to crumble.

The participating girls from the various districts created posters announcing the match days and as they put them up around town, they helped to raise awareness. In this way, a stronger connection was established between the organizers of the tournaments and the parents from the neighborhood. The fact that the matches were held in the middle of the city districts meant that they could attract those passing by who were curious when they heard the music and the commentator. Some of the casual spectators were so interested that they asked whether girls from their own neighborhoods could also take part in the tournament.

The Women's League in Senegal also shows the importance of engaging the public. Even in first league matches the Senegalese football association is forced to hold the women's matches at 10am due to the

shortage of pitches. As a result, the women have to play in front of empty stands and vacant rows of seats despite their strong talent. The matches held in the city districts help to win the support of loyal fans that now also come to the stadium to watch their teams play. In this way, we have achieved greater visibility for women's football, even if the struggle is not over yet.



Gaëlle Yomi
Photo: Héléne Harder

Gaëlle Yomi comes from Cameroon and has lived in Dakar, Senegal since 2007, where she works as a sports journalist. She is responsible for public relations at Ladies' Turn.

The Ladies' Turn association promotes women's football in Senegal and aims at empowering women and changing gender stereotypes. For this reason Ladies' Turn has been organizing city district football matches since 2009. We got to know Gaëlle Yomi and her team Ameth Fall at the international football tournament in Barsinghausen in September 2012.

Contact: ladiesturn@gmail.com | <http://www.ladiesturn.org>



Players at Ladies' Turn, Dakar | Photo: Héléne Harder

Chapter 5

FOUL PLAY

Restraints and Discrimination under Attack

Football for all? That would be a dream. But let's be honest: in football we see over and over again discrimination and other challenges that hinder many from participating in the sport. Generally almost everywhere on the planet it is harder for women to play football than it is for men. In this sport women are still seen as outsiders and if they do get the chance to play, still have to hear stupid comments. Sometimes family and friends laugh at female players and even

forbid them to play. Also homophobia and racism occur in football in form of prejudices, cursing and hurtful jokes.

Even in countries where women's football does receive a certain degree of attention, such as in Germany or the USA, female football players are still being discriminated against because of their gender, their looks, or their origins. With many obstacles in the way, many can lose their enthusiasm

to continue to play. But it is important to note that also within women's football there are great differences: not all girls and women experience the same challenges. Some can find great opportunity and be explicitly promoted while others cannot even participate in the sport.

So, who does get to play? Here we have to look especially at those who don't get seen in the first place either because they don't have the time to play due to work, football is prohibited to them, or violence and conflicts obstruct their path to arrive at the training facilities.

Here, girls and women describe the challenges they face when wanting to participate in football, whether it is when dealing with family, religious issues, difficult political situations and situations of social exclusion. Presented are initiatives that actively fight against deeply rooted social views like racism, sexism and homophobia.



Friendly match in Iran, 2006

5 Foul Play



What Does My Family Say about It?

Different Views on how to Deal with Concerns, Prejudices and Restraints | page 48



When the Political Borders Reach Into Sports

National Players from Palestine Talk about Their Day-to-Day Experiences | page 52



Jordan: FIFA 1:0

FIFA Prohibited Playing Football with a Headscarf and thus Blocked the Path into the Stadium for Many Players | page 50



Make Room, Here We Come!

Almost Everywhere There Is a Lack of Safe Sport Fields for Girls and Women – Experiences and Proposals for Solutions | page 54



To Deny Women Sports Is Unfair!

Sameerah Al-Attabi Talks about Changes in Iraqi Football | page 51



Religion Doesn't Have to Be a Hindrance

Mona El Said Constantly Came Across Religious Objections; However, She Went to Convince the Imam | page 56

5 Foul Play



The Infiniteness of Stupidity

The Most Stupid Comments on Women's Football | page 58



Together Against Discrimination: DFC Kreuzberg

DFC Kreuzberg's Football Players Don't Only Want to Play Football | page 60



FARE (Football Against Racism in Europe)

Claudia Krobitzsch Explains the Different Levels of Racism | page 62



Don't Let Others Get You Down!

Strategies from Five Pioneering Football Women | page 64

What Does My Family Say about It?

OFTEN ONE'S OWN PASSION FOR FOOTBALL IS REJECTED BY OTHERS. UNFORTUNATELY THESE OTHERS ARE OFTEN PART OF YOUR OWN FAMILY, BEST FRIENDS AND RELATIVES. BUT WHAT DO THEY REALLY HAVE AGAINST IT?

In many countries football is seen as not feminine, so that some parents are concerned that if their daughters play then their chances to marry are very small. They might also fear that in the sport environment their daughters might be on contact with homosexuality, which is still a taboo topic in many societies. Sometimes the old belief persists that sports will change a female's body so that she won't be fertile anymore. Most of the time, however, parents who want to guard their children are simply suspicious of an activity that they aren't familiar with or which is said to be just for boys.

At the beginning it was a very big challenge for me as a girl to play football. My family had a hard time accepting it because they thought football was only a sport for boys. Later on they changed their opinion when my school tuition was paid because I played football. **Famatta Dean, Liberia**

Not all in my family support me. My mother has a lot of concerns about sports. She wants me to get married, settle down and get away from the sports world. But, overall I do not have any problems with my family. I have a certain amount of freedom in which I can move and make my own decisions. Whether at work or in my free time, I still have my freedom. **Randa Shelleh, Palestine**

At the beginning my friends didn't say anything, but my family was more against it. After we won a couple of competitions, the situation improved and my friends as well as family started to support me. **Adriana da Silva Carmo, Brazil**

When I started to play my parents didn't like it, especially my mother was against it. She thought that football was a game for street kids. Even though she wasn't very happy about me playing football, she eventually saw what football did for me. **Amelia Washington, Liberia**

Often it can be a long struggle until one's own family and friends accept how important it is for one to play football. It can be very helpful to know that others have also fought similar battles to convince those important to them of the value of football in their lives.

My mother raised me and my two brothers alone. At the age of four I started playing football with my older brother and soon started to train with a youth team. At the beginning my mother did not support me. She would have liked that I played tennis instead because to her, football was a macho sport and therefore not suitable for girls. Later, when I transferred to a girls' team she took a look at it and started to get involved by attending the games, taking care of the players and washing our jerseys. By being so involved in the sport she gained a different picture of football. She noticed that football also helped me in my regular life. I gained more self-confidence and my school reports improved. Additionally, I also got to play for the national team and she was there cheering for me at all the games. Today she is very happy and very proud of me. **Steffi Jones, Germany**

Steffi Jones is a former German national player. We talked with her in March 2013 over the telephone.

All other quotes are from the DISCOVER FOOTBALL questionnaire, which was distributed during the 2010 and 2011 competitions, and from interviews during the DISCOVER FOOTBALL Expert Seminar in November 2012.

X Search for allies in your family that help you convince others of the importance of sport! X Have good arguments prepared, such as improved health, school grades and more. X Make sure to invite your family to the games so that they can create their own perspective on female football.



Farnetta Dean



Amelia in Action



Amelia Washington



Adriana da Silva Carmo



Randa Shellen



Steffi Jones

Jordan : FIFA 1:0

FIFA PROHIBITED PLAYING FOOTBALL WITH A HEADSCARF AND WITH THIS BLOCKED THE PATH INTO THE STADIUM FOR MANY MUSLIM PLAYERS. MESADA RAMOUNIEH FROM JORDAN DIDN'T PUT UP WITH THIS AND FOUGHT SUCCESSFULLY FOR HER RIGHT TO PLAY.

X Find allies who are also affected by certain bans or drawbacks! *X* Use social media and other channels to fight for your cause!

FFFacts JORDAN

First National Team: 2005 ◀

FIFA Ranking: 58 ◀

I play for the national team in Jordan. In March 2012, we were supposed to play a qualification game but two days before this game I was suddenly officially blocked to play because of my headscarf, which of course I wear while playing. At that time FIFA prohibited all women from wearing a headscarf during a game and whoever didn't follow this rule was blocked from playing.

I decided to appeal against this ordinance. To get more support from other players I started a Facebook page with the title 'Let us play'. On this page we asked FIFA to let players play with their headscarf - since it is our right to play! FIFA always says that football is for everyone so why should they be able to exclude us? FIFA argued that wearing a headscarf would increase the risk of injuries on the field but this argument didn't convince us since many of us have been playing with a headscarf for years and we hadn't suffered any injuries because of it. Therefore, we were able to make our case based on our own experiences as well as focusing on our right to play.

Through the media, interviews and our Facebook page we were able to reach more people. We also started a petition and wrote a letter to the president of FIFA, Joseph Blatter, to ask him to allow us to play football. We used different paths to get attention and to garner support from the public. No matter if someone wears a headscarf or not, they should be allowed to play football. This game is for all! In July 2012, FIFA finally conceded to the initiative's claims and dropped the article from its regulations.

Mesada Naseem Ramounieh works for the football association in Jordan and is the goalkeeper and captain of the Jordan national team as well as of the Orthodox Club in Amman. The interview was held at the DISCOVER FOOTBALL Expert Seminar in November 2012.

To Deny Women Sports Is Unfair!

SAMEERAH ABDULRASOOL KADHIM AL-ATTABI HAS BEEN ACTIVE IN IRAQI FOOTBALL FOR DECADES AND HAS NOTICED A BACKLASH IN THE PAST COUPLE OF YEARS.

Lately there are increasingly more obstacles for girls and women to participate in sports. What makes me especially sad is that for many teams, including the Baghdad University team, it has become impossible to play. Before that we had mixed teams and a normal league. In the past few years women have been forbidden to play in public because of the unstable situation in our country. Football is now only possible in closed spaces and it is difficult to find a safe, closed off location. This means that there are strong constraints for girls and women to play! These constraints even apply at the university, in the university and professional leagues, which is where the national team recruits its players. Due to this situation, the teams have naturally gotten worse and many have completely dissolved. I see sports as an educational tool for the body, the soul and the character and it should never be denied to girls and women.



Sameerah Abdulrasool Kadhim al-Attabi works for the international organization Cross Cultural Project Association (CCPA). Furthermore, she is a trainer at the University of Baghdad.

The text is from an interview held during the DISCOVER FOOTBALL Expert Seminar in 2012.

When the Political Borders Reach Into Sports

THE PLAYERS OF THE PALESTINIAN NATIONAL TEAM REPORT ON HOW THE POLITICAL CONFLICT IN THEIR HOME COUNTRY ALSO SPLITS THEIR TEAM - AND HOW THEY WON'T LET IT BRING THEM DOWN.

Jackline Jazrawi: Blocked from training by checkpoints

Our biggest problem is getting to practice on time or in fact to make it to practice at all. A few of us are from Bethlehem, some from Jenin and a couple from Ramallah and we always practice in different cities. As one knows, there are checkpoints everywhere in Palestine and often one gets stopped at a checkpoint and is not allowed to pass. When that does happen, one cannot show up for practice on time or arrive at all. It is especially difficult in Ramallah, the players from there are often stopped because there are also checkpoints between the different quarters in Ramallah.

Jackline Jazrawi is captain of the Palestinian national team. In addition she plays for the Diyar Bethlehem Club. This quotation comes from an interview with the German radio station Deutschlandradio on November 27th, 2012.



Jackline Jazrawi

Honey Thaljieh: 'But our soul and our minds are free!'

In 2006 the Palestinian national team was supposed to play a tournament in Cairo. The women from the West Bank had to go through Jordan to get to Egypt because they are not allowed to fly out of Tel Aviv. The players from Gaza drove directly to Egypt where we finally met - after all we did not yet know each other! There we had one week's time to get to know each other and to train together. We were very happy to play together. When the competition started, we surprisingly played well together despite the fact that we were a randomly mixed team and had not practiced much beforehand.

On the day of our departures we had a sad. Our farewell with our team surprised the other teams and they asked us, 'Why do you say goodbye when you are going back to the same country?' We explained the situation and told them that we might never see each other again because Gaza and the West Bank are separated; they started to cry as well. This is unfortunately the end of the story as we haven't seen each other since. The political situation in Palestine is also influencing football. But with all that difficulties, we strongly believe that they can confine our bodies, but our soul and our minds are free.

Honey Thaljieh is one of the founders of the Palestinian national team and was its first captain. We talked with her in Berlin in May 2012.



Honey Thaljieh | Photo: dpa

Make Room, Here We Come!

ALMOST EVERYWHERE THERE IS A LACK OF SAFE SPORT FIELDS FOR GIRLS AND WOMEN - EXPERIENCES AND PROPOSALS FOR SOLUTIONS

FFFacts TUNISIA

First National Team: 2006 ◀

FIFA Ranking: 72 ◀

*Especially in cities, sport fields are missing and the few that are there are used primarily by male teams. Girls and women easily get the short end of the stick. This phenomenon is also observed by **Hanen Sellimi** in **Tunisia**:*

Often there is a lack of fields and then girls get the bad practice times. In that case they train in the evenings when the boys are done. Of course parents don't prefer that their daughters train late at night around 9 or 11 PM. What we need are additional fields only for girls and women because this way the girls could train after school or work. *Hanen Sellimi works for the Tunisian Football Federation and is responsible for the women's national team. We talked to her during the DISCOVER FOOTBALL Expert Seminar in 2012.*

*Indeed there are most of the time enough grass fields and sports fields in the villages, but one searches without luck for the right equipment and changing rooms. Of course these locations are most of the time viewable and accessible for anyone which means there is little protection offered for girls and women against stupid comments, mean and depreciatory looks and maybe even physical assaults. **Marisa Schlenker**, from the **USA** explains why 'Safe Spaces' are very important:*

A protected area is very important no matter if you want to work with boys, girls or mixed groups. However, it is especially important if you want to work with girls who are not used to being in public spaces, as it is not common in many societies. Sport fields are often dominated by boys and men and it is not so easy to find a place that one can make a safe space. Often one gets resistance from the community. It is also important to consider the route that the girls must go to arrive and leave from the safe space, as well as where they can change and where

the nearest access to clean water is located. *Marisa Schlenker worked for Coaches Across Continents, USA. She wrote down her thoughts on sport programs for development and equal opportunities for us in January 2013.*

Ann Hassan Awajneh from **Palestine** had similar experiences. *When working for Right to Play in conservative communities, she learned how important it is to take the concerns of parents into account and take their wish for protected spaces seriously. In a clever way she is now finding suitable spaces for girls.*

If one wants to convince parents in more conservative communities to let their daughters play football, the most important thing is to listen to them. At Right to Play we learned to listen to the community and especially to the men that have the power to make decisions. The main objective is to understand what their concerns are. What we often hear as a concern is that they want to have a safe place for their daughters to play football. Nobody is supposed to be able to watch the girls play and they tell us that they want the girls to wear appropriate clothes, not just shorts and a t-shirt. They also don't want the girls to be seen by other men.

We then start to talk to them about this concern and ask them directly where we could find such a protected room in the community. Many times they are then the ones to find us a spot and to set up a time only for girls to practice sports and play football. *Ann Hassan Awajneh works as project coordinator for the organization Right to Play in the West Bank, Palestine. We talked with Ann during the DISCOVER FOOTBALL Expert Seminar in 2012.*

In some situations it can also be useful to get out of the protected spaces and into the public to show presence as a female football player. In that case it isn't only about a location to play but also about a position in society and to challenge the prejudices about women's football. Niloofar Bassir reports about the situation in Iran.

We basically have only 'Safe Spaces' here, because we are not allowed to play in any other way. When we don't practice indoors, the playing field outside will be blocked from men. Unfortunately, I often experience situations when men are making fun of many of the activities that women do. For example, they laugh about women playing football or driving a car and think that women are not able to do such activities. In particularly bad cases they even think that women have complexes and therefore want to do the male tasks. This way of thinking is very sexist! Unfortunately, it's not very likely to change, not even in 100 years. But if we really want that women's football develops further in Iran, we have to show the sport in public and men should see us play. Only in this way can they realize that women have a great potential in football. It would also be easier for us to get a sponsor then. Unfortunately however, men are not allowed to watch women play football. Except for the rare occasion that we play in the park no male has ever seen any of our games. *Niloofar Bassir studied graphic design and has been playing football since 1997, from 2006 until 2012 in the first league in Iran. We got to know her during the project Football Under Cover in Iran. She talked to us about Safe Spaces in March 2013 over Skype.*

✗ Advocate that there are places and times made available for women and girls to play at schools, the football club or at the NGOs! ✗ Advocate that, in your city, more sport fields are built and times for girls and women can be reserved!

Religion Doesn't Have to Be a Hindrance

MONA EL SAID CONSTANTLY CAME ACROSS RELIGIOUS OBJECTIONS AGAINST PLAYING FOOTBALL. SHE INFORMED HERSELF ABOUT THE REGULATIONS OF HER RELIGION AND WITH THAT KNOWLEDGE CONVINCED THE IMAM.

X Know your rights and the precepts of your religion so you can have stronger arguments.

Ever since I was little I played like a boy and my parents encouraged me to be in sports. In our refugee camp in Lebanon, there were only a few parents that allowed their daughters to participate in sports. As a result of this situation, I had a lot of trouble founding a football team when I started working for Right To Play. We had to do a lot of explaining and awareness building work with parents and especially the religious figures, because we didn't want them to preach against our activities. I visited our Imam and introduced myself saying, 'Hello, I am from the organization Right to Play and we would like to organize a football tournament for girls.' I assured him that the girls would be dressed appropriately and conservatively. He was skeptical and asked me, 'Do you really want to play in front of boys and men? Everyone will talk about you!' I asked him what the problem was because according to Islam, sport is not haram (prohibited) for girls. Islam allows girls to ride horses, go fencing, do archery and run. Football is one type of sport that Islam can allow. The Imam looked at me and then finally nodded in agreement and said that it would be okay, as long as they will most certainly wear long clothes. I agreed and assured him the girls would dress appropriately. When the day of the tournament finally arrived and the Imam, the parents and relatives saw the children play with so much excitement and freedom then everyone was happy.



*Mona El Said works for the organization Right to Play in the Palestinian refugee camp Beddawi in Lebanon.
Contact: melsaid@righttoplay.com*

The text is from an interview held during the DISCOVER FOOTBALL Expert Seminar in 2012.



The Infiniteness of Stupidity

DISCOVER FOOTBALL ASKED AROUND AND GATHERED THE MOST STUPID COMMENTS SAID ABOUT WOMEN'S FOOTBALL.

X *Name of a Facebook Page:* 'Women's football is like horseracing – with donkeys.'

X *A 5 year-old boy at a playing field:* 'I'm better because I'm a boy.'

X 'You play with a smaller ball, don't you? But for sure you are not playing on a big field? Oh, really? But then you must play two halves of 30 minutes at the most, right?'

X 'She will never marry.'

X *The former German football player Rudi Assauer to Marlene Assmann from DISCOVER FOOTBALL:* 'When they turn 20, women should start to look for another hobby.'

X 'She is mentally ill. She is not normal.'

X *Name of a Facebook-Page:* 'Women's football: neither football nor women.'

X 'Do you also swap shirts?'

X 'Do you also play when you have your period?'

X Formula 1 driver Nico Rosberg's response to the question whether he would watch the German women's team play in the World Cup: 'People also watch the Paralympic Games where athletes cannot achieve such a great performance, but where the competition is still exciting.'

X 'You don't play bad for being a woman!'

✗ *German actor Heiner Lauterbach's response to the question what he can expect in Hell: 'Being forced to watch women's football all day long.'*

✗ *Bernd Schröder, trainer of the female football team of Turbine Potsdam: 'It is generally known that bloody injuries cause a strong impulse and a compassionate pain to a woman's mind because of her regular monthly menstruation and its alleged pains.'*

✗ 'How stupid to play a boys' game!'

✗ 'Why do women's football players always look so shitty?'

✗ 'The body changes, she looks like a man.'

✗ 'Tomboy' | 'Lesbo' | 'Butch' | 'Hassan sabe' (boy-like)

✗ 'Women who play football all think Kevin Kurany is cute.'

✗ 'She damages the reputation of her family.'

✗ 'Your mother should be ashamed of you.'

✗ *The groundskeeper when watching DFC Kreuzberg's first practice: 'Being used to higher league men's football, I have to be careful now to avoid eye cancer.'*

✗ Which comments have you come across? Think about a funny/ironic/smart counterattack to challenge silly comments about women's football.



Players of Wadi Degla, Egypt | Photo: Wadi Degla

Together Against Dis- crimination: DFC Kreuzberg

DFC KREUZBERG'S FEMALE FOOTBALL PLAYERS DON'T ONLY WANT TO PLAY FOOTBALL BUT THEY ALSO WANT TO MAKE A DIFFERENCE POLITICALLY. IN THE FOLLOWING INTERVIEW THEY EXPLAIN HOW THIS WORKS.

Why do you want to be politically active with your club?

We hope that one day there will be fewer men on the sidelines of the football pitch making sexist comments. We want to be a football club where every girl and women feels comfortable. Our club is about more than just football and also provides room for politically critical interests.

How can politically critical campaigns be realized in a football club?

Shortly after founding the DFC Kreuzberg, we established a political group for two reasons: first to be able to have an influence on Berlin's Football Association and second because we want to raise public awareness of structural inequalities, discrimination, sexism and homophobia and to fight back against these issues.

What exactly do you do?

The club's work includes participating in working groups and task force meetings, for example of the Berlin Football Association (BFV). The creation of a committee for girls and women is one of our current priorities. We feel we should be strongly represented within the Association because in our view, the BFV is not very interested in creating a committee for girls and women. The BFV's structure blatantly mirrors those of a traditional football club. The existence of a girls' and women's committee would shift power structures within the association. An individual committee would surely enable us to create structures which would guarantee stronger support for female football.

The Anti-Sexism and Anti-Homophobia-Campaign was our first big project which was supported by FARE Action Weeks. We designed a leaflet and created a banner that we use to raise awareness for discrimination due to sexual orientation and gender, both of which should not be

found on the football pitch or anywhere else. We send out our material to each team before a match takes place and we hope that it helps to stimulate critical reflection. On the day of the actual match a photo is taken in front of the banner, which we put on our homepage. In this way we collect voices against sexism and homophobia. Also, we soon plan to create a workshop in which other female football teams receive ideas on how to fight back when they are verbally molested by sexist comments. The workshop can also form a platform for networking with other teams and hence create a room for exchange.

“We collect voices against sexism and homophobia.”

✗ Stand up and get involved so that women can administer the funds for women's sport themselves and make the decisions!

✗ Take a careful look to see where you as a club can have an impact on the situation of women's football in your city - look at the local politics, sports association and NGOs!



Players of DFC Kreuzberg and Türkiyemspor | Photo: Sofie Götze

FARE (Football Against Racism in Europe)

FARE'S CLAUDIA KROBITZSCH EXPLAINS DIFFERENT LEVELS OF RACISM AND HOW TO FIGHT AGAINST THEM.

The FARE network against racism in football

The FARE network is an umbrella organization for fan groups, minority groups, NGOs and football bodies with a stated commitment to combating discrimination in football in Europe and to using the power of the game to effect positive social change. The network has active partners in more than 40 European countries and has developed institutional partnerships with the European commission, UEFA and FIFA. FARE believes that football is a powerful means to challenge social exclusion but can also be a means of empowering marginalized groups such as women and ethnic minorities.

As a general problem in society, racism is also present in football. We as a network do not differentiate between racism in women's or men's football. It exists in both equally, the only difference being the media attention. We fight against racism and discrimination on all levels.

We face obstacles of diverse nature in our work and since we are active in more than 40 countries, we find that obstacles can also be regionally specific. In some countries, there is a complete lack of recognition that racism is a problem. In these cases, we attempt to raise awareness and support learning programs (e.g. during the Action Weeks). In other regions, where activities have been conducted for years and where, nevertheless, discrimination and racism are still present and minorities are underrepresented, then institutional discrimination seems to be the main problem. In these countries we try to target inequalities by working together with institutions such as UEFA and FIFA. Of course, the fans and the discriminatory behaviors shown by fans also play decisive roles. We support positive fan activities and are using a monitoring system to keep record of discriminating incidents.

Action Weeks help support grassroots initiatives

FARE organizes Action Weeks against discrimination in football that are held annually for two weeks in October. Small grants are distributed to grassroots initiatives that seek to empower marginalized groups and give them a stake in the game. During the Action Weeks, a wide range of initiatives and activities aim to increase public awareness of discrimination in football and to develop ideas and new practices that challenge social exclusion. The Action Weeks provide the opportunity to address local problems and to unite football across the continent in order to present a unified stand against discrimination in the game.

Here are two examples of activities during the 2012 Action Weeks:

Kiev women's club NRG staged a 'join-in' activity to raise awareness of homophobia in the Ukrainian capital. The group's participation was the first time an openly LGBT group in Ukraine took part in such an event. This is a country where homophobic attacks are common, LGBT people must not found clubs or groups promoting their rights and the parliament has sought to pass a law against 'homosexual propaganda'.

The Finnish group African Care Ry, founded in 2001 by African women working in the health and social sector, encourages women and girls from immigrant and refugee communities to participate in football. The group facilitated an open football session and a discussion for grassroots organizations working with women and girls to devise better ways of targeting female migrants to attract them to participate in football and other sports.

In 2012 FARE managed to support more than 220 groups in 42 countries, among them many that carried out activities to empower women

through football. FARE can support you as well. Simply get in touch with them and get involved!

Claudia Krobitzsch is Program Coordinator at the European network FARE, an initiative against discrimination and for social inclusion in football. Before that she worked for Kick It Out in London and participated for 10 years in the sports political project Roter Stern Leipzig in Germany as a player as well as an activist for football without discrimination.

Contact: info@farenet.org, twitter.com/farenet, facebook.com/farenetwork

“FARE believes that football is a powerful means to challenge social exclusion.”

✕ Think about discrimination and the situation of minorities in your environment! ✕ Design an anti-racist, anti-sexist or anti-homophobia campaign and participate in the Action Weeks!

Don't Let Others Get You Down!

STRATEGIES FROM FIVE PIONEERING FOOTBALL WOMEN –
CONDENSED

Dr. Sahar El Hawary, Egypt:

Obstacle: In the 90's nobody in Egypt could imagine that women could play football at all.

Strategy: ✕ Use media to present women playing football to the community. ✕ Convince television programs to broadcast the Women's World Cup. ✕ Travel around the country with a team and play at different festivals.

Honey Thaljieh, Palestine:

Obstacle: The political situation makes it impossible to have regular trainings.

Strategy: ✕ Turn the tables and fight with football to address your political concerns. ✕ Use football matches and media attention to create awareness of the political problems of your own country.

Gaëlle Yomi, Senegal:

Obstacle: Lack of acceptance of women's football.

Strategy: ✕ Play right in the middle of the district and in public to get people used to the fact that women and girls can play football. ✕ Get girls interested in football and encourage them to play themselves.

A., Saudi Arabia:

Obstacle: Lack of official authorization by the football association for women's football structures.

Strategy: ✕ Establish an informal structure. ✕ Conduct trainings in private spaces. ✕ Organize friendly matches. ✕ By establishing informal structures, the team will be well prepared when the authorization

"By establishing informal structures, the team will be well prepared when the authorization from the football federation finally does arrive and you will be able to start playing straight away."

from the football federation finally does arrive and you will be able to start playing straight away.

Nadia Assaf, Lebanon:

Obstacle: Not enough players and only expensive private clubs that are funded by politicians; corruption.

Strategy: ✕ Set up your own academy for only girls and women which will provide better playing conditions and more attention for girls and women. ✕ Funds can also be better administered and controlled.

✕ This way ensures independence from politics.

These strategies are extracts from interviews and conversations we held with these pioneering women in 2012.



DISCOVER FOOTBALL in a friendly match in Serbia

Chapter 6

A SAY FOR WOMEN

Decision-Making in Football

In all countries there are social rules and sometimes even laws establishing who, when and where it is allowed to play football. Whereas some countries make it almost impossible for women to play football, other countries explicitly promote it. In addition, there are also differences regarding the offices responsible for regulation and authorization, often creating an impenetrable and confusing jungle of administrators and single officers. As a player you first have to find out who you should address for the following questions: Who assigns the sports grounds? Who distributes the funds at the sports ministry, in the federation or within the

association? Where can you find football jerseys? Who establishes the rules for women's football?

It is notable that decision-making positions in sports are almost exclusively held by men, in which case important decisions on sport issues concerning women are made without their say. In this chapter we will introduce pioneering women that took responsibility in this field. They work in important departments, campaigning for greater decision power for women while holding positions as referees, trainers, officers and sports figures.

6. A Say for Women



Breaking Through the Glass Ceiling

FARE Reports about Gender Inequality in Football | page 68



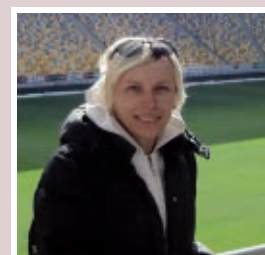
«I Am Ruling the Thing»

Dr. Sahar El Hawary Tells Her Story of the First Match she Refereed in Egypt | page 70



Change Works Better From Inside Out

Dagmar Freitag, President of the Sports Committee of the German Parliament, Speaks about Gender Equality Policies in Sport | page 72



An Own Football Association

Why Iryna Vanat from Ukraine Founded Her Own Football Association | page 74



FFFacts ENGLAND

First National Team: 1972 ◀

FIFA Ranking: 8 ◀

Breaking Through the Glass Ceiling

FARE'S CLAUDIA KROBITZSCH EXPLAINS GENDER INEQUALITY IN FOOTBALL.

The FARE network is an umbrella organization for fan groups, NGOs and football bodies with a stated commitment to combating discrimination in football in Europe and to using the power of the game to affect positive social change. Expanding its scope from exclusively tackling racism, the network has lately begun to challenge wider inequalities such as sexism and homophobia. FARE believes that football is a powerful means to challenge social exclusion but that it can also be a means of empowering marginalized groups such as women and ethnic minorities.

Gender Gap

The number of women involved in football, as players or supporters, has grown in recent years. However, the numbers of girls and women being offered the opportunity to play or attend a football game varies widely across the world. While in Western Europe women's football is on an all time high and is receiving increasing attention from the media, in other regions of the world the gender gap in football is still wide and not lessening.

Even more women are excluded from entering other areas within the football industry. Across the board, women along with ethnic minorities are lacking representation in leadership and management positions and they are not visible in many football administration positions as well as in roles of sports journalists, referees or coaches. Underrepresentation is not just a deficit in policy within footballing bodies, but it also ignores a pool of talent that can contribute to the positive development of the game.

FARE is working on different levels to identify the underlying roots that lead to the lack of representation in these divisions and to increase the number of women and other minority groups in all aspects of football. In an effort to take on these challenges, FARE is seeking to affect policy discussions and to eventually crack the glass ceiling.

Research and monitoring progress

In 2010 FARE commissioned an ongoing study on the underrepresentation of women and ethnic minorities in coaching and leadership roles in football. The study identified levels of and structural barriers to the representation of minorities and women in European football. In January 2011, the results of the research were presented at a joint UEFA/FARE conference on institutional discrimination in Amsterdam by Dr Steven Bradbury, researcher at the Institute of Youth Sport at Loughborough University. He explained that institutional discrimination, among other things, is a collective failure of an organization at all levels to provide an appropriate service to people because of their ethnic, cultural or religious background, or their gender – either intentionally or through a lack of understanding, unwitting prejudice, thoughtlessness or ignorance.

In the follow-up of the Amsterdam seminar, in March 2011 UEFA announced the appointment of a Norwegian woman, Karen Espelund, to its Executive Committee 'as a member by invitation'. This can be seen as a first step in the right direction to boost female representation. FIFA followed a similar path by co-opting Lydia Nsekera, president of the Burundi Football Association, onto the Executive Committee in March 2012. In May 2013, four women are candidates to be elected as an additional, the 25th, member of the FIFA Executive Committee.

Easier access to football for minority groups and women is crucial to combat racial discrimination and sexism and to realize the benefits the game can bring as a tool for self-empowerment and social inclusion.

Claudia Krobitzsch, FARE Network, Contact: info@farenet.org



Excitement in the stadium, Tehran 2006

- ✕ Stand up to support women in power and decision-making positions!
- ✕ Become qualified as a coach, referee, or take over a job in your club, regional association, or in local politics.

«I Am Ruling the Thing»

DR. SAHAR EL HAWARY WAS THE FIRST FEMALE FIFA REFEREE IN EGYPT. SHE TELLS THE STORY OF THE FIRST MATCH SHE WAS REFEREEING.

FFFacts EGYPT

First National Team: 1998 ◀

FIFA Ranking: 82 ◀

In the past I began to realize that we needed more women working within Egypt's football structure. Since I am a referee myself and my father was also a famous referee, this is how I started to realize we needed to create change. In 1998 I finally organized the first group of formal female referees. As there was not a women's league then, we started out in the first year refereeing men's youth and under-20 matches in national competitions. Of course, our male-dominated society had a hard time accepting women as referees for men's matches.

The first match was a big surprise because at that time nobody knew anything about women as referees. After we had successfully passed our exams, we secretly registered as referees for matches. I didn't want the clubs to know that their game was going to be officiated by a female referee because I knew that they would simply cancel the match. Instead, I wanted them to have to face us. I was convinced that once we had successfully refereed a few matches then they would have to accept us.

I went to the pitch, ready and dressed 15 minutes before the start of the match. Most of the players knew me or my father and one of the captains asked me, 'What's this? Are you here to watch the game, or what?' I said: 'No, excuse me, I am working.' He responded, 'You work here? As what?' I said, 'I am the referee.' Then they looked at each other, and the two coaches said, 'Excuse us? This can't be true.' I responded, 'Yes, we have only 7 or 8 minutes, so let me finish the procedures and please, I want the two teams in the center of the pitch. We have to start.' That was it. It was a shock.

Even the two assistants were men, and out of pride, they didn't want to accept me either. After all, as a woman I was going to have the final say during the whole match. They even accused me of being biased because my family was known to support one of the teams, El Ahly. So I replied that it didn't matter to me, which side won the game but instead I wanted to show that a female referee could successfully officiate a men's football game. After the match, the team that was beaten on their home pitch even applauded and congratulated me. That is then how we started from that game.

Of course, it was a long and hard road for our group of female referees. For a woman, it is even more difficult to be a referee than to play football. As a referee, you have to make all the important decisions. You affect the result of the game. You have to be a strong referee, with a strong personality and a vision, and you have to always know how to act in critical situations. Especially in our country, which is a male-oriented football country, the supporters won't accept wrong decisions. In fact, they often don't support male referees so for female referees it can be even worse. So it was definitely not easy, however, we knew that before we started. It was important for us to be able to anticipate what would happen, to have a plan and a vision, and to always know that we must succeed.

Dr. Sahar El Hawary is member of the FIFA Committee for Women's Football and of the Egyptian Football Federation. She was the first female FIFA referee in Egypt and made a significant contribution to the promotion of women's football in Egypt.

The text is from an interview we held with Dr. Sahar El Hawary in Berlin, May 2012.



Dr. Sahar El Hawary



Dr. Sahar El Hawary at the taz-Café in Berlin

Change Works Better From Inside Out

DAGMAR FREITAG, PRESIDENT OF THE SPORTS COMMITTEE OF THE GERMAN PARLIAMENT, SPEAKS ABOUT GENDER EQUALITY POLICIES IN SPORT.

Do you yourself play football?

As a child I would have loved to play football. However, girls' football was still in its first steps, so I did not have the chance to join a club. I then turned to athletics and for many years was really enthusiastic about the sport.

Are women in Germany allowed to practice any sport that they choose?

I hope so! In any case, at the moment sports associations offer almost all sports and disciplines for women and girls. Except Formula 1, I can't think of any other 'exotic' sport that is not open to girls and women. However, traditional sports unfortunately still encounter cultural objections that prevent girls and women from accessing sport. But in my opinion there are no unbridgeable organizational barriers in the associations.

Does equality of rights play an important role in sport in Germany?

Basically, women in Germany have equal rights in sport. However, in practice this is of course very different. The public support for women's sports, for instance in the main football, basketball or handball leagues, is still quite behind that of the men's. The same happens with the wages, for example in the women's national league, which are not at all comparable with men's wages in the same category. I still see a big gap regarding the distribution of women and men in leading positions. In addressing this gap, sports associations should create regulations and structures to enable more women to fill these executive positions.

Why is it important for politics to promote gender equality in sport?

Politics should be responsible for the equality of women and men in all fields of life. Since sport is an important socio-political sector then

gender equality must also be promoted in this area – and sport associations and clubs are particularly required to act in this direction.

To whom should women address if wanting to do something to promote gender equality in sport? The best is to directly address your organization, since change works better from inside out. In the German Football Federation, for example, the vice president Hannelore Ratzeburg is committed to girl's and women's football and, by the way, she is the only woman in the 18 member Committee of the Federation!

Also the Umbrella Association of the German Sports, the German Olympic Sport Confederation (DOSB), has one female in its Committee, the 'Vice-President for Women and Equality', and is actively working for equality in sports in various areas and through several projects.

Dagmar Freitag has been the President of the Sports Committee of the German Parliament since 2009. She is member of the Social Democratic Party and since 2001, has been the Vice President of the German Association of Athletic Sports. She previously studied Sports Science.

She answered our questions via email in February 2013.

Contact: dagmar.freitag@bundestag.de

✗ Find committed contact persons in your football federation and ask them for their support! ✗ Contact the responsible politicians and ask them to exert pressure on your football federation in order to increase the support for women!



Friendly match at the DISCOVER FOOTBALL tournament in 2011

An Own Football Association

SINCE THE PUBLIC FUNDS ASSIGNED TO WOMEN NEVER REACHED THE LOCAL ORGANIZATIONS AND CLUBS, THE UKRAINIAN PLAYER IRYNA VANAT DECIDED TO SET UP HER OWN FOOTBALL ASSOCIATION FOR WOMEN.



FFFacts UKRAINE

First National Team: 1993 ◀

FIFA Ranking: 32 ◀

When did you start to play football?

As a child, I already played football with boys because there were no teams for girls in the Soviet Union. After I finished school, I started playing in our capital Kiev and later in Moscow. I participated with my teams in the Soviet Championship and we won three times.

Why did you finally decide to set up your own association?

I ended my career as a football player because of the bad conditions in the football world and at first I did not want to work in this field any longer. Then some friends and other people asked me to campaign for women's football in the Ukraine, so I changed my mind and decided to set up my own women's football association.

What does the association exactly do?

We want to put people in contact who work in this area and to assist them in coordinating and organizing competitions. Our goal is to develop women's football and to increase its popularity. The association was created three years ago and, so far, we could already set up three female teams with players from the Lviv region. This year one of the teams will even be promoted to the first national league. If the funding allows for it, teams can travel to tournaments all over the country and in the past they have even played against national teams from Moldova and Russia.

How do you collaborate with the Ukrainian Football Association?

In 2011, I met with the Deputy Chairman of the Ukrainian Football Association to speak about issues concerning women. He promised to

support us. Additionally, I want to cooperate with the competent authorities of the Lviv region. We hope to be able to work closer with the national football organization in the future.

What are the main obstacles you are facing?

Unfortunately, we do not receive any public support for our work. Apparently the government thinks that women's football is not a good investment, which is the reason why there are almost no stadiums or other venues available for our tournaments. We play only on small local fields. As a result of the government not helping to improve this situation, some have taken this issue into their own hands and have rebuilt the stadiums or made repairs to the fields.

How do you finance the work of your organization?

I have my own savings that I am now investing in women's football. Some committed people have rebuilt a lot of the fields in Lviv while some trainers work as volunteers. We do all this so that women can play and so that female football will eventually gain support.

Iryna Vanat is the President of the Women's Football Association of the Lviv region. We met her in Lviv in June 2012 while on a stop with our project DISCOVER FOOTBALL on Tour. The interview took place via Skype in March 2013. Contact: ivanattr@mail.ru | http://vk.com/wfa_lviv_ua



Chapter 7

WINNING THEM OVER!

How to Convince Potential Sponsors and Supporters

If you ask those involved in women's football projects all over the world about what they perceive to be the greatest obstacle to the development of their projects, whether they are based in Germany or Ecuador, you will most likely hear as part of their response that there is not enough money, it is hard to find financial supporters and that sponsors have little interest in women's football.

While members of smaller projects are often very knowledgeable about the ins and outs of their own project work, their experience with project development, however, can

be very limited. All too often, this can mean that they are unable to successfully communicate their ideas in such an effective way to gain more supporters. Additionally, many projects also face other obstacles, such as dealing with high levels of stress, pressure and uncertainty of running a grass-roots project, being dependent on volunteer work and operating under limited financial means.

It is important to bear in mind that financing one's project largely depends on how well one knows and plans the project as well as how one is able to put their ideas into prac-

tice. Especially larger foundations and businesses willing to contribute greater resources are particularly keen to see well-structured and thoroughly thought-out proposals that state the project's budgeting plan very clearly. A few simple tools can help substantiate and improve a project idea so that it becomes more appealing to potential sponsors.

Therefore, in this chapter we would like to offer guidance on developing and financing one's project.

Many times the team pushing a project forward has no idea who to turn to or where to look when there is a lack of financial resources. We will present various funding ideas in this chapter. At the end of the chapter you will find a compilation of investors affiliated with football, equality and/or development assistance as a resource for those looking for financial aid for their project. Some foundations or institutions on this list, such as the European Union, have several funds, which distribute aid, that is specifically marked for certain types of organizations; so it is essential to understand the funders priorities and how your project measures against them. It is important to compare different funds and

their requirements and then to get in touch with those responsible to answer any questions or concerns.

Needless to say, there is no guaranteed step-by-step guide to successfully acquiring financial support. However, an organization having a sound strategy including creative, innovative and well thought-out ideas will most certainly raise a project's chances of being accepted for financial support. Fundraising will always be challenging and there will be times of rejection, but the best is to learn from those moments and continue moving forward.

One important piece of advice that we can offer in advance is that when asking or applying for funds from any group or individual then it is crucial to not view this person or group as a human cash dispenser, but instead view and treat them as a partner for the project. On that note, think about and plan carefully the ways in which both parties can benefit from working together. When approaching these potential partners in all forms of communication, be able to clearly answer the following question – why would collaborating with your project be advantageous to them?

7 Winning Them Over!



It Starts with a Vision and Ends with a Strategy

Clear-cut Goals and Appropriate Strategies: a Few Tips for Planning Your Project | page 80



FIFA Supports Women's Football

Monika Staab Introduces One of Women's Football's Most Important Sponsors | page 86



One Win Leads to Another

Maria Bobenrieth Explains how Grassroots Organizations Should Present Themselves to Future Partners | page 82



Private Sector Funding

Sport dans la Ville: a Practical Example of Collaboration | page 87



Measuring Your Project's Impact

Marisa Schlenker Explains Why it is Important to Have a Strong Monitoring and Evaluation Program | page 84



Some Out-of-the-Box Ideas for Financing a Project

Staying Afloat Financially: Different Projects Tell us How They Do It | page 88



Training session in Barsinghausen at „Passion For Football“, organized by the German Football Federation and DISCOVER FOOTBALL

It Starts with a Vision and Ends with a Strategy

CLEAR-CUT GOALS AND APPROPRIATE STRATEGIES:
A FEW TIPS FOR PLANNING YOUR PROJECT

✗ Sit down with your team and formulate your vision and mission statements for your project or organization, as well as the goals and strategies you plan to achieve and employ!

Project planning is all about communicating what you want to do, when and why you want to do it. Thinking about these points will not only help you convince potential benefactors and supporters but will also be conducive to your team working together and to keeping your goals in mind when faced with your every-day work challenges. Having a clear vision and mission, concrete aims and strategies can facilitate realizing your goals and persuading others to join in or support your project.

VISION: A vision statement consists of only one sentence and it expresses what your organization aims to achieve in the long run. It should be brief so that others can easily understand and make a mental note of what your work is all about. Your vision statement should engage others, encouraging them to participate in your cause and identify with your vision. Consequently, it should also be inclusive. The bar for your goals should be raised very high because a brave vision statement inspires others to commit themselves to your project.

On formulating your vision, you should be answering the following questions: What do we want to achieve in the long run? What is our overriding goal?

Examples:

✗ Right To Play's vision is to create a healthy and safe world through the power of sport and play. **Right to Play**

✗ One win leads to another. By 2016, 1 million girls rise to challenges and courageously transform their lives. **Women Win**

✗ We envision a just, equitable and sustainable world in which women and girls have resources, voice, choice and opportunities to realize their human rights. **Global Fund for Women**

X Coaches Across Continents envisions the day when all children have what they need to make healthy choices and feel hope for the future.

Coaches Across Continents

MISSION: While your vision statement tells others what you want to change, your mission statement gives you the opportunity to elaborate on when and how you are going to accomplish your vision. It should also be inclusive, yet also result-oriented and concise. Your mission should motivate others to take action, giving them a clear idea of what your organization can do to put your vision into practice. On formulating your mission, you should answer the following questions: What are our concrete goals and why? How do we want to successfully accomplish these goals?

Examples:

X Our mission is to build an infrastructure of peace and reconciliation by and for the people of the Middle East that promotes socio-economic development, while advancing cooperation and mutual understanding. **Peres Center for Peace, Israel**

X Right To Play's mission is to use sport and play to educate and empower children and youth to overcome the effects of poverty, conflict and disease in disadvantaged communities. **Right to Play**

X Equip adolescent girls to exercise their rights through sport.

Women Win

X We advance the rights of women and girls worldwide by increasing the resources for and investing in women-led organizations and women's collective leadership for change. **Global Fund for Women**

X Teaching leaders in developing communities how to create lasting social change through soccer. **Coaches Across Continents**

SMART GOALS: (Specific, Measurable, Ambitious, Realistic, Time-bound) These goals help you focus on completing your mission. They represent different steps along your route to fulfilling your mission, which you want to complete in order to succeed. Make sure that these goals are **ambitious** yet remain **realistic**. Once you have completed the goal of an individual step, you have come one move closer to accomplishing your mission and will be able to set new goals for your project. In order for you and others to be able to evaluate whether your work has been successful or not, each goal should be related to a specific **time frame** and identifiable results which, ideally, can be **measured** or quantified. In this way, you can gauge the significance of your work for achieving the overall mission. Clear-cut goals are a prerequisite for evaluating your project and, thus, an obligatory feature of both your own work and when applying for grants (for further information on the meaning of -> **evaluation and monitoring**, see Marisa Schlenker's contribution).

On formulating your goals, you should answer the following questions: Until when? What? How much?

STRATEGIES: Strategies elaborate on how you want to achieve your goals. Organizations can make use of many different strategies in order to accomplish their goals. In order to develop the right strategy for achieving your goals, it is crucial to be fully aware of your projects' strengths and weaknesses and the resources available to you.

On formulating your strategies, you should answer the following questions: Which tools, resources and opportunities are available to us? How will we proceed with these tools?

By **DISCOVER FOOTBALL**

One Win Leads to Another

MARIA BOBENRIETH EXPLAINS HOW GRASSROOTS ORGANIZATIONS SHOULD PRESENT THEMSELVES TO FUTURE PARTNERS.

When you approach a potential partner, you should be able to present your project in a brief and succinct manner. Imagine you happen to meet a very important person in an elevator and the two-minute ride is all the time you have to convince them of your work and the profitability of a future collaboration or partnership with you. This short exercise helps you to focus your profile and is called an 'elevator pitch'.

An elevator pitch is a captivating and inspiring presentation of your project in just two minutes. In order to master this task, you must **know your organization** very well and be able to describe in your own words the following key aspects: its mission, impact, singularity, the actual work, project strengths and weaknesses and the project budget, including costs for individual programs, staff and monitoring. You should be able to answer confidently what makes your organization unique from others in the same field. You have to **know yourself**: Why and how are you involved, why are you passionate about this project, why do you sacrifice your time for it and why should others invest their time and money? You have to **know who you are dealing with**: Find out as much as possible about the person or group you are meeting with, such as their contacts, interests, behavior patterns and the scope of their influence. Also, you should think about what and how is the best way to approach them.

A generalized example: Project X supplies its target audience Y with a unique benefit Z resulting in the change XYZ.

Women Win's elevator pitch, for example, would look like this: We are an organization concerned with rights, more specifically with women's rights, and we believe that sport is a phenomenal tool to equip girls, adolescent girls in particular, to achieve their rights. It is our vision that one win leads to another, meaning that one small victory on the pitch

can bring many, many returns. It is our mission to create the opportunity for more than one million girls to transform their lives through sport over the course of the next three years. We pursue this target in three ways: we (re)grant financial aid, we develop tools based on first-hand experience gathered on-site and we investigate these tools' efficacy and their consequences in order to substantiate our successes.

We think there is an underinvestment in the sports sector. Sport is not only good for girls; it is also good for the world. Investing in Women Win will not only make a huge difference to girls, but it will have a positive effect on their communities, and therefore on the whole world. Those programs which address questions of fairness and equality, which for example, empower girls and women to take on managerial positions, are of the highest importance for economic growth and justice.

A small practice task:

1. Reflect on the following questions: What are the most important goals of your work? With the help of which tools do you want to achieve them? What makes your work so important? How can others (individuals or groups) benefit from working with you?
2. Phrase your answers in a brief and concise manner, making sure to get to the point!
3. Practice with friends and ask them whether your mini-presentation was informative, easy to grasp and convincing. Ask for feedback and suggestions to making it better.

People often ask us how small grassroots organizations can gain more support and awareness for their causes. We understand how high the

demand is and when we started out, we were faced with about 800 applicants looking for some kind of funding. I would give the following advice to these smaller groups, especially those interested in applying for funds from groups like Women Win. First of all, you need to make yourselves presentable by getting 'your house really in order'. That is, think very thoroughly about what you want to achieve, understand the impact your organization already has and be able to make a case for it. Second, it is a smart idea to start cooperating, to look for endorsements from other women's rights organizations or team up with your Football Association and/or other groups. Once you get the ball rolling and you have a few successes or connections to show for yourselves and your project, then it will be the right time to apply to be a partner with Women Win. Don't see us as a funder but instead as your partner and reflect on what we can achieve together. It is of the utmost importance that you are able to clearly verbalize the social change you want to achieve together with us. It is probably not enough if you merely want more girls to have access to physical activity.

Tips for Fundraising:

- ✗ It is more inspiring to give money to MISSIONS who bring about CHANGE rather than to particular ACTIVITIES.
- ✗ People donate to people and not to organizations.
- ✗ Every member of an organization is a mobilizer of resources.
- ✗ Every situation is an opportunity to mobilize resources.

Maria Bobenrieth is Executive Director of the organization Women Win. We spoke with Maria Bobenrieth in Amsterdam in February 2013.

Contact: info@womenwin.org | www.womenwin.org

Measuring Your Project's Impact

MARISA SCHLENKER EXPLAINS WHY HAVING A STRONG MONITORING AND EVALUATION PROGRAM MATTERS.

Measuring a project's or an initiative's impact on society has always been a key component when it comes to a project's implementation and its success. In the past few years, however, there has been an even greater focus on assessing a project's effects ('measurement'). Foundations, governments and private donors want to know exactly how their money is being spent and to be informed about the exact ways in which a program has brought about social change.

Typically, 'social impact' is defined as the change (or causal effect) created by an activity or a specific action. These changes can be positive or negative, intentional or unintentional.

Monitoring and Evaluation (M & E)

'Monitoring' means that processes are continuously being observed and reviewed in order to minimize response time when things do not go according to plan. The term 'evaluation', on the other hand, denotes the description, analysis and assessment of both processes and effects. Traditionally, monitoring takes place during a project while the evaluation process is what happens towards its ending. In order to be able to assess its effects at all, you have to determine what your goals are and how you want to get there. You should achieve this by including everybody who is involved in the project in this process, which is often called the 'participatory' method. The evaluation of your undertakings can also be organized in a participatory manner, i.e. involving all of your members of staff.

There are many ways of how to go about the processes of monitoring and evaluating your project. Here are some suggestions of qualitative methods:

- X project-diaries
- X semi-structured interviews
- X observations
- X photographic monitoring
- X story-telling
- X participatory videos
- X problem trees
- X poetry club

Recommendations for Successful Projects

Evaluating programs is supposed to contribute to improving future projects. That means that, ideally, you learn from the experiences your organization has had and improve on them for future projects. The British organization Comic Relief has compiled the following recommendations for delivering effective programs; you should, of course, consider which of these suggestions truly complement your program.

X Styles of Delivery: programs should be bottom-up and based on the needs of their target group. They should correspond to their interests and their knowledge.

X Developmental Program: Sport must take place as part of a wider, more general developmental program that identifies and addresses root causes, builds specific skills and aims for clear outcomes.

X Target Group: If sport wants to reach those who need it the most, it has to target specific groups. Otherwise, marginalized groups may not be included. The category 'gender' must be part of the preliminary analysis of any project.

X Values: Sport should be practiced in a climate where participation, safety and dedication are fostered, rather than where only performance is praised.

X Relationships: Many of the changes that sport contributes to, take place because of the relationships between coach, staff and participants. Therefore, team leaders and other leading positions have to be recruited locally and trained well. Qualities such as empathy, sense of humor, consideration and the potential to be seen as a role model are just as important as his or her physical abilities, if not more so.

X Long-term: Programs should be focused on finding long-term solutions and bringing about long-term changes. They should also take the frequency, intensity and adherence of participation into account.

X Monitoring and Evaluation: Programs should actively build in ways to monitor and evaluate progress over a long period of time so that achievements can be measured against their desired outcomes. Only in this way can people learn from their mistakes and make adjustments to their approaches.

Marisa Schlenker worked for Coaches Across Continents, an organization concerned with sport for development and peace. With her former organization she was head of Monitoring and Evaluations of her organization's partnerships with local programs. | Contact: marisa.b@fellows.dandf.org

X Document your successes and failures so that you can learn from your mistakes, improve your project and convince potential sponsors

FIFA Supports Women's Football

MONIKA STAAB INTRODUCES ONE OF THE MOST
IMPORTANT SPONSORS IN WOMEN'S FOOTBALL.

✗ Ask your football association about which FIFA funding opportunities are available to you! ✗ Inquire about whether and how your national football association is utilizing FIFA's financial support to further develop women's football. Remember that at least 15% of FAP funds are designated for the development of women's football! ✗ Find out whether your football association can help you obtain support in the form of coaches, gear etc!

The international umbrella association for world football, FIFA, officially promotes 'the development of women's football and pledges to support women's football financially and to give women players, coaches, referees and officials the opportunity to become actively involved in football'. A set amount of the financial resources provided by FIFA to its associations is reserved specifically for developing women's football which is currently 15% of the funds allocated with their Financial Assistance Program (FAP). Part of the technical support is obligatorily designated to initiatives and expansion programs in the women's sector on all levels. Furthermore, FIFA has launched a special women's football development program running from 2012 to 2015 in order to create additional opportunities to expand the female sector through financial and educational support.

There are three ways to apply for FIFA's women's football grants:

1. FIFA's Financial Assistance Program (FAP)
2. Their development and assistance program for member associations (GOAL)
3. Their women's football development program (2012-2015)

Requirements:

- ✗ You have to apply for grants via your national football association.
- ✗ Your national association has to have a women's football committee.

Monika Staab worked for FIFA as an international consultant for women's football from 2006 to 2012 and travelled to more than 60 countries during this time. Since 2013, she has been the coach of Qatar's national team as well as their under-14 national team. If you have further questions regarding financial support and endorsement from FIFA, feel free to contact Monika Staab. Contact: monikastaab@yahoo.com

Private Sector Funding

SPORT DANS LA VILLE WORKS VERY CLOSELY WITH BUSINESSES. COLLABORATING ON AN EDUCATIONAL PROJECT HAS PROVEN TO BE A WIN-WIN SITUATION FOR EVERYBODY.

Many sports clubs are familiar with the following challenges: jerseys are expensive, equipment is needed and extra finances are required to get players to and from their games. In this situation many clubs seek out a sponsor who, for example, can pay for an entire set of jerseys in exchange for the permission to print advertisements on them. Many businesses have set up special foundations where specific types of projects, which align with the company's corporate philosophy, are endorsed. Finding a company whose corporate philosophy or responsibility aligns with your project's goals can be a great partnership that leads to benefits for both your project or club and the company. On the one hand, the business strengthens its corporate social responsibility profile by advertising its social commitment, while, on the other hand, the project benefits with finances to strengthen its program. Naturally, not every business can function as the ideal and appropriate partner for every organization because the organization has to be able to identify with the company as well. Discuss with your group the type of companies, funding and advertisement with which you feel comfortable.

Cooperating with a company surpasses the concept of receiving mere financial support and therefore demands working together very closely. The organization Sport dans la Ville proves that working closely with companies doesn't have to be seen as standing in contrast to being committed to social causes. Collaboration with local businesses and coaches leads to organized sports programs that help young people integrate into society and improve their chances of employment. Thanks to its different business partners, Sport dans la Ville is able to offer young people concrete insights into the working world and to initiate job placements.

Text by Anne-Sophie Faysse, manager of L dans la Ville

Contact: contact@sportdanslaville.com | www.sportdanslaville.com

Some Out-of-the-Box Ideas for Financing a Project

RAISING MONEY FOR A SPECIFIC PROJECT IS ONE THING WHILE FINANCING DAY-TO-DAY OPERATIONS IS COMPLETELY ANOTHER. DIFFERENT PROJECTS TELL US HOW THEY STAY AFLOAT FINANCIALLY.

Many sponsors prefer to only give money to concrete projects, which means that clubs and organizations have to figure out other ways to cover their basic needs. Faced with this struggle to survive, smaller clubs have developed various strategies to provide access to their sports activities for those who cannot afford to pay their membership fees. In the following project descriptions, we introduce different ways to financing your project's costs.

Little Chicken Coop – Ameth Fall, Senegal

It is only because of coach Bassouaré Diaby that the Senegalese team, Ameth Fall, was even able to form and that it has continued to exist until today. He taught at the local Ameth Fall high school and there he wanted to give women the opportunity to play football. To that end, he founded the social and cultural club 'Lycée Ameth Fall' where women aged 20-30 could train on a regular basis. The club sees women's football as an educational tool and a means for advancement. In order to finance the team, Bassouaré and his wife Bouja turned his farm into a chicken coop. With the profit he makes from selling chickens, he is able to cover his team's basic costs.

You can reach Bassouaré Diaby via the organization Ladies' Turn.

Contact: ladiesturn@gmail.com

Supportive Community Financing – Saraguro, Ecuador

Ever since our women's football group was founded, we have not been able to rely on the Ecuadorian State for any kind of financial support. Our group has relied on its members' proactive attitudes as we are constantly trying to obtain funding from public or private sources. Unfortunately, these attempts to acquire support have been unsuccessful. Oftentimes, we were unable to participate in sports events in Quito, our nation's capital, because we did not have enough money to cover

the travel costs. Therefore, financing is one of our team's main problems: We often have to use our own money for tournaments and even have to pay for injuries that occur during competitions because none of our players have health insurance.

Whenever we need to buy football gear or to plan a trip to a tournament, we pool our money together. A small portion of our finances comes from prize money from winning past competitions, and this money we keep in a separate savings account. However, most of the time this is not enough so we match the rest with our own private savings in order to buy the necessary equipment, such as footballs.

Unfortunately, we do not make a lot of money, so our savings are meager. Most of the women on our team are busy with their domestic or agricultural duties, with breeding livestock and a few of them with their university studies. Many of the women have one income and some who are married are also living under their husband's income, which typically comes from construction, carpentry or day labor jobs. Also, some women on our team have started to make jewelry and other arts and crafts, while others breed smaller animals or grow vegetables and legumes which they hope to then sell at the local markets. Sadly, people do not pay much for these goods, however, so far we have always managed to continue to train and play football.

Alonso Cartuche is the coach of a team from Saraguro and is studying in Spain at the moment. The Saraguro team took part in the first DISCOVER FOOTBALL tournament in 2010.

Contact: cartuz007@hotmail.com

Staggered Membership Fees: DFC Kreuzberg

From a financial standpoint, we rely on membership fees only. However, we want to be open to all players regardless of their incomes, which is why we offer 'staggered' membership fees. That is, the less money you make, the less you have to pay and if you have a little more, you can also pay more on a voluntary basis. So far, this structure has worked wonderfully and the different fees balance each other out very well.

Contact: info@discoverfootball.de

Showing Solidarity by Supporting Projects for Girls: Seitenwechsel

There are countless sports organizations in Berlin – but only one of them is specifically for women, lesbians, transsexuals and girls: SEITENWECHSEL (= 'changing ends'). Since we are a club for women, lesbians, transsexuals and girls, it has become our mission to provide a diverse and individual training experience, regardless of your heritage, social status, physical abilities, age, gender or sexual identity. Our monthly membership fees are staggered according to income, and from each contribution, we designate 1 Euro to sports programs for girls.

*Contact: www.seitenwechsel-berlin.de
info@seitenwechsel-berlin.de*

X When you are planning your team's finances, make sure to include everybody and think about which options of solidary financing are available to you!

Financing - A Box of Ideas

We have put together a list of ideas and suggestions that can guide your women's football project as you seek financial support. In most cases, you can find detailed information regarding the different funding requirements online. Not every fund will work well for your organization and it makes sense to do the research beforehand, so to save yourself the time and the effort it takes to put together an application for funding. When in doubt, directly ask potential sponsors or foundations whether they offer support in your country and whether your project profile matches their requirements.

It can be very difficult for smaller organizations to approach certain funding programs because often they have high expectations and requirements for recipients. Thus, it might be a good idea to join forces with other organizations and work together on submitting an application for funding your project(s). Make sure to also check in with developmental organizations and NGOs to see whether they are funding social sports projects in your country.

- ✗ The European Union has its own program specifically geared towards young people (Youth in Action and Erasmus+) which also sponsors international partnerships between smaller organizations based in Europe and other countries.
- ✗ Make inquiries at your governmental departments such as the departments for sports, youth, equality or women. Find out whether they promote political sports projects themselves or whether they can point you in the right direction to other potential funders. Ask other projects in your city how they receive funding because they might be able to give you some helpful tips and ideas.
- ✗ Contact your national or regional football associations.
- ✗ Become familiar with FIFA and their women's development programs (via national football associations).
- ✗ Search through the UEFA and other regional networks (via national football associations).
- ✗ Research the various foundations supporting sport for development projects (e.g. Women Win, AFDP (Asian Football Development Project), Global Fund for Women, political foundations like e.g. FES, Heinrich-Böll foundation in Germany, and other political or feminist foundations).
- ✗ Become knowledgeable about the European Union with its various funding programs.

- ✗ Look to see what types of projects are being funded by the various UN organizations, e.g. UNICEF, UN Women, UNOSDP etc.
- ✗ Connect with larger and smaller NGOs or umbrella associations, e.g. FARE; Terre de Femmes etc.
- ✗ Reach out to the larger Development Assistance organizations in your country, such as GIZ, USAID, NORAD etc.
- ✗ If your project is focusing on employability through sport, then look for businesses as partners or sponsors.
- ✗ Create project fundraising profiles on the various online crowdfunding platforms. Do your research before joining, as there are many options available.
- ✗ Create visibility on donation websites such as Betterplace.org. Also, upload a donation form onto your own website so that visitors can donate directly while on your page.
- ✗ Set up a passive membership structure to increase funds.
- ✗ Reach out and ask for donations from sustaining members.
- ✗ Apply for prizes and awards.
- ✗ To raise funds for the club, sell smaller items such as handmade jewelry, club merchandise or food at larger events.
- ✗ Reach out to embassies and political representations of various countries to inform them about your project's work.

CHAPTER 8

POWERFUL IMAGES

Enhancing the Visibility of Women in Football

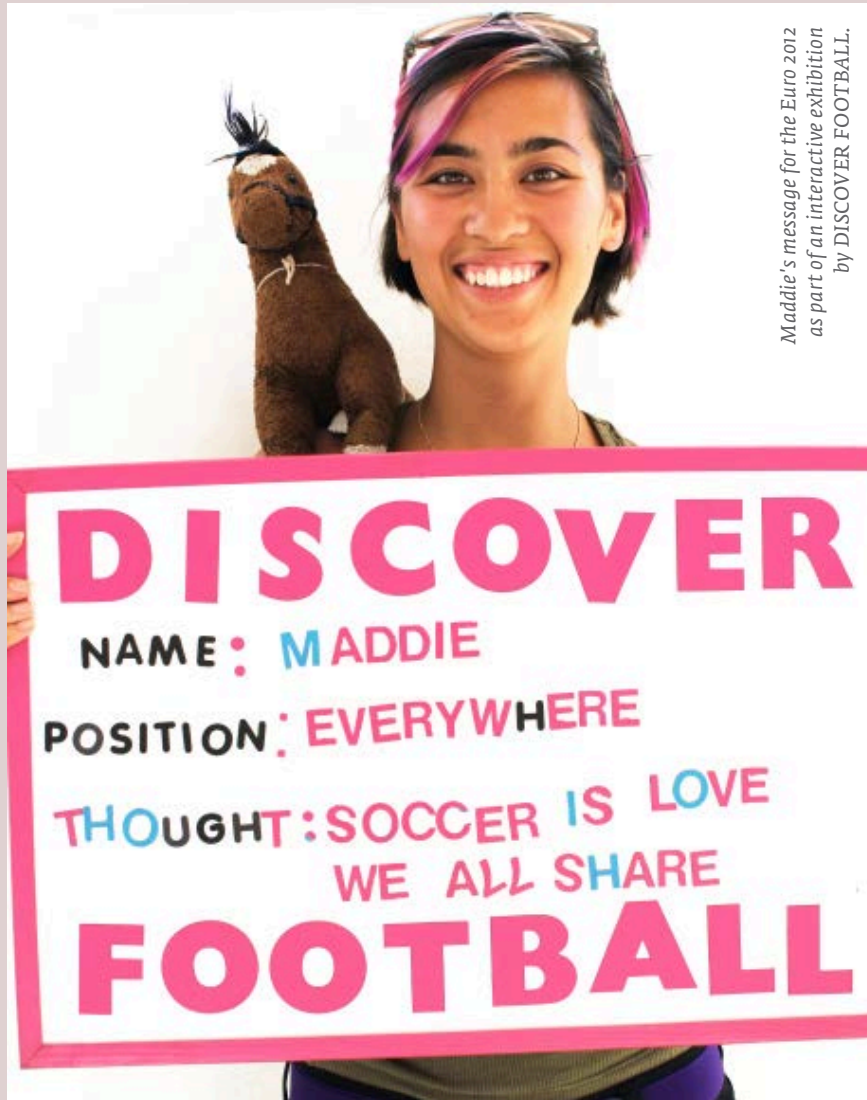
The media plays a huge role in our lives. We know many of the things we know because we have learned about them on TV, the radio, the newspaper, the Internet or from our smart phones and other such technological devices. Hence, we have to utilize the media in smart and clever ways so that we can convince potential sponsors of the validity of our work, call attention to our efforts and attract more women and girls to join our projects. When brainstorming about our projects, we have to ask ourselves what is our message, who is our target audience, how can they be reached and how can we attract broader public interest. It

depends on your answers to these questions which types of media platforms are best suited for your project. Many clubs have their own website as well as a Facebook page featuring regular club updates. Before you organize or participate in games, tournaments or other events, you should always make it known to the public, either through social media or other media platforms. If you plan a bigger event then it is helpful to send a press release to your local newspapers and radio stations, also making sure to invite them to your event.

When collecting your media content, make sure you ask the individuals in your pictures for their permission to use their images. Also when doing interviews, always ask the participants for their consent. Before setting out to work with the different media groups, have a clear image of your project, the goals you are aspiring to achieve and know which risks you are trying to avoid.

In many situations, media visibility can give you some leverage, as it is quite difficult to withdraw from a financial aid agreement with a well-known club, or to forbid its work entirely. In this chapter we are going to explore different ways of employing media, especially film and photos to make women's football projects visible.

8 POWERFUL IMAGES



Maddie's message for the Euro 2012
as part of an interactive exhibition
by DISCOVER FOOTBALL.



Good Pictures = More Visibility

Gaëlle Yomi Reports from Dakar, Senegal

| page 94



Football Under Cover: Off to Tehran for some Football and Filming

Film, Football and Feminism Come Together
in this Story. | page 96



Women's Football on Screen

Jan Tilman Schwab Offers a Critical Over-
view about Films covering Women's Football

| page 98

Good Pictures = More Visibility

INTO DAKAR'S NEIGHBORHOODS AND ONTO CINEMA SCREENS: LADIES' TURN IS MAKING WOMEN'S FOOTBALL ACCESSIBLE BY INTRODUCING IT INTO THE EVERY-DAY LIFE - BY USING PROFESSIONAL CINEMATOGRAPHIC AND PHOTOGRAPHIC FOOTAGE. GAËLLE YOMI REPORTS.

As a result of the media playing an intricate role in social life, Ladies' Turn found that it is very important to integrate this domain into their work in order to broaden the public awareness of women's football. Although the tournament Ladies' Turn attracted considerable media attention, it was very difficult to uphold a consistent interest in women's football.

Professional Footage

In response, Ladies' Turn began to shoot their own videos and photos, which they made available to the media in addition to the organization's regular press releases about their tournaments. In this way, it was made easier for the media to report on Ladies' Turn. The association's website regularly features new professional photos. The consistent flow of new pictures is possible because of the support of international professionals, for example the Belgian photographer Natacha Adams and the French webmaster Raphaël Duee, who have volunteered to use their talents to support the organization. Simultaneously, Ladies' Turn is setting up a valuable archive of the development of women's football in Senegal.

The Documentary *Ladies' Turn*

The documentary Ladies' Turn was especially helpful because it marked the first time that a longer film was dedicated to women's football in Senegal. The project's scope expanded tremendously due to Héléne Harder's film. Families from neighborhoods that had not been previously able to participate in the tournament could also be reached. That is, people from those six Senegalese regions that had not had the privilege to come into contact with Ladies' Turn were now also able to share in the inspiring experience. Furthermore, the film was able to reach an even broader audience and lead the project to international acclaim.

and recognition. It was featured at several film festivals and won two awards at the London Feminist Film Festival 2012 including 'Best Feature Film' as well as the 'Favourite Audience Award'.

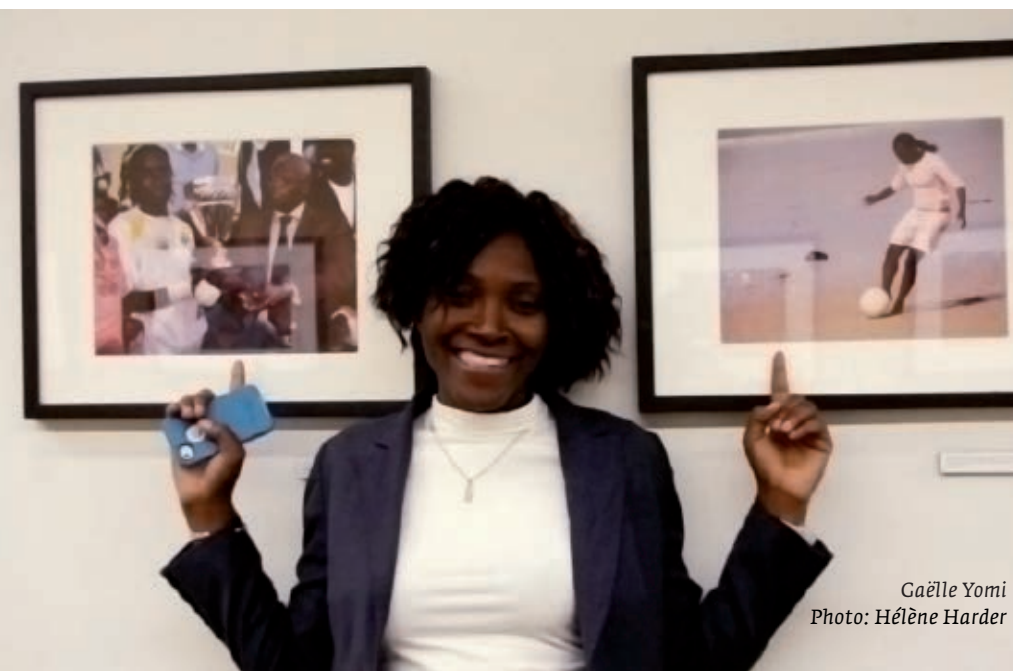
Gaëlle Yomi comes from Cameroon and has lived in Dakar, Senegal since 2007, where she works as a sports journalist. She is responsible for public relations at Ladies' Turn.

The Ladies' Turn association promotes women's football in Senegal and aims at empowering women and changing gender stereotypes. For this reason Ladies' Turn has been organizing city district football matches since 2009. We got to know Gaëlle Yomi and her team Ameth Fall at the international football tournament in Barsinghausen in September 2012.

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Poster Ladies' Turn | Photo: Hélène Harder



Gaëlle Yomi
Photo: Hélène Harder



Ladies' Turn | Photo: Hélène Harder

Football Under Cover

FILM, FOOTBALL AND FEMINISM COME TOGETHER IN THIS STORY. MARLENE ASSMANN TELLS US ABOUT HER INCREDIBLE PROJECT ORGANIZING A FRIENDLY FOOTBALL GAME IN TEHRAN.

Can you briefly explain what Football Under Cover (FUC) is?

FUC is a 'double feature', a double project, if you will, meaning that it has always entailed two aspects: organizing a friendly match in Iran and then turning it into a film. People often ask us which idea came first but both aspects go hand in hand. We wouldn't have organized the game without the film and the film, of course, would never have been made without the match.

What is FUC's most important outcome or its most important impact?

On the one hand, I believe it was a very important experience for the Iranian football players. They see and identify themselves very much with the role of being athletes, however, are never allowed to show this in public. During our friendly match, they were taken seriously as athletes by their female audience.

On the other hand, I think that the documentary creates the opportunity for other female players who find themselves in similar situations to identify with the portrayed women. FUC has reached female football players all over the world and has been able to create a sense of belonging and a sense of unity. There are so many teams who are unable to play football the way they want to and might feel alone in their situation. Hopefully, these people feel encouraged by this film.

What were you able to achieve with FUC that would have been impossible without it?

We were able to create a greater public awareness. People in Iran and in Germany alike were taken aback by the fact that Iran has its own national women's football team. At the game, there were about 1500 women who attended as spectators. But everybody who is interested in it can just watch the film. So the film made it possible for us to take an unlimited amount of people with us on our journey to Iran! And DISCOVER FOOTBALL was only possible because of FUC

as it was our first project, proving that we were capable of accomplishing something. People associate the film strongly with us because we are also its protagonists. Also, Dr. Theo Zwanziger (former president of the DFB, the German football association) learned about us via the documentary.

What is special about FUC and what distinguishes it from other documentaries on women's football? It was a big project but made possible by 'regular people'. When you watch the film, you think that if they can do this, so can I. The filming crew, the organizational staff as well as the football team melt into one unit and the viewers get to be very close to the film's protagonists.

What was the greatest obstacle you had to overcome during your 'film trip'? The hardest parts were getting the money to pay for the film and for getting the entire football team to Tehran. We were unable to find sponsors after making inquiries at TV stations and production companies, so finally we were lucky enough that our parents agreed to advance the money.

What do you need to make a movie?

You need a development or story that you want to show. The viewer should want to know what will happen next and how the story will progress. You need protagonists who are enjoyable to watch. We were very serious about making this movie and I think that was very important. The effort you put into the film also gives it its depth. Quality sound is vital because you need to be able to understand your protagonists' conversation well.

Do you have any advice for other projects who also want to make a football movie? Create a movie you would like to go see! Make it about the things that move you, that fascinate you. Don't let production companies make you doubt yourselves and your ideas and don't try to make a film only because you think audiences might like it.

Filming a documentary is very ambitious from a technical point of view. If it is your goal to draw more attention to your team or your project, then you can also ask journalists whether they are interested in covering your story. Or, make some small clips of video material that you can upload on YouTube. Also, you could make use of some workshop methods working with video and film, for example 'participatory video', where you introduce yourself and others with the help of a camera.

Would you like to make another film about women's football?

Yes. Definitely yes!



Marlene Assmann works as a film maker in Germany. In 2006, she initiated a football match between her club BSV Al-Dersimspor and the Iranian national team. She is also the protagonist of the documentary 'Football Under Cover' that was made about this event. Back in Berlin, Marlene Assmann was one of the founders of the organization DISCOVER FOOTBALL.

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Women's Football on Screen

FEMALE FOOTBALL PLAYERS ARE NOT ONLY CONQUERING FOOTBALL FIELDS ALL OVER THE WORLD, BUT ARE ALSO WINNING ON INTERNATIONAL CINEMA SCREENS. JAN TILMAN SCHWAB OFFERS A CRITICAL OVERVIEW ON FILMS COVERING WOMEN'S FOOTBALL.

Images of women's football in a broader sense – i.e. women playing football – have existed since the early days of film history. Newsreel footage from the 1930s, for example, serves as proof of audiences' steady interest in the matter. Nevertheless, it took a long time until a more dignified picture was painted of women's football and of women playing football on and off the screen. Unfortunately, examples of questionable images of women's football also exist and are plentiful. Take for instance, **Las Ibéricas F.C.** (1971), **Lady Football** (1979), **Nicht schummeln, Liebling!** (1973), **Spogliamoci così, senza pudor – La squadra di calcio** (1976) or **Ladybugs** (1992). The sexist, yes, often downright dumb dramatic mise-en-scène of women in motion pictures about football blends seamlessly into the current trends of WAGs (Wives And Girl-friends of male athletes). This development can be traced in TV shows such as **Dream Team**, **Footballers' Wives**, **Ho Sposato un Calciatore** or **Das geheime Leben der Spielerfrauen** ('The Secret Lives of WAGs).

Only via the narrative strategy, a very significant detour of showing a woman (or a girl), who passionately loves football, fighting against all odds to be a member of a male-only team, which she achieves in a clever and cunning way (**Ivana v Útoko**, 1963), was this able to change. Traces and variants of this strategy can be, furthermore, found in **Manny's Orphans** (1978), **Gregory's Girl** (1981), **Born Kicking** (1992) and in **Air Bud – World Pup** (2000). Actual women's football, too, needed tom-boy protagonists as precursors in order to draw attention to itself, as in **Sonáta pro Zrzku** (1981) and **Longshot** (1981) (this movie, however, deals with foosball). Some more recent examples of women's football movies can also be labeled rather dubious: **Switching Goals** (1999) and **FC Venus** (FIN 2005, GER 2006).

However, both documentary and fictional films have attempted to portray women who play football in a more serious, objective and hence more dignified light. Precursors of this type of film include **Eintracht Borbeck** (West Germany 1977) und **Frauen am Ball** (East Germany 1988) but Aysun Bademsoy's long-term observation projects **Mädchen am Ball** (1995) and **Nach dem Spiel** (1997) can be seen as truly pioneering works. Many short film character studies were produced, for example **Jamila** (2004), **Fab Fabi** (2006), **Goska gola!** (2007) as well as **Die Ballkönigin** (2011), and, internationally, a wide range of documentaries were filmed: **Adelante Muchachas** (2004), **Churubamba** (2006), **Mädchen am Ball** (2006), **Ballsaison** (2006), **Estrellas de la Línea** (2006), **Más vale maña que fuerza** (2007), **Fußballgöttinnen** (2006), **Die besten Frauen der Welt** (2008), **Football Under Cover** (2008), **Einsteigerinnen** (2008), **Hana, dul, sed...** (2009), **Mapi Liberia** (2009), **Palestinian Soccer Girls** (2010), **Pizza Bethlehem** (2010) or **Hopp Schweizerin** (2011).

In the commercialized movie industry, the huge success of **Bend it like Beckham** (2002) triggered a change of thinking, too. The German film **Eine andere Liga** (2005) as well as the Hollywood productions **She's the Man** (2006) and **Her Best Move** (2007) show that serious feature films on women's football were finally being made. (Fictional) short films of today, e.g. **Doppelpass** (2013), are taking on women's football as a completely natural topic for their plots. We mustn't forget portraits of female soccer fans in both documentary (**Der zwölfte Mann ist eine Frau**, 1995) and fictional films: **Der Ball ist verdammt rund** (2001) or **Offside** (2006). Honoring the 40th anniversary of the legalization of women's football in Germany, the TV documentary **Der verbotene Kick** (2009) and the documentary film **Die schönste Nebensache der Welt** (2010) shed light on historical facts. Last but not least, film festivals ded-

icated solely to this subgenre of the football film have recently come into being, such as the Frauen Fußball Filmtage (Augsburg, April 2011) and Kick It! – Internationales Frauenfußball-Film-Festival (Frankfurt/Main, May 2011).

Jan Tilman Schwab runs his own football film archive in Kiel.

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X A good picture often says more than a thousand words. Good footage makes it easier for the press to write reports about you. A short film enables others to get a better, more concrete idea of your work and the image will stay with them even longer!

X Seek out professional help, e.g. from journalists, volunteers or artists who might be able to use their talents to support your work!

X Or try to organize a workshop where your players conduct interviews and present their results among one another! In this way, you can collect many interesting stories which might encourage others!

X Set up an archive and store your photos and videos to document the beginnings and the progress of your project.

I didn't care much about what people said - I loved football too much for that, and decided to use it for social change.

HONEY THALJIEH, BETHLEHEM



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