



FEMALE COACHING ZONE

a coaching manual with
female perspectives, stories and
exercises *outside the box*

by DISCOVER FOOTBALL



A DISCOVER FOOTBALL Manual

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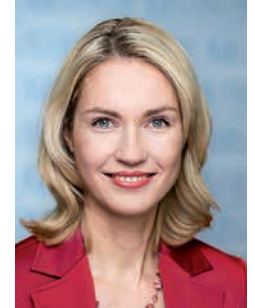
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1

**BEFORE
PRACTICE
BEGINS**





1.1 PREFACE

*By Manuela Schwesig,
German Federal Minister of Family Affairs,
Senior Citizens, Women and Youth*

Sport brings people together, and football brings people together in especially large quantities. Among them are more and more women, as spectators, club members, coaches, referees, and players. DISCOVER FOOTBALL brings women together in and through football, facilitating encounters, and promoting women's rights: a powerful network!

Women hold much fewer positions in sports clubs than men, as we know from the analysis of recent surveys of volunteers. When they do decide to take on a role in a

club, however, they go in with full commitment. Clubs benefit from the varied perspectives and views brought by women, quite apart from the fact that for any club that needs volunteers, it's smart to get women on board. In order for the concerns of female members to be taken into account, both women and men must have the same opportunities to occupy positions in the places where decisions are made and the club's pathways are set. This is a matter of both wisdom and equality. In Germany we have established gender quotas for companies' executive boards; I hope this discussion also gives an impulse to do the same in other fields. There are also enough women who are able in sport.

One example is the women involved in organizing the DISCOVER FOOTBALL conference, 'Coach the Coaches'. I would like to thank the Federal Foreign Minister, Dr. Frank-Walter Steinmeier and the Federal Minister of the Interior, Dr Thomas de Maizière, for their financial support of the 'Coach the Coaches' conference, and I wish those at DISCOVER FOOTBALL to carry on enjoying your work and to have a successful conference.

Manuela Schwesig



1.2 INTRODUCTION

DISCOVER FOOTBALL

"I managed to do what other people didn't think I was capable of. It wasn't expected that I could make it to this level. My impression was that people around me thought I would just play football for a while. And here I am, a professional coach, and I am training other women to become coach. That's what I have achieved." (Joséphine Mimozette Ndoumou Mike, Yaoundé, Cameroon)

Female football coaches and football coaching are the main subjects of this manual. We believe that it is important to focus on female coaches when talking about equal access and participation in football. Coaches influence

the development of girls in sports and in life. Some girls and women feel safer when they are trained by women, and parents in many parts of the world often prefer when their daughters are instructed by female coaches.

At the same time, female coaches are important role models for girls and can motivate them to become coaches themselves. Leadership positions as coaches are tied to social prestige and acknowledgement and female coaches contribute to challenging gender roles and making women in sports more visible.

"In Senegal, we have a saying:
One, who doesn't travel,
doesn't know where it is good.

I know that I am in Berlin for
this conference, but at the same
time I am in Kenya, in South
Africa, in Oman, all the other
participants' countries. We are
learning from each other's expe-
riences and sharing."

(Seyni Ndir Seck)

Focusing on female coaches is fighting for an equal share in football. Girls and women not only want to play football, they want to teach, educate, decide and govern football as well.

Only 7% of all registered football coaches are women. Meaning, in many organizations, female coaches may be working alone or within a leadership body otherwise comprised of males. So it is of great importance that we support each other: by sharing information and experiences and by building strong networks, so that we are not fighting alone and can be stronger together.

In December 2015, twenty female coaches from 16 countries put their heads together in Berlin: professional coaches and grassroots coaches, experienced coaches and beginner coaches. This book is the result of one intensive week of discussion, exchange and practice.

DISCOVER FOOTBALL uses football to promote gender equality, fight discrimination and challenge stereotypes. We have been able to observe the power of football in our various projects and among our partners from all over the world. In most parts of the world football is still

a male sport. Girls and women face discrimination due to their gender and/or sexual orientation, and have to deal with social prejudice and exclusion. A lot of courageous women are fighting for their right to play and claim their place on the pitch, and in doing so, paving the way for other girls and women to play in a football environment without discrimination. They challenge gender roles and claim spaces in sports as well as in society, thereby gaining self-confidence, leadership skills and social and political agency.

DISCOVER FOOTBALL brings together these women, connects them, facilitates exchange and builds strong alliances.

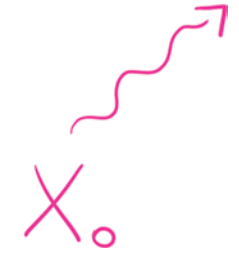
DISCOVER FOOTBALL strives to create better conditions and higher visibility of women's football and to strengthen committed players, coaches and outstanding activists. This manual is a collection of experiences and ideas from

female football coaches active in programs and teams around the world. Within these pages, you will find examples, stories and advice which we hope will help you overcome challenges and identify opportunities in your own community. Above all, we hope this manual will tell you that you are not alone, and inspire you to get involved and take action.

You can read this manual chapter by chapter, or simply flip through. You will find background information on coaches and coaching as well as ideas on how to deal with common challenges like coaching very heterogeneous teams, the lack of money for a team, not having enough players or dealing with conflicts in your team. You can read stories of coaches from various countries, dig into the drills section, and engage with certain material to reflect on your own coaching style.

let's claim the pitch together!





1.3

NEVER GIVE UP!

Juliana Roman Lozano, Seyni Ndir Seck, Fanoos Basir, Trinh Hoang

We are women who are passionate about football. Some of us are players, some of us are coaches. We are women from around the world. We walk different latitudes, have different ages and eyes of many colors. We breathe and live in different hemispheres of the earth. Our roots are all different. Our religions and traditions are different. Some of us play in the Tropic of Cancer, others in the Equator and some in the Tropic of Capricorn. Some of us play barefoot on dirt courts under the sun that embraces us, others play in stadiums with gloves and hats because the sun is not yet to come for many months, some of us can play with no pressure while the others wait for their turn, some of us must seize the right moment to play

because soon someone will come and take our place, some of us play without any public and for some of us to play must be kept our secret. Some of us play in stadiums full of people who know our names and adrenaline runs through our veins, others had to take the field that was denied to us for being women and declared it ours by right. Some of us even opened the possibility for women's football in our territories and our brave feet were the first to kick the ball through these lands. For many the help of their local federation is a utopia, for others the support and care of the federation is growing, and to only very few of us support is real and we are treated like the athletes that we are.

We are different and unique, we are courageous and powerful women and football unites us in our infinite diversity. Difficulties unite us across cities, mountains, jungles, deserts, dirt roads and asphalt, synthetic and artificial grass. We are united before the history that is determined to decide for us and to build models to be followed where a girl with football shoes and a ball under her foot still doesn't quite fit; a model in which a woman with a whistle and a board teaching about football has not an easy road. We unite before a model in which a woman who knows and owns football will always be tested.

Given the various difficulties that we face, we stand by the certainty of the collective aspect of football. That beautiful sisterhood in which we join necessarily when we play and when we prepare the game. We stand by the power of the collective fact that never leaves us by ourselves because we are and we play as a team. We put our bodies in the game, we run, fall and rise again, and all our personal effort makes sense for and with the effort of all.

All the tough fields we will walk together and the triumphs will be of all. When we pass the ball to our teammates, when we build a collective movement on the field, when we celebrate from the line the success of our strategy, as we encourage more and more girls to come to the field, when we lift the trophy that can be gold or the conquered right to play, we are building unbreakable bonds of fellowship, friendship, trust and self-esteem.

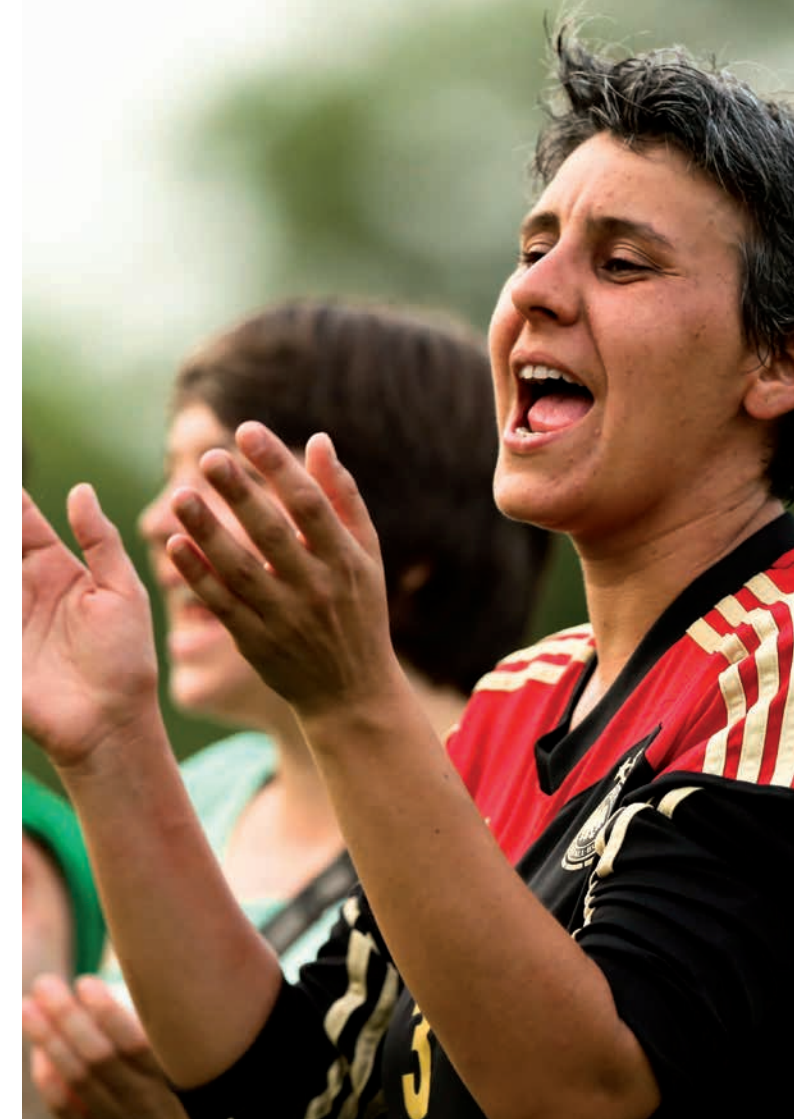
Given this joint construction, we are above all united by happiness! The joy that gives us the feeling of belonging, the joy of building together, to be happy on the field and in life.

We are women who are passionate about football. Some of us are players, some of us are coaches. We are women from around the world. We chose football because it makes us happy, it makes us feel the freedom of the wind in our face when we run on the field, when we celebrate our teams' effort. We chose football because it is our source of joy!

For many of us there is still a long way to go, some of us are half way and others are closer to a possible goal. The road is not easy but be sure we walk and will continue walking, all on different surfaces, knocking different doors. Some doors will open easier than others but we will continue to advance.

We all know of difficulties and closed doors but we also know about teamwork and happiness. The game has shown us that all we build together is more beautiful; it's easier, more pleasant, more powerful!!

We stand together and say to all the girls and women of the world: Never give up. Keep kicking forward and hold hands. Feel proud to be part of this great sisterhood of powerful women that decided to choose and will always continue choosing happiness, passion, courage and the great joy that surrounds football!



2

PRE- TRAINING CHAT



2.1 FACTS AND FIGURES ABOUT FEMALE FOOTBALL COACHES

DISCOVER FOOTBALL

We claim that female coaches are of special importance because they can be particular role models for female football players. It is important to take a look at the amount of female coaches, their coaching-level and the way they are treated within the football world. Before we talk about specific challenges for female coaches and about concrete steps forward, we want to start off with a quick glance at the overall situation. How many female football coaches are there compared to male coaches and in relation to female players?

Numbers are only available for licensed coaches– that is

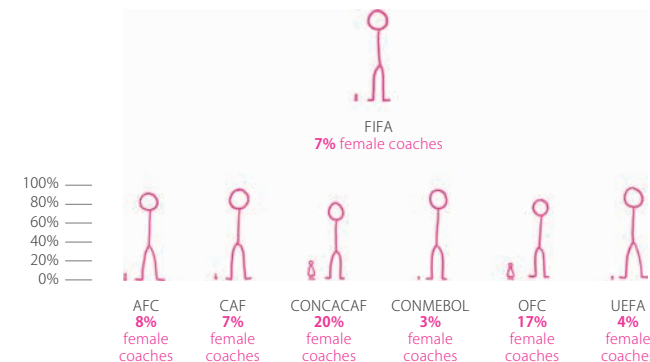
for coaches that hold a C to Pro license issued by their football federation or the football confederations.¹

The total number of licensed female coaches in 2014 was 832.262. That is a share of 7% of the total 11.889.457 licensed coaches worldwide.²

Standing in contrast to this, the share of registered female players out of all registered players, was higher. In 2006, it was 10,7%³ and the share of all female players (including schools and street football) was 9,8%; that is 26 Million out of 265 Million total players.



When comparing the different football confederations we can see that the share of female coaches is higher in CONCACAF (especially because of the Football Federations in Canada and the US) and OFC, whereas UEFA and CONMEBOL have the lowest proportion of female coaches compared to male coaches:²



For European football, 80% of coaching jobs in women's football are held by men.⁴ Another question is what level of coaching licence the few female coaches hold. With 97% of European coaching licences held by men, there

is also a lack of qualified staff. Only 65 women hold a UEFA Pro Licence compared to 9,387 men.⁵

There are different initiatives comprised of female players and officials that are working to persuade FIFA, regional and national federations to do something about the low number of female coaches. As a first step, and as one reaction to the fact that during the World Cup in Canada 2015 only eight of 24 national teams competing were led by female head coaches, FIFA agreed to set a quota for the U-17 national women's teams. At least one of the coaches and one of the medics have to be female. This new rule will be applied for the first time during the U-17 World Cup in Jordan in autumn 2016.

¹ There are 6 continental federations: AFC (Asia), CAF (Africa), CONCACAF (North America), CONMEBOL (South America), OFC (Oceania), UEFA (Europe)

² FIFA 2014: Women's Football Survey 2014. resources.fifa.com/mm/document/footballdevelopment/women/02/52/26/49/womensfootballsurvey2014_e_english.pdf

³ FIFA big count 2006: fifa.com/worldfootball/bigcount/index.html in: FIFA Magazine July 2007

⁴ UEFA 2015: Women's Football across the national associations. www.uefa.com/MultimediaFiles/Download/Women/General/02/03/27/84/2032784_DOWNLOAD.pdf

⁵ www.bbc.com/sport/football/33323102 Women's World Cup: Why are there so few female coaches? By Alistair Magowan BBC Sport in Edmonton, 30.6.2015

2.2

THE BIGGER PICTURE: FOOTBALL WITHIN SOCIETAL STRUCTURES

DISCOVER FOOTBALL

When talking about football, most people think of the men's game. Why are there so few women in leadership positions within football? Why is it necessary to create a special category for women's football?

The fact that women are having a hard time in the world of football is embedded in deep-seated societal structures and cultural beliefs nearly all over the world. Football can be regarded as a mirror image of society, in so far as women are entering an arena that for a

long time was closed off to them. It is a world that has always been considered as masculine and its discourse has been dominated by characteristics regarded as specifically male. By entering this arena, by claiming the football pitch, women are challenging a well-established social order all over the world. This order allocates very specific roles and tasks to women and also defines their appearance, behavior and activities in a limiting and prescriptive fashion. The situation within football reflects and reproduces a hierarchy found in society in general.



Thus it underscores the constructed division between 'private' and 'public' that disadvantages women in the labor market and burdens them with a disproportionate share of unpaid work.

In spite of growing success and popularity of women's football, female players and coaches today are still entering a field that is constructed as 'men only'. This is why women's football is more than just the sport – it is a broader social and political issue. When discussing the problems women are facing in the world of football, we have to look at the bigger picture. Women's roles and rights within their respective societies or communities need to be taken into consideration when addressing women's access to resources and positions in football. Female coaches are facing particularly difficult or manifold challenges as they are striving towards leadership positions. But once they reach these, they are in a unique position to question existing hierarchies and challenge these orders – both in the sport and in society.

2.3

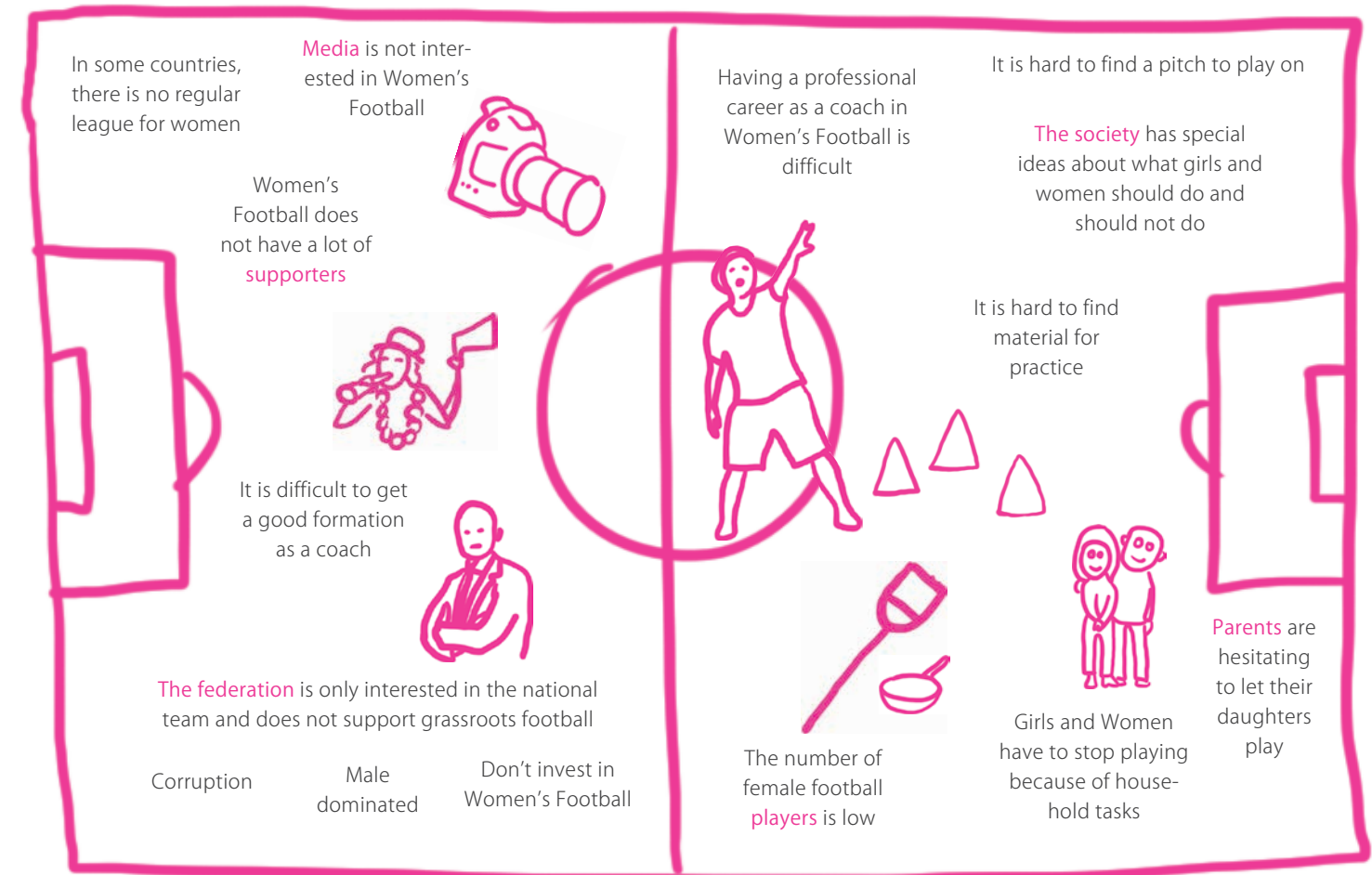
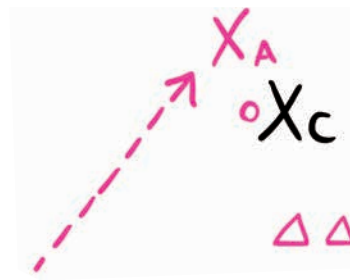
CHALLENGES FOR FEMALE COACHES

DISCOVER FOOTBALL

Female football coaches face many and varied challenges. They have to overcome barriers familiar to most women who aspire to leadership positions in business, politics or society - only that football mostly is even more of a 'male preserve'.⁶ Due to the rigid gender norms within football, women almost exclusively coach children or youth teams, and, of course, women's teams - even there, they are the minority amongst their numerous male counterparts.

In addition to the demanding tasks every coach has to take on, female football coaches deal with compounding challenges as they are often pushed to the margins of the male-dominated game. This is aggravated by a lack of resources and a lack of recognition of women's football as such. The drawing illustrates the manifold challenges faced by women when they decide to become a coach, prepare a practice, or try to work with their football federation.

⁶ Dunning, Eric (1994): Sport as a Male Preserve: Notes on the Social Sources of masculine Identity and its Transformations. In: Susan Birrell/Cheryl L. Cole (eds.): Women, sport, and culture. Champaign, 163-178.





2.4

WORKING WITH FOOTBALL FEDERATIONS AND FOOTBALL ASSOCIATIONS

DISCOVER FOOTBALL

Women who work actively to promote and develop women's football and are - or want to become - certified coaches, sooner or later will have to deal with their national or regional football association. Football federations are in charge of all matters concerning organized football, such as the national teams, the leagues, and official licensing programs. For coaches, they are particularly important as they qualify coaches, issue coaching-licences, and are also relevant sponsoring partners.

Moreover there are several FIFA-run programs to develop women's football that one can only apply for through the football associations. For example:

- * Share of FAP-resources [Financial Assistance Program] reserved for women's football
- * Coaching programs for female coaches
- * Short-term coaching programs led by experienced international coaches

The problem starts here: There are a lot of football associations worldwide that show no interest in women's football. Often, existing women's funding is not increased, and/or is only provided to cover the travel for a national team as part of an image campaign for the federations. Even worse, sometimes there are football associations that invest the women's funding directly into men's football. FIFA does not monitor this.

Another important fact is that most of the prominent positions in football associations are held by men. That being said, of course it is true that not all women are interested in women's football and not all men are not, but it certainly would help if more women with a football background would enter the football associations. The resulting cultural shift would help to push women's football and female representation in the sport. Increasing diversity on boards has also shown to help fight global problems such as corruption.

So what are the best ways of dealing with this challenge? We have interviewed several individuals that are promoting women's football and highlight very different strategies.

STRATEGY NO 1

Just continue without the federations.

Of course you can coach, organize friendly matches, and initiate educational campaigns without the federations. It is not forbidden to organize events independently - if you've experienced a lack in support otherwise. Instead you can partner with schools, NGOs, women's rights or LGBTIQ groups or other political activists. The Female Football Festival 'Our Game, Our Goals' in Lebanon 2015 was organized completely without the Lebanese Football Federation and gathered six female football teams from Arab countries and more than 100 girls from Lebanon for one week.



If you do opt for talking with the federations, here is another strategy:

STRATEGY NO 2

Convince men in the football federations that women's football is not threatening them.

Monika Staab, an international FIFA-coach, regularly works with football federations to improve their performance for women's football. In her experience the following arguments are especially useful for making the case for women's football.

- * **Calm their fears by letting them know: "Women and girls don't want a lot, they just want to play. Let them play, they just want to have a piece of the football-cake, a very small piece."**
- * **Let them know that not supporting women's football will be a very isolated position in the near future. "All the other federations are supporting women's football."**
- * **Disprove that more commitment for women's football will lead to higher costs for the federations. In women's football, the same amount of money can have a bigger impact. National coaches are less expensive, for example.**

These are less confrontational strategies; they are pragmatic suggestions intended to gradually improve the situation for women's football. As a counterpoint, others may ask, "So why not ask for *half* of the cake?"

STRATEGY 3

Demand equal rights.

When framing your demand for better opportunities for women's football as a rights issue, aside from referring to national law on gender equality you can consult international treaties that guarantee women's rights and anti-discrimination. Article 10 of CEDAW (Convention on the Elimination of all Forms of Discrimination against Women) states that women should be ensured "equal rights with men in the field of education" and that they are entitled to "the same opportunities to participate actively in sports and physical education" (Art. 10 g). In Article 13 c the "right to participate in recreational activities, sports and all aspects of cultural life" is guaranteed. Up until now the CEDAW-Convention has been signed by 189 state parties.⁷ (You can check when your government has ratified the convention and if it has declared any reservations.)

⁷ https://treaties.un.org/Pages/ViewDetails.aspx?src=TREATY&mtsg_no=IV-8&chapter=4&lang=en

In addition to international human rights law, you will find non-discrimination rules and voluntary commitments for the support of women's football in the statutes of various national and international football federations. It can be useful to refer to these when making your claims.

Perhaps in your football association there is this one person really interested in women's football who you can rely on...

STRATEGY NO. 4

Search for allies in your association.

You can try to find allies in your football association who are willing to work as representatives or liaisons. On one hand, they may voice your demands and suggestions in the working groups of the association. On the other hand, these allies can provide you with information about what the football association is doing and planning and whether there could be links to the work you are doing. There could be opportunities for cooperation.

What if you yourself opt for a career in the football association and change the whole organization from within, once you are there?

STRATEGY NO. 5

Chose a career in a football association and change the game from within.

Of course this is easier said than done. There are many cases where positions in federations are not filled according to commitment, competencies and experience of candidates. Instead, unfortunately often it is connections to those who are powerful and influential, knowing the right people, being from a wealthy family or well off that end up being determining factors. But this should not discourage you, keep on trying!

If you don't see any chance of dealing with your football association but at the same time you don't want to let them off the hook, you can decide to attack the federation and go public on how little they do for women's football. If it exists, you can even try to expose corruption in your association.

STRATEGY NO. 6

Tackle corruption in your football federation.

As a first step, try to find out if your federation publishes information on income and on expenditures and investments on women's football. If you don't find anything, first ask about it and in a next step address the lack of transparency. You can also try to complain to FIFA about FAP-money dedicated to women's football not reaching women's football at all. According to the reform process, FIFA has committed itself to more transparency.⁸ This also includes its commitment to ask for more transparency from its members. Or, you can engage with the media and try to gain public awareness and support for your matter.

If none of the above-mentioned strategies are successful, well then maybe we have to be even more radical. Let's talk again about independent women's football federations... or why not take up the idea of a Women's Football-FIFA?

- * *What does my national football association do for women's football? Did I inform them about my activities?*
- * *If the federation does not care at all about women's football, can I prove it? Did I document or archive their rejections?*
- * *What would be the benefit for me and my team of working hand-in-hand with the federation?*

⁸ http://issuu.com/transparencyinternational/docs/2015_footballgovernanceleagueta-ble_?e=2496456/31444500

A portrait of Juliana Roman Lozano, a woman with dark hair tied back, smiling and standing outdoors. She is wearing a dark long-sleeved shirt. The background is a blurred natural setting.

**For everyone, everything.
If not, claim it.**

Juliana Roman Lozano

Buenos Aires, Argentina, La Nuestra Fútbol Femenino

I am 31 years old. I was born in Colombia, but I've been living and working in Argentina for 12 years now. I am an anthropologist, and I was a professional football player until some years ago. I played in several teams in Argentina and in the U-19 Colombian national team! Because of a bad knee injury I was driven away from playing football. Luckily I recovered and was able to play again but not professionally. I play football because it's my revolution: not only does it make me happy and complete, but it's also my weapon to contribute my grain of sand to the struggle for equity. When I play football, I feel alive and free.


Today I'm a professional football coach. I graduated from a class of 86 students where I was the only woman. It was very challenging. But it was amazing to learn so much and to open some of those minds that were not very welcoming to the idea of a female coach. Especially in this country where football and masculinity can almost be used as synonyms!

Together with other female coaches and former professional football players we founded *La Nuestra Fútbol Femenino* in 2012. *La Nuestra Fútbol Femenino* is an

NGO that was born with the intention to promote women's football in impoverished neighborhoods of Buenos Aires. Its main goal is to use women's football as a tool to empower women and work towards gender equity and to fight violence against women. Our pitch is a safe place for all women, and all our multiple ways of being in the world.

I have been coaching young adults, teens, girls and boys for three years now. The beginning was tough in every aspect. In Argentina playing the highest AFA league of women's football we were forced to play in used men's uniforms. Our pitches were unlit. All times for practicing were reserved for men. With *La Nuestra Fútbol Femenino* at the beginning we had to literally claim the pitch. We were not allowed to use the space. Once some boys threw stones and sticks at us. One girl got injured, and we had to leave the pitch but the next day we came back and stood our ground. We always came back and this way men understood that this was also our right and their resistance shrank: we had claimed the pitch for us as well. Today we are practicing three times a week for two hours and on weekends we play a tournament. Together we claimed our right to play and the right to

occupy public space for something we love to do. It's a political decision to dedicate ourselves to play football and create places of belonging for women and girls in public spaces. For me, it's the beginning only. Sports should take more space on each feminist agenda. Sports should not be taken for granted. In this collective way of building and walking together through football, we stand as political agents with the profound conviction that we can transform our realities and make the pitch welcoming for all, no matter where you come from, how you identify yourself, who you love and how you choose to live your life. Throughout the years kicking the ball, I have learned that to be a woman and play football and to claim a place of equity in the world is a political statement. This is what I choose, and this is why football completes me and makes me happy!



Live your passion!

Josephine Ndoumou Mike

Yaoundé, Cameroon

I am a football coach. I became a coach because I have been playing football ever since I was little. As I was getting older and when I stopped playing, I said to myself: What I wasn't able to do at the time I can now help others achieve. I started taking all the necessary courses, did internships and eventually became a coach. I did a lot of my training abroad – in Togo, Tanzania, Benin, but I returned to Cameroon to work as a coach.

I love being a coach. I love this job because you share emotions – joy as well as pain. And you develop as a person. You fail, you pick yourself up again and you continue to fight. In order to become a coach, you need

to love what you do, you need to be passionate. If you want to encourage others, you have to be passionate and you have to love other people and love to teach. In Cameroon it is not easy to be a female coach. This is my personal challenge and achievement at the same time – I managed to do what other people didn't think I was capable of. It wasn't expected that I could make it to this level. My impression was that people around me thought I would just play football for a while. And here I am, a professional coach, and I am training other women to become coaches. That's the challenge that I have overcome.

For the love of the game!

A portrait of Liezl Windvogel, a woman with short dark hair, smiling and wearing a grey hoodie with 'DISCOVER FOOTBALL female perspectives' printed on it. She is standing outdoors with a blurred background of trees and a building.

DISCOVER FOOTBALL
female perspectives

Liezl Windvogel

Johannesburg, South Africa, Premier Skills

I'm a personal trainer and football coach. I coach kids from two years old up to about six to seven years old. I took a big risk, a big leap of faith, a big plunge and quit my job in a corporate world and am doing what I love now. I would love to encourage other people to also follow their passion. I hope to help to make a change. I can't exactly remember when I started playing football. I love the DISCOVER FOOTBALL T-Shirt that says "I started kicking in my mother's stomach." I would love to believe that was my trigger. But I probably was three or four years old when I played street football with the boys from the neighborhood.

Football helped me develop into the woman I am today. It has made me a stronger, more confident person. For me, football is a team sport; we work together to a common goal. We learn from each other, and we can give to each other. It's a give and take, and there aren't and shouldn't be losers. The team with the least goals might not be the 'winner' according to the rules, but at the end, there is always a lesson or feedback to take from it. The experience I made is what I want to share with other people and motivate them to pursue a similar path.

Coming from a big family, we have a lot of little girls who look up to me and see me as a role model even though many miles separate us. Those little things make me feel like I want to do more for kids, and I want to do more for young women especially. I never forget my roots, and I always look at what I want to do as motivation, because it's me fighting the fight for the little and young ones who can't do that.

Being a coach does not provide me an assured income, yet I do see this path - my path - as a career. I want to help driving change in my community and beyond. A lot of kids in our communities don't have opportunities. They don't have chances since our economic and political environment is very difficult. At the top of the chain, we are dealing with different types of violence and corruption. Through my years exchanging with others, playing and teaching football I realized that many people don't necessarily know a lot of things related to football, just because they are adults. Even if you teach grown-ups, you have an expectation that they should know the basics, but you should never judge anyone. The development can still be in a very early stage, the baby stage. So if you

want to make an impact and drive change, and especially when you know people are interested in football, you should start engaging when they are young. I always had the idea not just to teach someone football, I wanted to provide a bigger picture. And football is THE great tool to empower people, it unites nations, and it is one thing that many people talk about. Being a coach means for me having a lot of responsibility, and I never thought I'm a person who would take so much responsibility. People and, in my case, kids are looking up to me, seeing me as a woman with authority and expect guidance and are thirsty for knowledge. I'm fighting for equal participation and recognition for these kids. It starts with grassroots football. Women shouldn't be scared to stand up, they should fight and voice their opinions. When one woman gets to a recognized position, we should encourage each other, motivate others to do the same and slowly pave the way for other females. We should be free to express ourselves without judgment and discrimination. And that's exactly what I want to do, what I want to share. And maybe one day a young woman turns to me and says: Liezl, thank you for helping me to become the woman I am today.

My dream, my right - let's make it happen

Khadija Al-Bakri

Muscat, Oman



I never played football when I was young. I thought that girls don't play football. But I was always a big fan of football and followed matches and news until 2009. And then I thought: ok, let's turn my passion for football as a fan into a coaching career. I took coaching courses and gained experience in different clubs. Having a full-time job as a professional coach is not possible as we don't have any female football clubs or teams to coach. Therefore coaching football for me is a volunteer job.

In 2013 I started as a part-time football coach with a program called Football Net. It was the first football program for girls in Oman. The program is funded by FC Barcelona and Shell International. At the beginning of each season they provide us with coaching seminars and practical coaching classes.

Coaching in a society where female football is not accepted is very challenging. Unfortunately, to date, a lot of girls still don't know anything about female football.

Some don't even know that females play football and compete internationally. Besides that they are still not very into any kind of sport and prefer to stay at home or go to shopping malls in their free time. Therefore it's a big challenge to build a coaching routine if some days 40 girls attend the training, another day only 10 do. It's very challenging for the coaches to broaden their skill sets with these external preconditions. And not to forget of course with all the cultural barriers and the religious restrictions, some families are not very open for the girls to play football, especially, if it's played in an open area. My aim is that girls should know that football is for everyone. I don't only want to be their coach, and I want to share with them my passion for football. Although we still don't have a female football team or any club that supports female football in Oman. But I will not give up trying to do what I really want and love doing. Where there's love and passion, I don't think you can go wrong, and I want to share this with our female society.

3

WARM UP



3.1

HOW TO START
A TEAM

*Aminata Sissoko, Haibata Niampa,
DISCOVER FOOTBALL*

Starting a team begins with passion and requires dedication. But it also takes several concrete steps and elements to create and register a team. Our network proves that it is almost always and everywhere possible to start a team from scratch. This list might help you overcome some of your initial fears:

1. PEOPLE

* **Set up a core group** of women passionate about football – the organizers.

They don't even need to be football players themselves, but women who feel strongly about the promotion of their peers. This group can thus include your own family members, your teacher or a local entrepreneur.

* **Put out a call for women / people** to cover all necessary positions within and around a football team – players, coaches, fitness trainers, doctors, and physiotherapists. This means: Welcome everyone who wants to be invested in your idea - whatever their skillset or interest might be!

* **Opening a dialogue** with your environment! Finding people to join and support you opens the task to also create awareness around girls and women in football in a broader context - get the elders, the parents and authorities on your side by providing appropriate argumentation on the benefits of sports for girls!

2. MATERIAL AND FINANCIAL
RESOURCES

* **Find a suitable playing field.**

This doesn't need to be the stadium. It can be a local field, a backyard or a parking lot. What's important is

that the girls or women can easily access it and feel safe there, considering the quality of the ground, as well as public exposure.

* **Collect the necessary football and didactic material** – balls, cones, nets, football shirts and shoes, bibs, and whatever helps you as a coach delivering a varied practice. Enjoy this stage of your creation as there are no limits to your creativity! If you can't find cones, buy or collect plastic plates from the girls' homes - and if you can't afford your own footballs, try to find someone who shares theirs with you. The only important thing again is to watch the safety, as well as the equal distribution of the material. It is, for example, more dangerous if some girls are well-equipped and others are not, than when everyone uses similar type footwear.

* **Research institutional or other sources of finance** – write applications for funding (e.g. Ministry of Sports or Education, local NGOs), engage in other forms of fundraising (e.g. balls from a local sports shop, shirts payed by a big local company). It is always helpful to ask for support in really focused ways, meaning that you could for example approach a pharmacy for medical support and a local shop for free water.

3. COMPETITION AND OFFICIAL
REGISTRATION

* **Decide what affiliation will serve your team best** and research which steps are necessary to register your team as member of the local / regional football federation, football league or other network. If you don't want to compete in the league, it will still be useful to inform the football and town authorities about your activities.

* **Figure out what type of competition best suits your team.** In many cases, especially in the early days of a team, it is not encouraging to immediately compete at certain levels. Find out which kind of competition motivates the team through organizing friendly matches with other teams like yours. And don't forget: They are not your enemies, they are probably in the same situation and potential partners when we need a coach-to-coach counseling.



3.2 MAINTAINING A TEAM

Sadia Sheikh

Maintaining a long term team in Pakistan is difficult because of the socio-economic environment but these points can help us with this subject as my team is not merely players but my family:

- 1.** Catch them when young: The younger they are, the easier they will be moulded into a team. They will understand each other better and will follow the club rules. They will feel attached to the club.
- 2.** Involve the Parents: Parents are the most important influence so their involvement can make a lot of differ-

ence especially where girl players are participating on a competitive stage. Small workshops, activities and competitions including parents and children are great motivation.

- 3.** Collect like-minded people to work or help you in your task. Make a community with the same sense and passion you have, as you cannot do everything on your own.
- 4.** Safety: Create an environment where the players and their families feel at ease to send their girl child, and if they have female coaches coaching them, that's the best.

5. Women Empowerment: There should be a sense of belonging in the environment. The team players should know that this is their club or academy in which they will get an opportunity to participate and there are people to look after them and care for them, not [only] as players but as humans too. Where they can speak their heart out, with a sense of belonging and love at every step.

6. Economic Empowerment: In our society, girls coming to play are usually from poor backgrounds who have dreams to make it big and earn for themselves and provide for their families. To provide them with a good job is another way to motivate other girls to come and play; our club has been doing this for the last ten years.

7. Personal Development and Leadership: Some girls attending don't know about personal hygiene or self-care. Aside from teaching them football, support them so that they know how to carry themselves in the society as future leaders and role models.

8. Support: A team is like your family and support is something every family member looks for. Be supportive of all players equally giving equal opportunity to all.

9. Share stories and ideas: Before starting the sessions ask players about their day or anything they want to share. Before doing something new, get ideas from the senior players. For example, senior players can help organize junior tournaments and juniors can help in cheerleading the senior competitions.

In short, we can have a long-term team if the players have a sense of belonging in the environment where they are playing or developing towards the competitive stage.

3.3 COACHING QUALITIES AND STYLES

DISCOVER FOOTBALL

*What's the most important coaching quality in your eyes?
What do/did you expect from your own coach as a player?*

The more coaches we become, the more coaching styles exist - and that is a good thing! It means a growth in numbers of female coaches and a growth in options and dreams for young girls.

As coaches, you probably know how precious your coaching notes are to you - one of the many forms of proof of how very personal coaching is. Each coach has her own ways of coaching, emphasizing particular features of

the individual and the collective game over others. This so-called 'philosophy' should not be subject to public judgement in itself but should be reflected upon and critically reviewed by the coach herself.

However, there are some qualities that provide the basis upon which individual coaching philosophies can be built. A good coach combines two main skill sets: **Firstly, she is knowledgeable in the game, which means that she can plan a useful action and provide its proper and clear demonstration or explanation. Secondly, she is not afraid of taking the responsibility that comes with the time spent with a team and has strong social and educational qualities that even go beyond the training ground.**

The question of *how* to put these two sides into practice should also follow a few main rules of communication that ensure the joy and self-confidence for girls and women in and through the game. Therefore, some of you might prefer a player-coach relation on eye-level, while others believe in a more authoritative distance between players and coaches. Whichever you might prefer, you should opt for your most authentic version of yourself (see: role model).

At this point, being a coach is a demanding task as it should always meet the expectations of both the players and the coach. This also means continuously working on your flexibility as a coach by, for example, considering the players' abilities and wishes instead of using presumptions to choose the appropriate tactics for a team. Collective brainstormings with several coaches' groups about their main qualities have brought to light the following ideas that can help you reflect on the personal work:

- * Creating equality and acceptance within the team;
- * Being a motivator and a parent figure;
- * Being patient and controlled and fair;
- * Being open-minded, open-hearted and a good listener;
- * Being fun, up to date and spontaneous;
- * Being mentally and physically prepared and organized.

BEING THE PLUS

This quick glance at the qualities has shown how overwhelming coaching sometimes can be, especially in women's football where the lack of female coaches as well as lack of monetary investments have led to a

situation where a single person often coaches several teams at the same time (on a voluntary basis!). In these cases, it is important to focus on your personal energy resources in order to keep on being a source of energy for the players. For a better understanding of the team and the coaching, in most cases it will be preferable to team up with another coach and encourage other women to become coaches as well! A division of labor can lead everyone to being a more energetic and reflective coach. In times of crises, it helps to take some downtime to reflect on your personal experiences. Important aspects that can show and improve our motivation are:

- * Interpersonal encounters with the players;
- * Individual growth of both coaches and players on a technical as well as social level;
- * Varied and new training methods (that's fun for all!);
- * Reflecting and sharing our own experiences as players;
- * Learning something about yourself;
- * Increasing visibility of women;
- * Being part of a female football community.

So, what's keeping you motivated as a coach?



3.4 WHAT DOES IT MEAN TO BE A ROLE MODEL?

DISCOVER FOOTBALL

How do you act on and off the pitch? Do you feel others can relate to you? Switch roles: Who are your role models and what can you learn from them?

The question of role models has become one of the prevalent questions in female coaching - on a structural as well as on an individual level. Especially in women's football, the growing presence of women in leadership positions has been linked to a discourse around quotas and the importance of peer-leaders with whom girls and women in the game can identify. Being a role model is more than just a title. It is about who you are and the actions you take. Throughout the last years, the coaches

in the DISCOVER FOOTBALL network have been highly interested in this question, all knowing that being a role model does not only equal being knowledgeable in football.

While it means much more than that, it is also something most of us already are - taking into consideration that most of us have started our own teams, hosted tournaments and inspired groups of girls to play. Role model is neither a title that we are given nor a name that we give ourselves. It is mostly something subtly reflected through what others learn from us and how we can inspire them. Therefore, role models are often quite 'hands-on' - they

translate the theory into practice but never forget to dream. They believe in the future of their teams, and in the future of every single player. This is where we come across the importance of treating everyone with an equal amount of respect. This doesn't mean that role models don't have and articulate their opinions. In contrast, in order to be a fair coach and intermediary, we have to know ourselves well and reveal our very personal strong and weak traits. Only by being authentic, we allow others to fully relate to us, meaning also to learn from us. By embracing ourselves, and thus allowing the players to start an individual reflection process, we also have to be able to deal with advice and criticism. By including the players' ideas, we won't appear weak, but solely respectful and approachable.

Another question about being a role model is in what fields we are considered such. Being a coach leads to all different kind of roles we are asked to perform, such as the footballing idol, the team leader, the positive speaker, the mediator, the private person, or the personal counselor. Especially for teenagers, their teams often represent the only spaces to feel comfortable in times of dispute in school or at home. Therefore it is important to listen to

the girls' needs without judging and be ready to take action in ways positively biased for the girls. What we've learned here is that it is highly important to be realistic of what expectations you can meet alone, and when to get support by third parties, e.g. advice centers, community leaders, other parents. Some girls might approach us with really sensitive issues and while we are not always the best persons in charge, we might be the best ones to start the process. As role models, we are not afraid of responsibility and exposure.

BEING A ROLE MODEL?

- * *Don't be afraid of who you are on and off the pitch - embrace yourself!*
- * *Don't get stressed out about it! Being a role model is almost never anything someone would call you directly! So you are probably one without knowing!*
- * *Don't consider criticism as something bad - but as a sign of respect in mutual development!*
- * *Be a dreamer - and hands-on!*



COACHING MIXED TEAMS VS. GIRLS/WOMEN-ONLY TEAMS

KHADIJA AL-BAKRI, EVELYNE AJING, LIEZL WINDVOGEL AND DISCOVER FOOTBALL

As coaches, you might be decided on whether or not you prefer to train girls and boys, men and women, mixed or separately. This decision is often based on personal experiences or little exposure to the one or the other concept. Comparing the two different approaches, we put together a pointed list that can be used as source of inspiration and be added to!



MIXED TEAMS

Everyone can participate regardless if one is a boy or a girl or if one doesn't identify as either male or female. Mostly, teams try to create a balance amongst the gender-identities of the players.

Mixed teams can contribute to an encounter on eye-level, a platform on which boys and girls can meet as equals.

Stereotypes of boys always playing better than girls could be reduced. By being open to identifications other than male and female, this can lead a way out of this strict binary that is usually prevalent in sports. Playing with boys can be an advantage for the development of girls, as sometimes boys and men have more experiences in playing.

At times gender hierarchies and comparisons can influence the group and disadvantage the girls as they might step down. Also the particular 'girls-rules', if there are, might essentialize gender stereotypes.

GIRLS/WOMEN-ONLY TEAMS

Girls get equal opportunities like boys by being given an exclusive space to play on their own, a right or habit that is usually given to boys/men.

The teams provide a safe space for girls and women where they feel encouraged and inspired by peers without a pressure of inter-gender comparison.

It thus can be easier to understand each other's needs and experiences and to talk about difficult and gender-related issues in a women-only space.

Women-only teams are allowed to play in the federal championships whereas mixed teams are not. Especially for girls who aspire to become professionals, it is important to introduce them to the team context at an early stage and grow together.

Football is a means of social cohesion

Haïbata Niampa

Ouagadougou, Burkina Faso, Les Princesses

I work as a teacher of French and History-Geography but spend all my free time as coach with the *FC Princesses* of Burkina Faso. I have a C-Licence, CAF and B-Licence of the *Fédération Burkinabé de Football* (FBF), and I am now also a member of the Football Youth League of the FBF. Together with other colleagues I train the seniors team of the *Princesses*.

When I was little I started playing football with the boys in my neighborhood. When I went to college, my father signed me up with the *Amazones* team who were practicing on the school grounds. But the *Amazones* were a small team. In 2000, I joined *Les Princesses* in Ouagadougou, who were the best team in Burkina Faso and who were playing a lot of competitions nationally and internationally. I have stayed loyal to this team as a player as well as a coach now. I've gained everything with and through them, and they will always stay in my heart.

I'm passionate about football. When my active career with *Les Princesses* came to an end, I asked myself how I could stay connected with football. For me, the answer was to

become a coach and to give other girls the opportunity to live their dream. In fact, football is and remains a means of social cohesion, of mixing cultures and sharing experiences. It is also a tool for the struggle against and for raising awareness of various social problems. Since I'm a teacher, football is an excellent vehicle for education. I am interested in developing women's football because it means developing women in the sense that football becomes a frame of expression of our freedom. I am interested in promoting girls through football and through sports generally. Because these girls and these women who practice football become aware that they have the right to flourish, to do what they love, to fight for better conditions and to change how others look at them. Football is also a real tool for awareness about homophobia, racism, segregation, etc.

There is this English saying that I like very much: Never give up! Because there are girls who will play for a while, but then they resign because they are disappointed, they get discouraged. I tell them not to give up, ever – carry on!

A portrait of a young woman with dark hair tied in a bun, wearing a white long-sleeved shirt, standing outdoors with trees in the background.

It's never too late!

Tatiana Khalil

Cairo, Egypt, Wadi Degla

I am new to coaching. I started six months ago. I work with girls in Egypt. My aim is to show those girls that they are able to do it, although they grew up in a country where it is difficult. I started playing football very late and all the girls I am coaching are starting very late, too. I want to let them know and show them that although we as women could not grow up with football like boys starting from five or six, we can still reach our goals.

I am a French-Lebanese player. I grew up in France, and I am very lucky to have lived in a privileged country where women were not forbidden to play. However, my parents didn't let me play when I was a little girl and I had to fight for it. I actually really started to play when I was around 16. I moved to a bigger city, and I started to play football in a 100% girls' and women's football club. Seeing this project made me wish there were places like this everywhere. Places that dedicate themselves only to women's football in a safe environment where no one criticizes you. Later I also played in Lebanon and

realized very soon that it was different there. In Lebanon I experienced strong boundaries: we were told how, when and where to play and we had to dress in a specific way. Now I am committed to use my French experience all my life and transmit it to countries like Lebanon and Egypt.

Being a coach is learning and teaching football; that is the main task. But coaching is also about educating the child. I like coaching girls because it is also educating the girls to become women. And strong women. I think this is especially important in Arab countries.

When you coach, first you have to be proud of who you are. Because you transmit to those girls, "look, if you want to be like me, just look at me and listen to me and you will see." So you have to be an example for them, and you have to be a good example.

A portrait of Disha Malhotra, a woman with long dark hair, smiling and wearing a pink and black striped sweater. She is standing outdoors with a blurred background of trees.

Disha Malhotra

Delhi, India, Foot and Ball

Aim for the best!

I started playing football with the boys in my 8th grade. Soon, I played for the state and later for India. But when I went abroad and played against teams like Australia, I realized that the standard of football in India was very bad. So I decided to go abroad to get professional football training. I went to Italy for one year to equip myself with professional football training under a Series B coach and also played at Grifo Perugia Femminile Calcio in Series A2. It was a really good experience, and I went to the US to play over there.

After two years of college I had to stop playing because of too many injuries, and I started coaching kids in the US. That's how my coaching career kind of began. But also, since the beginning, my plan was not only to be a professional player but to be a coach and a manager and come back and change the scenario of football in India. Therefore I also got my sports management degree in the US, and when I finished I came back to India to start my own venture here to promote women's football. Start-

ing Foot and Ball, my football academy, I realized that I cannot rely only on women's football. It is really difficult to be sustainable that way, so I also educate boys. Now I can take the money from there and put it in women's football. That's part of my concept.

What I am looking to do over here is to provide quality football training. I know there are many academies in India but the quality of coaching delivered by them is not up to the mark. I got all my coaching licenses and in my training centers the focus is on having good coaches, quality training, and professionalism. In my coaching-program I focus on age-appropriate training for different age-groups and on football-related exercises and game-related situations instead of just running laps which does not really make sense to me.

It is also important to me to offer coach education and to train coaches. I am looking to hire a lot of women coaches so that more females get attracted and the

women participation increases. Coaching can also be a career opportunity for female players as not every player can be a professional player and reach the top. I think it is great being a coach. Football in itself has given me a lot of confidence and self-esteem. It just makes you who you are, it defines you as a person and makes you disciplined. Being a coach gives me a lot of power and it makes me feel very confident. A coach is also a teacher and a role model. So when you are coaching so many kids you are also imparting your values on them. It's a huge and big responsibility and you have to make sure that you are doing the right thing because otherwise you are playing with someone's life. You have to be really confident about it. It is really a lot of responsibility and you have to equip yourself in various fields to be that person.

Keep the dream alive

Evelyne Akinyi Ajing

Nairobi, Kenya, Girls Unlimited Nairobi

I started playing football when I was nine years old and living next to a football pitch, belonging to an organization encouraging boys and girls to play football. In the community where I come from, most of the people live on a day-to-day basis. Just playing football was tough. But our coach did not just teach us football, he also helped us understand what's important in life. I looked up to him. I know that not all the girls managed to make a better life for themselves, but those who did became good sports leaders, role models, and were trained by this coach. Who I am today, I owe to my coach. I know you can't help change everybody's life, but even if you reach a few people, that's a big achievement. My own experience motivated me to start working with girls and young women in disadvantaged and marginalized communities by creating a platform and opportunities for them playing football. I worked for two organizations, Seeds of Peace Africa and Girls Unlimited in Nairobi. Our mission was to use sport and life skills to nurture, educate and empower children and women to positively explore and use their skills and potential to provide powerful

avenues for the development of their own communities. The girls we target are girls who live in disadvantaged communities who don't get access to basic education, basic health provision or information about HIV and AIDS. As a coach you are not only a coach teaching sport skills, you become a mentor. Many kids have difficult family backgrounds, they are poor or struggling to survive. These kids are looking up to you, see you as their teacher and this is your big chance to make a positive impact. The time after football practice is even more important. Through football we are creating a space for girls to meet, to talk about problems and sorrows, seek advice and we support them in finding their own solutions.

Through my experience of working with children and women on football for development and social protection, I am now well equipped with a skill set to run my own initiatives at a highly professional level. I had the privilege to work in a multicultural environment, be a role model and empower children and women to excel. Throughout the many challenges and financial hardships

I have experienced living in the slums, I have maintained a positive attitude. I have learned that every obstacle or problem has a way of working out and of providing me with a lesson. It only makes me work harder, raise my goals and objectives to the next level and appreciate the opportunities that have come through football. I have acquired the ability to work in and adapt to different environments, development fields and related issues. I hope we can create a worldwide network to address the needs for women's football. It's obvious we all face the same challenges. Being able to share our experiences or practices - whether it is something we do in Pakistan, Lebanon or South Africa - can help us change the situation gradually. I was surprised to learn that even Germany has come a long way fighting for women's football. And look where they are today, although I think it's still a long way to go until we have equality. A journey of a thousand miles begins with one step, and I believe our network is a platform for that one step.

4

MAIN PART



4.1

ELEMENTS
OF A GOOD
PRACTICE

While every training practice varies from the next, trainings all tend to consist of three main parts: a warm-up, a main section and a final phase, which are all framed by some general considerations.

DISCOVER FOOTBALL

WARM UP (15-20 min)

AIM

Bringing the players physically and mentally to the state of being to perform.

CONTENT

The warm-up sets the tone for the entire session. | Preparation of the training ground. | Personal welcoming of everyone. Make sure all the players have greeted each other. | Time for greeting and smooth arrival of players. | Explanation of the upcoming practice (aims and content). | Whole-body warm-up practices with the entire group. | Combining physical with pedagogical warm-up by playing games to heat up the circulating system and the body temperature as well as the degree in motivation and team spirit. | The exercises generally start off quite simple and with movements for the overall body before getting more focused and complicated in the main part. | As for the motivational aspect, the exercises can also contain singing and dancing, whatever your team likes!

FINAL PART (15-30 min)

AIM

The final part is where we try to make use of what we've learned and combine it with our playing skills.

CONTENT

Most times this is considered the game-like situation (with the entire team) | According to the focus of the session, the game could include some variables and restrictions (one touch, more than two goals, etc). | Let the players develop confidence with their game by letting them play and only correcting them when important remarks need to be made. | Observe the players and evaluate the effects of the exercises. | Get together for a brief closure of the session with a short evaluation as well as an outlook to the upcoming events. | Cool-down with some slow movements and stretching.

MAIN PART (45-60 min)

CONTENT

The main part is where we explain and learn things. | According to the focus, you introduce the appropriate exercises. The exercises can be made up by one prototype that gradually gets more complex or by a variation of similar exercises. | The dimensions of the exercise should equal the dimensions on a real football field in order to make skills applicable in the game. As a final step, you could convert the exercise into a real scenario by introducing the pressure of an opponent team. | Depending on the difference in skills or the size of the group, you could split the group. | The aim should be to have everyone moving, to provide as many touches of the ball as possible and neither be over or under challenging. | Observe and - if needed- interrupt the exercise and correct it patiently and in detail.

AIM

Making progress in a specific motion sequence.

GENERAL CONSIDERATIONS

Set a focus and an aim of the session and the period. Do this in collaboration with your team and in accordance to their abilities. | Document your sessions and the players' development. This enables you to organize future practices and feedback more easily. | Always be prepared. Even if you don't end up doing the planned exercises, a preparation will help you to feel confident and flexible during the session. | Set rules with and for the team that everyone knows, e.g. how will players get in when they are late for practice? | The rules and your behavior should not (dis)advantage anyone. Pay attention that, for example, the group distribution treats everyone fairly. | Communicate and demonstrate clearly and respectfully. Always wait until you catch everyone's attention and everyone can hear and see you. | Only advance gradually from easy to complicated, from slow to fast. | Have an eye for the group and the individual. | Switch carefully between periods of high intensity and relaxation. | Establish rituals for the beginning and ending of the practice/games - but vary the exercises! | Create spaces for the creativity and participation of your players! | Look out for fun variations from other sports - handball, frisbee or hockey can get us inspired!

Are all players mentally and physically involved?

Is the practice under or over challenging?

Am I also having fun at the practice?

4.2

TOOLS FOR A GOOD PRACTICE

DISCOVER FOOTBALL

Step by Step. The team as a whole will make progress by understanding each player's abilities on an individual basis. Through keen observation, we can meet each player where she is, and move on gradually from simple to complex, from slow to fast, from familiar favorites to new tricks, from low- to high-pressure, from personal bests to group triumphs. Try to find the balance between allowing players to explore for themselves, versus offering them guidance by correcting along the way.



INTRODUCTION TO THE MOTION

Demonstration. Accompanied with brief explanation.

Provide a clear and proper demonstration of the movement by showing it yourself/ ask a player or using other technologies such as showing it on your phone or with graphics.

GROSS COORDINATION

Explorative exercising. Suggest raw movements to slowly get to where you want to go. Let players 'explore' the movement.

Get together and talk about their experiences and needs. Correct with positive language!

FINE COORDINATION

Standardized exercising, facilitated learning conditions.

Players now should try to perform the entire movement repeatedly on their own.

AUTOMATION

Exercising under less facilitated learning conditions.

Players now should perform the entire movement repeatedly under harder conditions, such as the introduction of an opponent player or time limitation.

VARIOUS APPLICATIONS

Exercising under varied and game-like conditions such as a competition.

Introduce the motion in various contexts: high-pressure situations, against an opponent, or other challenging conditions.

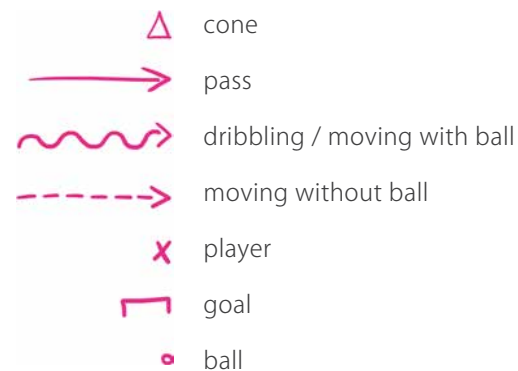
MAKING ADJUSTMENTS

You liked an exercise you saw online? But it seems too hard for your team? There are easy ways to adjust exercises, to make them more or less complex. This allows you to vary the exact same exercise in many different ways and also to be flexible to the needs that occur during practice.

Reduce or increase:

- * Space
- * Time: with/without time limitation
- * Number of players
- * Pressure or not (no/semi-active/active opponent)
- * Ratio defenders - attackers: vary and exchange players
- * Amount and size of goals
- * Obstacles, change of directions, etc.
- * Amount of touches of the ball
- * Amount of combined movements and actions
- * Additional rules for shots on goal (e.g., only headers, only running backwards, use weaker foot)
- * Competition or not (on individual level or group level)

TAKING NOTES, KEEPING TRACK



It is immensely helpful to document training sessions and develop a personal collection of exercises to which can be referred back. Within the DISCOVER FOOTBALL network, we have started to share our favorite drills, which we want to present to you on the following pages. Please note the signs above that have proven international readability and which are also used in most descriptions that are accessible online.

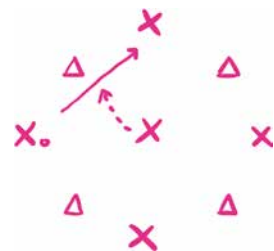


'LITTLE CORNER'

Winning the ball

Passing

Supporting



- * A large group of players pass the ball among themselves.
- * The player(s) on the inside tries/try to intercept the passes.
- * When the ball is successfully intercepted, the inside player swaps positions with the player whose pass she intercepted.

'HANDBALL'

Supporting

Movement



- * Two teams play handball, the members of each team throw the ball to their teammates, the opponents try to win the ball by catching it.
- * Once a player catches the ball, she is not allowed to move! Only the players without the ball can move!
- * The teams can score by putting the ball behind their opponents' goal line (imaginary line between the cones).

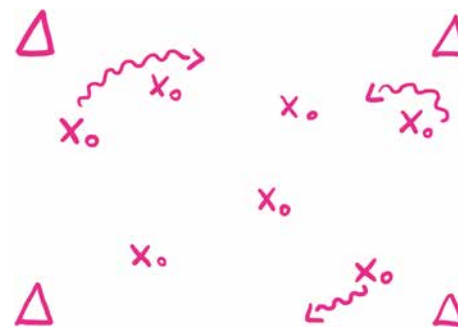
VARIATION

- * Same game, but set up a goal instead of using a goal line.
- * Goals can only be scored by heading the ball.

'GETTING FAMILIAR WITH THE BALL'

Dribbling

Controlling



- * In a square, every player dribbles their ball following the instructions (acoustic/visual) of the coach:
- * Dribble with right/left foot * Use the inside/outside of the foot * Move sideways/backwards * Do toe touches on the ball * Speed dribbling * Incorporate tricks * Juggle ...There is no limit to your creativity!

VARIATION I

- * Reduce the number of balls.
- * Players without a ball try to win a ball from one of their teammates (constant 1:1).

VARIATION II

- * Players without a ball are positioned on the outside of the square and can receive a pass from a player within the square. The players switch places.

'ENDLESS DUEL'

Possession

Concentration

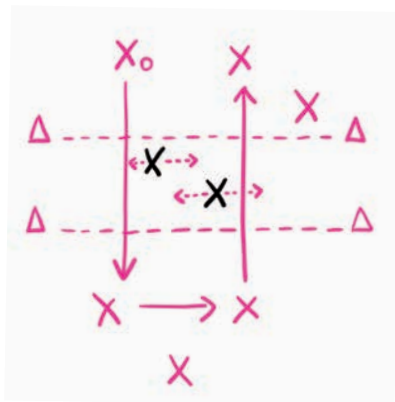


- * 3-6 players form a circle.
- * Inside the circle, 2 players move and fight for the ball.
- * The player possessing the ball (player A) tries to keep the ball while dribbling inside the circle.
- * After some moments of safe possession of the ball (max 40 sec.), the player dribbles towards one of her teammates forming the circle.
- * This player now enters the circle and continues the 'endless duel' in the place of player A.

'CROSSING THE RIVER'

Passing

Reading the game



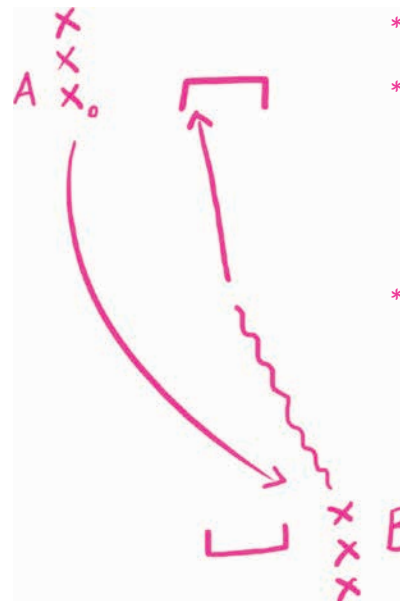
- * Mark a zone ('river') (e.g. 2x10 m) in the centre of a field.
- * 2-3 players are positioned in the zone, while the rest of the players are divided evenly on both long sides of the river.
- * The players on one side pass the ball around and try - once there is the opportunity - to pass the ball across the 'river' to the other side without having the players IN the river intercept it.
- * Through movement of player and ball, the players on both sides of the river try to create space while the players inside the river try to cut off passing routes.
- * Swap after short intense periods of e.g. 2 mins.

'GO FOR THE BALL'

Long balls

Shots on goal

Controlling



- * Prepare a field (e.g. 30 m long) with a goal on either end; a group of players is positioned in line next to each goal.
- * The first player of group A kicks a long and high ball to the first player across the field.
- * The first player of group B receives and controls the ball asap, then dribbles a few meters and shoots on the opposite goal. She then gets in line in group A.

VARIATION

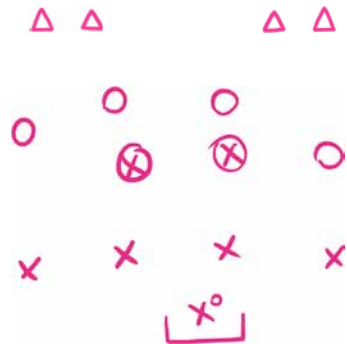
- * In order to increase the difficulty, the player from group A becomes a defender after kicking the ball. The receiving group now attacks with two players. (2 vs. 1). Group A can also defend with two players (2 vs. 2). Any ratio of attackers to defenders is possible.

'PLAYMAKING'

Keeping calm under pressure

Back four

Defending and attacking



- * Prepare a field with dimensions of your real playing field. On one goal line put a full size goal. Across from the goal on the center line use cones to mark two small goals (the inner cone of these goals should line up with the goal posts of the full size goal).
- * The goalkeeper puts the ball into the game, and the defensive team of 6 players plays against the 4 attackers. Once the attackers win the ball, the 2 defensive midfielders join the attacking team to create a numerical advantage, and the attacking team tries to go to the goal and score, while the defenders defend.
- * Following different and coordinated variations of combinational play, the defense tries to open the game mainly via the wings. Passing the ball through one of the small cone goals equals a successful pass to the wing player.

OPTIONS OF GAME OPENING

If the goalkeeper can't or doesn't want to put the ball into play by a long ball, she still has various options making precise passes and communicating well.

via full backs
via center backs
via defensive midfielder

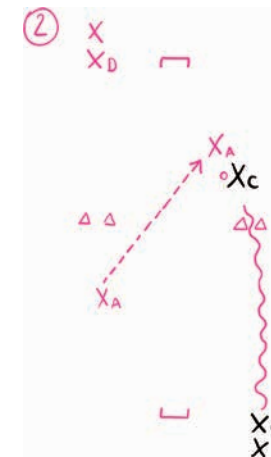
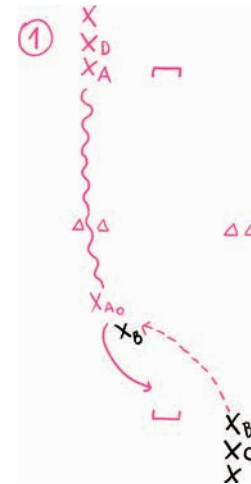
back pass → long ball
passing to defensive midfielder
passing to wing player

'ATTACK AND DEFEND'

Concentration

Awareness

Duel



- * Set up two big goals about 30-50 m apart. A goal-keeper can be positioned in each goal. Mindway between the goals on the
- * imaginary center line set up two small cone goals on the wings.
- * Players with balls should be divided into two groups and positioned next to each big goal.
- * Player A starts and dribbles through the cone goal on her side. Once she has dribbled through the cone goal she can try to score.
- * At the same time player A starts dribbling, the first player from the opposite goal (player B) comes out without a ball and prepares to defend player A. (Drawing 1)
- * Once the play is over (either player A shot the ball or player B won the ball), player A immediately runs diagonally back into the other half of the field and becomes the defender for player C. At the same time, player C starts dribbling from Player B's original starting position to the cone goal. (Drawing 2)
- After that, Player D (from player A's original starting position) begins dribbling and player C becomes the defender, and so on.

VARIATION

- * The defenders can go from defending 50% to defending 100%.

‘DIFFERENT LEVELS’**Possession of the ball****Decision-making**

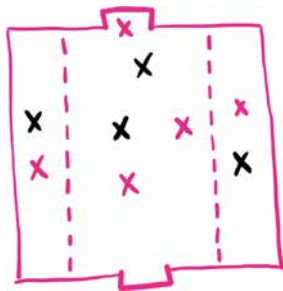
- * Mark 3 squares (10 x 10 m), square 3 ends 10 meters before the goal. Position a goal-keeper in the goal.
- * Position one defender in square 1 (the square furthest from the goal).
- * Position one defender and a 'helping attacker' in square 2.
- * Position two defenders and two 'helping attackers' in square 3.
- * The player enters square 1 with the ball and faces a 1:1 situation trying to advance to square 2. In square 2 she has to face a 2:1 situation trying to advance to square 3 and in square 3 she faces a 3:2 situation.
- * After passing square 3 the player can shoot on the goal.

‘OPEN UP’**Cross ball****Zone coverage****Shifting**

- * The four corners of a relatively spacious field are goal zones. Two zones (on diagonal ends) belong to one of the two teams and the other two belong to the other team. Each team puts one player in each of their two goal zones.
- * The teams try to win and keep possession of the ball and score by passing or playing a long ball into the corner zone to their teammate. The player in the goal zone can't be attacked by the opponents while in the goal zone. Thus, the continuation of passing and the movement without the ball is preferable to dribbling.
- * After receiving the ball in the goal zone, the player leaves the zone and the player who passed her the ball goes into the goal zone. The game continues without hesitation and the team that just scored keeps on playing while the opposing team tries to win the ball and score on their own goal zones.

'WING&WIN'

Wing play Passing



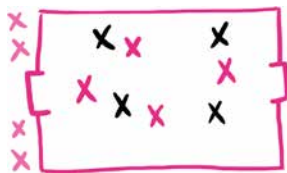
- * Prepare a relatively spacious field with two zones covering the full length of the left and right side of the field: the 'wing zones'.
- * Play a regular game. The only restriction: Players who play in the 'wing zone' (one from each team on either side, so 4 in total) can't be attacked by their opponents. This enables the development of the game via wing players.

VARIATIONS

- * The wing players remain the same throughout the game or fixed periods of the game.
- * After the wing players received a pass, they are allowed to leave the zone and are substituted by the player who passed the ball into the wing zone.
- * Goals shot after a long ball by the wing player count double.

'NO TIME TO RELAX'

Speed Agility Reaction time



- * Prepare a relatively small field with relatively big goals.
- * Create at least three teams with no subs.
- * The tournament starts with team A playing team B, and team C waits on the sidelines. Once a team scores, the losing team goes to the sidelines and is replaced by the waiting team. The game changes directions. This means, if team A scores against team B, team C immediately has to react and get onto the field. Team A has to get oriented after having to change directions immediately. There is no interruption of the game after a goal. Whoever reacts first, starts playing again. It aims at building concentration and quick reaction time.

AIDS/HIV AWARENESS

Lebogang Maranda Tlhako, Evelyne Anyango Ochieng

Reflecting Exchange Apply

- * Choose a tagger who puts on a different bib from the other players. Play tag or any other fun game. The tagger is representing HIV/AIDS running to infect players by tapping them. Whoever is tagged joins the tagger to continue tagging the other players.

DISCUSSION QUESTIONS STEP I

How was the game?
Was it easy to be tagged?
How does it feel to be a tagger?
How can we run away from the tagger?
How can we reflect this game with life?

- * Now introduce 'safe spaces' (mark them with cones). In the 'safe spaces' the players cannot be tagged. The players should not stay in the 'safe spaces' more than 10 seconds before moving to the next 'safe space'. The safe areas represent the school, sports club, church, hospital, home and police station etc.

DISCUSSION QUESTIONS STEP II

- * How can you relate the game with real life situations?
- * Did you know or see who represented the HIV virus?
- * Can you identify the safe spaces in your community?
- * What are the ways the HIV virus spreads in the community?
- * What are some of the things that destroy our safe spaces?
- * Who are the people who create safe spaces for us?
- * How does the virus affect the people in a community?
- * How can we assist people with HIV/AIDS?
- * What choices would you make as a young player?

VARIATION I

The facilitator asks: What's needed to get rid of the infections? Let players mention the preventive measures e.g. use condoms consistently and correctly, reduce multiple sexual partners, keep seeing the doctor to take drugs ARV's, get tested etc. Give a pass to anyone who shouts any preventive measure to reduce the spread of HIV, let the passes be faster. The tagger is to tag anyone who doesn't use her voice by mentioning these preventive measures (meaning, they aren't using any of them so they put others and themselves at risk).

VARIATION II

Finally, you can also introduce the ball as metaphor for a preventive measure. In order to protect themselves and others, the players have to pass the ball around. A player with the ball can't be tagged.



When success is lacking on the playing field, oftentimes the atmosphere in a team is affected. In order to maintain the idea of the 11 friends it takes to win, we can introduce team-building measures in the training. Aside from team parties and activities off the pitch, there are also a couple of fun exercises for the sports field!

*How to become a team?
What can a coach do when a team is lacking success?
What are the tasks for the coach in the team-building process - and what is the extent of these tasks?
What are the requirements for a group to become a team?*

RESPECT

‘Hands and Feet’

The players get together in groups of 3-6 people. The coach chooses a number of hands and feet allowed to touch the ground. ‘4 hands and 3 feet’ means that the players have to find ways of how to safely lift each other’s different body parts off the ground so they don’t exceed the announced number.



CONCENTRATION

‘Get the bottle!’

The players get together in groups up to 7 people. They gather behind a marked line with a 1m long stick. At 3m distance a bottle is located on the ground. The groups have to find ways of how to commonly reach the bottle without stepping on the ground between line and bottle.



MOTIVATION

‘Put it down!’

The players form two lines facing each other. They are standing around a stick lifted to waist height. Each participant offers one finger to put the stick on. Their fingers must be in contact with the stick the entire time while they try to put the stick slowly onto the ground. You are not going to expect what usually happens!

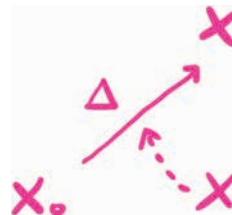


COMMITMENT

‘Arms crossed’

The players stand close to each other with closed eyes. With each hand they grab the hand of one other person. Make sure it is not their neighbor while assisting them finding another hand. The arms of the players will thus make a knot. With open eyes, the players now try to undo the knot without letting go of each others’ hands! It works!





4.4 HOW TO DEAL WITH HETEROGENEOUS TEAMS

TATIANA KHALIL

Football teams and teams in general consist of many players, players that are all different from each other. We will find experienced players facing beginners, calm players facing excited players, rich players facing poor players, and all the nuances in between. Two main aspects reflect this difference: the social and cultural difference and the level heterogeneity. As coaches, we have to create an atmosphere that makes all the differences 'disappear'. So how can we do it? What our players have in common for sure – hopefully – is that they are all passionate about football. As football is the most popular sport in

the world, the first aspect we have to deal with is the social and cultural mixture. The role of a coach here is to put everyone on the same planet. How? The first step is to encourage players to wear the same outfits during training as during matches. It can be the official training outfit or something you decided together ("we will all wear black"). No Cristiano or Messi jersey. This trick can help hiding poverty of some of the players. What is also important is to create ground rules that are rules specific to the training (at what moment we take the balls, we talk, we focus...) or rules specific to the group you deal

with (if there are discipline issues, for example). At the end, it is all about using the football language. Using it in the way you talk, the way you explain an exercise, as in the way you prepare your field or even dress up. What is of more concern, particularly to the role of the coach, is that she gives an equal treatment to every player, regardless of their social position – equality so that no one feels superior or inferior to anyone else.

The second type of heterogeneity we can find within a team is the variation in skill level among players. You often have a group of good players, a group of mid-level players and then a group of beginners. Coaching football is also about mentally coaching the players. As you want them to get better individually and as a team, you have to help them build a space where they feel free, good and cared about. It is important that you let every player be conscious of his/her/their level: what is good, what has to be ameliorated, what has to be concentrated on, etc. From this point, giving individual feedback will make he/she/they responsible for it and help the player get better. Staying positive with critique is also a way to keep the self-esteem in good shape. During training, it is important

to vary the way you work: one time separate groups by level and the other time build groups by mixing levels. When working by level, you will select exercises and drills according to the players and what they have to work on: no one will feel that it is 'too much' or 'too easy' and everybody will learn. When mixing players, for example 80% of experienced players and 20% of beginners in a group, you push the general level up.

To conclude, the image of the coach is very important. The way you treat the players reflects the way the players will treat each other. Football is a team sport and heterogeneity is a core element of a team. Players have to have in mind that each one of them is important, and they should be able to rely on each other. The role of the coach is to make sure they all think with this mindset and to transmit this through her actions during practices and matches.



4.5 HOW TO DEAL WITH CONFLICTS IN YOUR TEAM

DISCOVER FOOTBALL

In every group of people, ideas, opinions and behaviors can vary and clash. A football team is no exception. In your position as a coach you are responsible for taking care of conflicts in your team or at least for not ignoring them. There are also typical sources of conflicts of which you should be aware. Here are some examples of conflicts that might occur in your team and some ideas of how to react. Note that these are only suggestions, every conflict is different, and that the problems as well as the solutions always depend on the exact circumstances and people involved.

If two players have a conflict with one another that has nothing to do with football and does not affect their game or the general atmosphere in the team, you can decide to stay out of it and just observe it to see if it gets solved, or worse. You can also offer the players to have a talk and serve as a kind of mediator. If you choose this option, try to understand both players' views and leave your personal opinions out of it as much as possible. Try to focus on solutions and the needs in the specific situation rather than only on the roots of the conflict.

If the conflict stems from the football pitch and affects their game (e.g. not passing the ball to one another) you should act and offer them a chat. Again, try to act as a mediator. You can also ask them how you as a coach could help them with solving the conflict or preventing a similar situation.

If several players have a conflict with one another you can act similar to the situation described above. Just be aware that the larger the number of players involved, the more complicated the conflict might get and the more likely it is that it affects the atmosphere in your team as a whole. Again, try to shift the talk towards ideas, solutions and needs to solve the conflict. This fosters a constructive atmosphere.

If one or several player(s) has/have a conflict with you, you should definitely talk to them and maybe consider to get a moderator. Try to understand their point of view and explain (not defend) your behavior if they have questions about it. Try to work towards a solution that leaves both of you satisfied. If you have the feeling that the whole group has a problem with your way of coaching, you should talk to the group or, (if there is), to the captain or players

council to find out what it is and how to solve it. Do not be afraid to talk to your players – often you find out by talking that the problem is not as big as you thought or that you can easily find a solution. Also, encourage your players to talk to you about things that bother them already before conflicts arise. An atmosphere where conflicts are seen as a normal part of communication, lowers barriers to talking about things going wrong and solving conflicts. It is important to develop an attitude of being open to critique, especially given the hierarchical relation between you and your players.

It can happen that you personally like or dislike some players more than others. Do not feel bad about it, and remember that you are a human being as well, but your decisions as a coach (e.g. the lineup) should stay completely unaffected by this. It might also happen that you decide to treat one or several players differently than others because of their private or social situations. Here again it might help to be as transparent as possible and explain as much as you can why you act like this without disrespecting the privacy of the players that are concerned. Finally, it can also happen that a player falls in love with you or has a crush on you. This situation can

be delicate and there are many ways of dealing with it.

Typical conflicts that stem from the pitch and that fall under your responsibility as a coach can come from one player being too selfish on the pitch and not passing the ball enough, from the offensive players leaving the defensive players with all the defensive work, from players not understanding your decisions as a coach or, in a heterogeneous group, players having different ideas about the level of play. In these situations try to talk to all players involved, hear their different views and also let them explain their views to each other. Then work for a solution that is satisfactory for everyone, including yourself, and ask the players about their needs and wishes. Also remind them of rules that you have commonly come up with and that might get lost in the heat of the game. It can be helpful to use methods like visualizing, brainstorming for solutions, or team-building to strengthen the understanding and solidarity between players.

In general, it is a good idea to be as transparent as possible about your decisions so that the team can understand your actions. If you talk to single players or a small group of players, try to look for a good moment and a quiet environment where the conversation has a good and comfortable setting. Be aware that you speak from a powerful position. You should always try to understand each point of view and be sensitive.

If there is a **team captain or a players' council** ask them for help when conflicts occur. In many cases it might even be better if the players solve their problems by themselves. It is also your way of showing respect to the captain or council by relying on them in times of conflict. You should be in good contact with these members of your team in order to be informed about what is going on in the team that you might not have noticed and to know when they want you to be involved. You should clarify in the beginning what kind of tasks the captain or council has and what role they should play when it comes to conflicts.

Here are some hints in short that you might want to consider:

- * **See your players in their wholeness: Your team is composed not just of football players but of human beings with feelings, wishes, certain backgrounds and experiences.**
- * **Try to be as transparent as possible about your decisions so that the players can understand them.**
- * Communicate constantly **with your players and ask them how they are. If helpful, establish structures for talking about feelings (like a meeting each month).**
- * **Ask your team for feedback and respect their opinions. If you talk to single players or a group of players, look for a comfortable environment.**
- * Aim at respecting **your players' privacy concerning conflicting situations while also protecting the harmony in your team.**
- * Respect your own limits – **you are a coach and not a therapist or social worker. If you recognize that the players need other types of help, try to find suitable experts.**
- * Establish structures **like a players' council and cooperate with them all the time, but especially when conflicts occur.**
- * **It is a good idea to seek advice (e.g. another coach) if you don't know how to handle a situation.**



MILENA BERTOLINI

When you constantly live together with a bunch of people, it is normal that conflicts arise. Conflicts can be with and between players, with and between managers, with and between staff members, with press people, etc. For starters, I think it is crucial that the space for all of these conflicts does exist. If there was not such a space, that would mean that the individual space for expression would be lacking. I think conflict is an opportunity to grow, not something to fear, but something to be faced; something not to be suffocated by authority or by a presumed 'power' given by the position. The conflict has to be faced, together we must try to find out the roots because beyond the apparent motivation, there is always a personal discomfort that deserves respect. I do not get out from the situation, I do not try to be the judge; if controversies among the girls take place,

that is not my role. I try to understand the motivations of each of them since everybody has good motivations that have to be considered. It is important not to mix the professional and the personal spheres and to respect each role of the people involved, not being inopportune. I strongly believe in exchange, in active and mutual listening, into possible mediation starting from the idea that every single one has valid reasons to express. The goal is to overcome the conflict in order to start again closer and more compact than before. When it is not possible to do this, the situation could also lead to an inevitable professional separation that, as far as I am concerned, is never personal. Common reasons and divergences have to find a meeting point for the group and for the team, without damaging sensitivity and personal possibilities.

Milena Bertolini was a player in the first Italian league and for the Italian national team. As a teenager she was already interested in coaching and started studying to become a coach. During her active time as a player she coached youth teams, both boys and girls. She is now head coach of ACF Brescia and holds an UEFA Pro License. In her function as the President of the Foundation of Sports of Reggio Emilia she edited the book 'Giocare con le tette', which deals with stereotypes and sexism and the pioneers of women's football in Italy. She hopes that in the future female coaches will only be evaluated on their personal and professional competencies, without any kind of prejudice. She tries to advocate for this cultural change through her work for which she sees care of details, critical sense, capacity of renewal and human responsibility as crucial competencies. The goal of her team is to get better and better: not just winning trophies but growing both individually and collectively.





4.6

A COLLECTION OF METHODS FOR REFLECTION

DISCOVER FOOTBALL

To not get stuck on traditional paths, coaches have to take a breath and think about what they are doing, how they are doing it and whether this goes along with their (changing) aims. To get a clear view, it is important to introduce feedback measures to the teams just as well as to find means to exchange with peers and reflect on your own.

LETTERS TO YOURSELF

Sit down from time to time to write down your feelings, your fears, your struggles and your wishes concerning your coaching activities. Put it into an envelope that you either store somewhere special in your room or give to a friend or family member to keep it safely for you. Sitting down a few months later and doing the same thing - taking care of yourself - you then can pull out the former letter - and see in what way you can relate to the feelings and issues addressed in it. It will bring light to long term phenomena as well as to forgotten joys.

LETTERS TO THE TEAM

This method is also a really nice way to gather feedback from others. Put envelopes with the names of your team members on a wall and ask everyone to put a note into five to seven of them during a period of two weeks. At the end, you can have a look into the envelopes making sure none of them is empty. You also write little notes. Make sure this is only about positive feedback. You then send the letters a couple of weeks later to all of your team members that will enjoy the surprise.

ROLE-PLAY WITH PEERS

A milestone for our coaching activities is to find peers – those who also coach. While it is already helpful to share exercises, it might be even more important to talk about challenging situations and discuss potential solutions. One way to come up with new ideas is a role-play. Each member of the group can contribute a scenario which has been challenging to her. She will name the different actors in it: e.g. the coach, the player x, the player y, and the referee. Distribute the roles amongst the group members and enact the scene. It is important to say that everyone plays a role and is not representing their personal ways. The most important people are the observers. They focus on the different roles or the overall happenings. After the scene, the actors tell how they felt in the situation. The observers tell what they saw without judging. In a final step, people could come up with different reactions at different stages of the play.

BE THE PLAYER AGAIN

In order to be inspired and to come across the points of interest for your own reflection process, it can be helpful to get back to the role as a player. Join a recreational team, bring your own girls team to another team for a shared practice, ask a befriended coach if you can join her practice as a player, go and watch a game of the team you played in when you were younger or watch a documentary about a coach. Write down your impressions and what you've liked and disliked or wondered about - from the outer perspective. These might be the exact features you want to re-think in your own practice.

TAKE YOUR TIME...

...might be trivial advice - but also a prevalent one. Take your time before and after practice for preparation and evaluation. Take your time to gather new information and be up-to-date. And especially take time to shake off the weight that a regular practice can lay on you with recreational periods for yourself that can help you gain the ability to answer some of the following questions for yourself.

- * When have I learned the most?
- * When have I had fun and felt satisfied?
- * What has been the worst defeat and the most beautiful victory?
- * When and in what sense does the team feel successful?
- * Which are the hierarchies in the team, what should/ can we do about them?
- * Where do my tasks end and where do they begin?
- * Am I enabling a mutual dialogue?
- * How do we use our body and voice?
- * ...

(You can come up with more questions on your own or in a group of peers!)



A portrait of Seyni Ndir Seck, a woman with short dark hair, wearing a bright pink turtleneck sweater. She is standing outdoors with her arms crossed, looking slightly to the side. The background is a blurred urban setting with trees and buildings.

Where there's a will, there's a way

Seyni Ndir Seck

Dakar, Senegal, Ladies Turn

I work as a coach and manager and I am president of the organization Ladies' Turn, which is working for the promotion and development of women's football in Senegal. From 2001 until 2010, I played in the Senegalese national team.

I started playing football when I was seven years old. I was the only girl playing football in my neighborhood, in fact, the only girl in Yoff, my village. So it was very difficult. Without football I don't know what I would have become. Because football gave me my strength of character, everything I am today is thanks to football. Getting accepted as a football player hasn't always been easy for me. This is why I am helping all the girls, the little sisters who follow behind me, to not have to live through the same difficult situations. I started coaching while I was still a player and founded a girls' team in my neighborhood to help them stand up to these challenges. I have several motivations: When I was little and I played football, it wasn't easy for my parents, either. At the mosque, my father's friends would tell him: "I saw your daughter here... I saw your daughter there...," and that

wasn't easy. It was because of these negative reactions that my parents were reluctant to let me play. But now I am using this experience to approach all those parents of girls in my teams who are unwilling to let them play. I try to talk to them, to gain their trust and explain things to them. There is no reason to prevent a girl from playing football. To think that she is fragile, that she can get hurt more easily than a boy, is wrong. Convincing parents to let their girl play, that motivates me a lot. No one did this for me. With all my experience, everything is now clear in my mind, I know what I want and I know what I can contribute, and this is why I do my utmost.

What is special about the position of being a coach is that you understand the players better and therefore you can help them more. At the same time, you become their confidante, their Mum, their everything. It's already difficult for the girls when they have a problem, but talking about it is even more difficult. Being their coach, you can be this link between them and their environment. It is always good for a coach to be able to question yourself and to listen - an openness of the mind.

Join forces! Expand potential!

Sofie Goetze and Carmen Grimm

**Berlin, Germany, DISCOVER FOOTBALL/
Champions ohne Grenzen/spielaufbau**

We met about three years ago, playing for the DISCOVER FOOTBALL Club Kreuzberg, a women-only leisure team in Berlin. Although we were the two youngsters on the team, we were among the most experienced in coaching and this led us to become friends and coaching partners immediately. We share the same passion for football and coaching, but our backgrounds in football are very different. And we like to consider these differences as our assets. Aged nine, Sofie started playing in a club in Frankfurt and dreamt of a successful football career. Carmen got into football at age 15 when she moved to a new neighborhood in Berlin and joined a team primarily in order to get to know new people. When we were about 18 years old, both of us knew we wanted to become coaches for two reasons - enabling young girls to enjoy the positive effects of the sport but also contributing to changes for the better.


At the end of our adolescence, we both moved to new places - Sofie within and Carmen outside of Germany - both having similar experiences in various places. This made us

look back and realize that we were, and had always been, looking for women coaches and female role models. We had faced prejudice and discrimination on the pitch and within the traditional club on the grounds that football is considered a male sport. However, we both experienced a strong feeling of community within our teams and learned to identify the underlying causes as well as strategies to counter discriminatory situations. It is these two strands that have shaped our activism and coaching practice today. Through the peer-to-peer approach we are now able to create safe spaces not only to play, but also to share gender-related struggles and to express ourselves openly. This position helps us create safety and understanding among and for adolescent women.

Working together as a team has unique advantages and we have developed this skill to suit our particular projects, devising and implementing them. Apart from gathering and developing expertise, in this set-up, we are encouraging each other to constantly do more. We started off with trainings in after-school programs for

girls whose opportunities to play in clubs are restricted for various reasons. We have since shifted our focus to different groups who face barriers entering the traditional club-based football system in Germany, for instance refugees with the organization 'Champions without Borders'. Here, we want to contribute to sports for all as well as facilitate meetings of people who do not usually come together.

Finally, we have also tried to conquer new fields within the sport: With our initiative *spielaufbau* (Playmaking) we create interventions on and about street football courts as well as creative and inclusive coaching material. When not playing football, we practice footvolley with the first women's team in Germany that we co-founded. At our first tournament, we asked the winners about their playing philosophy and they told us: "We are training partners. But we are primarily best friends. So on the court, we play like best friends. This is what makes us strong." Something that is just as true for coaches!

A portrait of Sadia Sheikh, a woman with short dark hair and glasses, smiling. She is wearing a dark polo shirt over a blue shirt. The background is a blurred outdoor setting with trees.

**It's been a long run,
It's been a hard run.**

Sadia Sheikh

Karachi, Pakistan, Diya Women Football Club

I am the founder of the first women's football club in Karachi, Pakistan. In Pakistan we are the only club where mothers play football with us. We empower girls, we get them educated, we help them to find a job, but of course, mostly they play football.

I started playing football in Dubai while I was going to school there. When I came to Pakistan, I couldn't continue since football was not offered. Therefore, I played hockey. Later I started a girls' basketball club. The girls approached me and asked why we don't have our own football club. I only hesitated a little and asked myself if girls would come to play. But why shouldn't we try? So we opened a women's football club in 2003 and have around 60 to 80 girls, not only from Karachi now.

My father, he didn't like it. But my mother is a softball and badminton player; she supported me. My brothers and my uncles always saw me as different but they also saw that I wanted to do something good and supported me. Unfortunately, it is very difficult to find sponsors to fund our woman club. I got four jobs to run my club. I have been a teacher for more than 22 years. I'm a fitness and football coach and I teach physical education as a subject.

'Holidays' is a word I hardly ever use.

Why am I doing this? I'm living in a very backwards culture. Males are always given priority. Even when it comes to food, the best meat part goes to the boy and the girl gets the leftover. My basic concept was women empowerment. I wanted to show families in Karachi that women are as important as males. If you give them the right education, they will support you. We educate our girls twice a week. We teach them to talk properly, how to eat, how to speak, where to speak, how to dress up. We play at schools, and if I meet a girl who has a lot of potential, I talk to the school and ask for support. In return I offer them good publicity. When my girls finish school and university, I help them to find a job. Many of them became teachers in top schools or founded colleges themselves. These girls are supporting their families now because of their good income. Whatever we do, the most important interactions we have are with their families.

Now looking back at my work and what I have achieved, even my father is very proud of me. It's been a long run, it's been a hard run.

Together we can raise the level of women's football



Aminata Sissoko

Ouagadougou, Burkina Faso, Les Princesses

I started playing football with little boys on the street where we used to live. Later, I joined a girls' football team and ever since have been pursuing my career. I'm a sports teacher, football coach and fitness trainer. I played football for 17 years and towards the end of my career I got interested in the coaching side. At the same time, I started training as a PE teacher and at university I was able to study theory of football training and take courses for coaching licenses. This was a gradual transformation from player to coach. One day, I would love to manage a center that is dedicated solely to training girls.

My motivation is first and foremost my passion for football and my wish to pass something on to my sisters. When I look back, I was practicing football even when I didn't have a lot of money, but I have met lots of people and found long-lasting close friendships. Football has given me the opportunity of this education, and it's thanks to football that I am in this position today.

In Burkina Faso, there are women and girls everywhere who are interested in playing football and in coaching. But

there are not the same opportunities. For example, there are some women who have gone into coaching football without having played before. The job of a coach is, in general, not easy at all. At first, you have to get training. The next important step is to gain practical experience and to develop your own personality because it's not easy to be a coach and especially a female coach. You really need to have a strong character to make a career. For me personally, it was a challenge to turn from player into a coach.

I would like to appeal to girls who are interested in football or coaching: Do not hesitate, do it. It hasn't been easy, but we got there. There are obstacles, but you manage. And that forges your character, it gives us transferable skills for other areas in your lives. We will get appreciated for what we are. If all the women who are interested in football coaching do not hesitate to rise to this challenge, then together we can raise the level of women's football closer to that of men's football.

The sky is going to be your limit

Kikelomo Ajayi
Lagos, Nigeria



I used to be a Nigerian national football player and captain of the national team which I've been to the World Cup and the Olympics with. Now I am a coach: assistant coach in Nigeria, and assistant coach in the police team in Nigeria. Where I train there are a lot of young boys and girls. Parents reach out to me and ask "can you train my girls?" After their school I pick them up because they are only little kids whose mothers are always busy working. I take them to training, train them, and afterwards I still look after them, buying them water and biscuits with my own money, playing the role of surrogate mother.

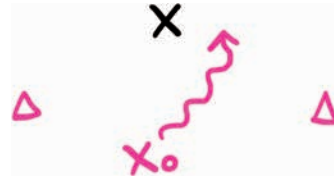
I have many years of experience playing football - I played in the Nations Cup and our team was very successful.

As captain, I've won five African Cups. I've trained with qualified coaches. When I told them that I wanted to retire from playing and become a coach and learn from them, they said, "You can't be a coach! Continue playing!" It was a big challenge to pull this through. Still, I get criticized regularly, like "how can this mother be our coach?" And if I become a coach because of my biography and football career, one argument is that it's too much ambition. This criticism is fueled by jealousy. The young girls who come to my training, I advise them to be focused, to have dedication and, whether Muslim or Christian, to put God first, because when you do that, only the sky is going to be your limit.

5

SCRIMMAGE





5.1

HOW TO ORGANIZE A FOOTBALL TOURNAMENT

List based on text by SUZI ANDREIS, Chrzaszczyki-team, Poland. CLAIMING THE PITCH 2013

Running weekly practices is great. But sometimes we just need to find additional sources of motivation and appropriate competition. Especially when you are not participating in official leagues and unsatisfied about it, you might consider organizing your own football event. Below you can find a checklist with some ideas that you may want to think about before organizing such an event. Before getting started, take your time to think about

the following questions: What is the reason why I want to organize a football tournament? Counteracting discrimination, social cohesion, fun, competition or maybe fundraising? What kind of tournament would I like to have— more international or more local, focused on players' pleasure or searching for a larger audience? How can I involve my entire football team and maybe the invited teams in planning and carrying out the tournament?

CHECKLIST

* VENUE AND DATE

Choose the best possible pitch, according to your budget: a good pitch means less injuries and a more qualitative game. If you foresee audience, make sure that there are terraces or a comfortable place for supporters to watch matches. It's important there are no similar or competitive events at the same time.

* TOURNAMENT RULES AND FORMULA

Set up participation rules and make sure all participants get informed of them: how many teams? do you want to mix teams with different players? what formula – female or mixed teams? If in your target there are LGBT people, don't forget about transgender, i.e. non-biological women or men; how many players in each team; minimum/maximum age for players; what kind of game (5-a-side/7-a-side/...); what rules (kick in or throw in, changes,...).

* REFEREES AND SCOREKEEPING

Decide if you want to have professional referees, or if you will play without referees and with fair play rules. A football tournament has usually lots of scores to be written down and points to be summed. Make sure you have at least one or two people at every pitch to write down goals, scorers, red/yellow cards. The more accurate the scorekeeping, the easier it will be awarding best scorers and players, fair-play team, etc. when the games are over.

* CATERING AND WATER

If you plan an all-day event it's nice to arrange snacks or lunch-packages, no matter if self-made or delivered by a sponsor. Catering can be for free or not, according to your budget. In any case, make sure you have enough water for free, for all participants, for all tournament days.

* SIDE EVENTS

The more events you organize, the more time participants will spend with each other. It's important to have

common events before and after the tournament, for instance: draw for the group stage, teams registration (the day before the tournament), party with prize-giving ceremony, farewell etc.

Involve the participants in as many activities as possible: make them choose the winners of individual prizes (best player, best goalkeeper, fair play,...), arrange self-presentation of each team, for instance on the stage during opening or closing ceremony.

* PRIZES

You can assign team and individual awards. There are no requirements; it's up to your fantasy and budget.

* BUDGET

The earlier you make your budget, the better you can plan the event. Write down the whole project in points: the tournament and all connected events, your goals, organizer/s, target and participants, partners and provisional budget. You need to have a good idea of the whole enterprise if you intend to ask someone for money to realize it.

Here are some possible kinds of income:

Grant. Request a grant from institutions, foundations, 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 or NGO's focused on counteracting discrimination.

Sponsoring. Prepare an offer 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: it can be in the shape of equipment, like balls, jerseys, trophies, or services like catering or medical assistance during the tournament.

Participation fees. You can set up fees for team members (personal) or for teams. Be inclusive: make sure it is affordable to all teams and all players in your target. If possible, assign part of your budget to a support program for those who can't afford participation fee or housing costs.

Organize a **fundraising event** like a benefit party. Involve your friends, music groups or performers and ask them to make a show to attract people. It can be, for instance, a ticketed concert or a party with lotteries and contests.

* ADVERTISEMENT

Before starting, think about whom you want to reach: footballers, spectators, someone else? In what proportion? Then assign your strengths accordingly.

Here are examples for different advertisement activities: Prepare an invitation to your tournament with all basic information and send it to your target: football clubs, national and regional football federation, international and national sport organizations, NGO's.

Prepare a press-info and send it to local newspapers, radios and internet portals. Do some videos about your event and post them on YouTube or Vimeo.

Use social networks like Facebook and Twitter to promote your event.

* SAFETY/INSURANCE

First of all the pitch should be even, with no holes and no humps to preserve players from injuries.

Check the law requirements in your country about medical assistance during sport events. If there aren't regulations, the best minimum practice is arranging medical personnel for the entire tournament duration

and make sure they're equipped with ice-spray, sticking plasters and bandages.

Include in the tournament rules the recommendation that participants should be covered by health insurance. If your budget allows, buy a medical insurance policy to cover the medical costs of injuries that may happen during your event.

Think also about yourself! As an event organizer you are probably responsible for the safety of participants and audience during the tournament. Look around at other sports events and see what they do. If required, buy a liability insurance policy to cover your own risks.

* AFTER THE TOURNAMENT

Clean the venue from empty bottles, lunch packages, papers and all trash resulting from your event. Write a report of the tournament as soon as possible and send it to media and partners so that they have a ready text to publish. Make sure you have good quality pictures and videos of all events.

Prepare and send thank-you letters or messages to all volunteers, sponsors, partners and participants.

5.2

FOOTBALL AS
POLITICAL ACTIVISM

DISCOVER FOOTBALL

Football is not just a sport - it is much more than a team game. Some initiatives use football for social change, for political activism or to promote life skills. And football clubs can use the sport to address social and structural inequality that they confront directly. Football lends itself ideally to the pursuit of these objectives: it is very accessible; it creates a (safe) space; girls and women become physically fit; they meet like-minded women and girls and meet positive female role models. Meeting up at regular football practice can be the only opportunity for some girls or women to meet others in a safe space

away from male family members or persons of authority and this space can just be used for talking and exchange. Through football practice, girls and women gain visibility and respect; develop transferable life skills; gain awareness about social inequalities and their personal right to equality; get a means to empowerment and, last but not least – they have fun.

Here are a few examples of successful initiatives around the world:

DISCOVER FOOTBALL

DISCOVER FOOTBALL is an initiative of the association Fußball und Begegnung e.V. (Football and Exchange), which 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 women and girls 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, making it unique in the world of football. DISCOVER FOOTBALL challenges gender roles by increasing diverse images of strong women in the media.

www.discoverfootball.de

CHAMPIONS OHNE GRENZEN (ChoG) e.V.

is a non-profit association dedicated to providing life aid for refugees in Germany using football as its main tool of empowerment. Yet CHAMPIONS ohne GRENZEN is not only a regional provider of athletic offerings, but acts as an agent to mediate between athletic, social and political groups of engagement to allow refugees to actively take part in the shaping of their environment. They also produce educational material and deliver workshops at the intersection of sports and asylum politics to reduce obstacles and bias on the side of the footballing structures towards refugees. championsohnegrenzen.de/

GUERREIRAS PROJECT

is a collective of athletes, artists and academics that uses football as a tool for gender justice and social change. The name comes from the Portuguese term 'guerreira' which means 'female warrior'. Female football players in Brazil use this term on account of the struggle to be accepted and supported within the traditionally male dominated game. It aims at promoting empowered minds and bodies and raising questions around the regulation of bodies, possibilities of resistance, and social justice within and beyond the game. Therefore, GUERREIRASPROJECT launches multimedia exhibitions, performances and research as well as capacity-building workshops to position professional football players as ambassadors of women's rights and gender justice in their communities. www.guerreirasproject.org/

LA NUESTRA FUTBOL FEMENINO

is an organisation in Buenos Aires, Argentina, that strives to create a space for football practice for young women and girls, integrating the sport with a gender perspective and work in other areas such as education and health. lanuestrafutbolfemenino.blogspot.com.ar

LES DÉGOMMEUSES

is a football team in Paris but also an activist group, founded in 2012, dedicated to the fight – in the sport and through the sport – to promote women's football and works against sexism, LGBT-phobias and all forms of discrimination www.lesdegommeuses.org

BALON MUNDIAL

is a non-profit organization that was founded in 2012 and is the first Sport ONLUS (non profit organization of social utility) founded in Turin, northern Italy. The objective of A.s.d. Balon Mundial Onlus is to prevent and to tackle any kind of discrimination such as racism and sexism, using sport as a vehicle for education to challenge social exclusion. We aim to promote and implement social solidarity, protection of civil rights and a healthy lifestyle through fair play. We are convinced that playing football together can provide for education through vocational training and working integration paths. Moreover, we stress the importance of shared rules and peaceful conflict resolution as tools for collective empowerment. The target group of the organization is the youngsters and the migrant communities living in Turin. Through the creation of vocational training programs, the organization also aims to facilitate the reintegration into learning or working life, developing transferable skills useful on and off the pitch. www.balonmundial.it

THOKOZANI CLUB

The South African club, composed of black lesbians, was named after Thokozani Qwabe, a young lesbian football player and victim of a hate crime in 2007. Since then, the team has advocated for gay rights and against lesbophobia in football. The team provides not only the joy of the game, but also a safe space and a net of mutual support for lesbian football players. Thokozani's work also continues off the pitch: in cooperation with Les Degommeuses from Paris, the team produced a collective portrait of the players' everyday struggles and achievements.

facebook: Tokozani Football Club

SALT ACADEMY

organizes local trainings and workshops in Battambang, Cambodia, and uses football to help build positive relationships, strengthen confidence, and build leadership qualities. The first addressees are young women, victims of human trafficking. But older people are also included in the collective work and volunteering so that cross-generational prejudices and gender stereotypes can be torn down. The social mission also pays off in the realm of sports - the women in the 'Mighty Girls' program are among the best players in the country and have won the last three championships.

www.facebook.com/SALTCambodia/

TIBET WOMEN'S FOOTBALL

In 2011, the first women-only football training was offered in the Tibetan community in India. The idea was for women to be able to connect with each other and other female athletes around the world, and to use the sport as a loudspeaker for their concerns as female refugees. In the meantime Tibetan women's football has developed a programme of professional training in health and team building that is second to none. The result is groundbreaking: football is the first sport that will have a Tibetan women's national team. Besides that the entire organization is supported by women and for women and is inspiring international attention.

"TWF aims to facilitate the expansion of the female Tibetan voice and nurture the idea that Tibetan women possess the talent and capabilities equivalent to men."

(Cassie Childers , Manager Tibet Women's Football).

FOOTBALL V HOMOPHOBIA

Football v Homophobia is a volunteer-based initiative working with football clubs, amongst others UK Premiere League clubs, to create programmes and campaigns. Their expertise includes stakeholder engagement; advice and guidance; knowledge of best practice work from around the world; training for boards, directors, staff, security and senior and youth players; communication methods and resources. FvH is an international initiative opposing homophobia in football at all levels – from grassroots to professional clubs. We want football to take a clear stand against homophobia so that everyone can enjoy the beautiful game and so that football leads the way in removing discrimination and prejudice based on gender identity and sexual orientation.

www.footballvhomophobia.com/



5.3

RECOMMENDATIONS TO FOOTBALL ASSOCIATIONS ON HOW TO SUPPORT FEMALE COACHES

DISCOVER FOOTBALL

In 2013, female football players, coaches and officials from 13 different countries developed a declaration to lobby for more support for women's football and anti-discrimination.

Some progress has been made since then in so far as some of the issues are addressed by the FIFA reform process that was initiated after several corruption scandals and was adopted in February 2016.

In the new FIFA statutes, the objective "to promote the development of women's football and the full partici-

pation of women at all levels of football governance" will be included. A quota was also agreed upon for the new FIFA executive institution: "The members of each confederation must ensure that they elect at least one female member to the Council." In total, the Council will be comprised of 37 members, so the minimum female representation is 16% (6 of 37). The share should be raised in the next years to a minimum of 30% of female representatives, so let's observe carefully if those reform measures will actually improve the overall position of women in football.

Until then, most of the DISCOVER FOOTBALL declaration's claims stay valid:

ARTICLE 3.1: We call upon the international and regional football confederations (FIFA, AFC, CAF, CONCACAF, CONMEBOL, OFC, UEFA)

in regard to finance,

a) to increase the budget for women's football by 1) increasing the FAP budget earmarked for women's football from 15% to 20% by 2015 2) and by gradually increasing this percentage every year

b) to launch an independent and transparent monitoring mechanism of the funds and their allocations for the development of women's football by 1) creating the position for independent budget control for the funds given to the national associations 2) consulting NGOs and their shadow reports 3) listing women's football independently and not under 'technical development' (e.g. in the FAP budget, annual reports, etc.) 4) auditing women's football separately and independently 5) establishing a fundraising and sponsorship section within women's football departments

c) to communicate knowledge and information on pro-

cedures of decision making, distribution of funds and amounts of financial support

in regard to efforts for non-discrimination,

a) to introduce diversity and inclusiveness policies in the governing bodies

b) to include anti-discrimination and diversity inclusiveness in the curriculum for male and female coaches and referees

c) to establish the position of an ombudsperson for discrimination and inclusion

d) to explicitly name sexual orientation as a category of discrimination in the statutes and resolutions

e) to announce and read out Art. 3 of the FIFA Statutes before every international match

ARTICLE 3.2: We call upon the national football associations

in regard to women's representation within the association

a) to establish a women's football department that works independently and has budgetary control

b) to implement a minimum quota of 20% for women involved in football in the executive committees and a

transparent procedure for the appointment and election of the members of the executive committees

c) to increase the number of women in management positions

d) to include female coaches, referees, players and club members in the decision-making processes in women's football development by 1) educating female players, coaches, referees and administrative staff, 2) offering promotion prospects within the executive level

in regard to finance,

a) to transfer all funds allocated to women's football directly to the account of the women's football department

b) to advocate actively for financial and infrastructural support for women's football at the relevant ministries

in regard to efforts for non-discrimination,

a) to introduce diversity and inclusiveness policies in the governing bodies

b) to include anti-discrimination and diversity inclusiveness in the curriculum for male and female coaches and referees

c) to establish the position of an ombudsperson for discrimination and inclusion

d) to approve licenses only to clubs implementing the diversity and inclusiveness policies

e) to establish the position of an ombudsperson for discrimination and inclusion, appointed or elected in a transparent procedure

The demands are directed to FIFA, the regional associations, as well as media representatives.

We need more supporters campaigning for the implementation of the demands on their national associations and media representatives and advance women's football worldwide. **Sign the declaration and spread the word:** www.discoverfootball.de/en/home/declaration-discover-football/



MILENA BERTOLINI, head coach of ACF Brescia in Italy suggests the following measures to reform the Italian Football Federation to create more support for women's football:

Internal reorganization of the Federation (a specific section for women's football does not exist, a 'Lega' that manages women's football from the vertex to the base, but there is too much fragmentation that causes waste of energies and resources) | increase of resources made available (now only 500.000 Euros is the budget, a disgrace) | making laws against discrimination (professionalism does not exist at all for women in sport in Italy) | getting men's clubs involved through clear rules (the situation is very confused right now, there is no coordination or control) | involvement of boys departments with concrete incentives to create girls' or mixed teams | promotion of the activity of women's football into schools | promotion and spreading of women's football through the media.



Besides these claims **KARI FASTING**, a gender and sport researcher from Norway, collected female top level coaches suggestions for getting more women into coaching: **Further development of women only coach education courses | Coaching teams and coaching camps | Develop mentor systems and seminars for top level coaches | Use the few female top level coaches as a resource (role models and mentors) | Networking – Build a female network of coaches.**⁹

Professor emerita Kari Fasting was the first female professor in sport science in the Nordic countries (1987) and the first rector of the Norwegian School of Sports Sciences in Oslo. During the last 30 years, through her research, she has been concerned with various aspects related to 'equality and diversity' in sport, with a focus on sport and exercise in the lives of women.

⁹ Presentation at UEFA/EARE Respect Diversity Conference, Rome September 2014

Fanoos Basir

Kabul, Afghanistan, Afghan Child Education
and Care Organization/Asmayee Football Club

Keep fighting until you win!

During Soviet occupation in Afghanistan, my family had to leave the country and I was born and grew up in one of the refugee camps in Pakistan. I started playing football when I was four years old. In our refugee camp we did not have any sports facilities. At school there was no football team for girls, so I used to play with the boys. Gradually I realized that girls could play too, so I went to my friends' houses and persuaded their parents to let them play. Girls make up fifty percent of society, so if boys can play football, so can girls. When I was nine, I decided to set up my own football club at school. Due to our financial problems we could not afford to work with a professional football coach. In spite of all these problems, I never gave up on my dreams. Football is in my blood. While living as a refugee during my childhood, I always dreamed of coming home to Afghanistan and playing for our national football team. And finally my dream came true. I have returned to Afghanistan and was selected for the national team in 2009.

Nonetheless, when a girl leaves her home to play football, men shout insults in the street. They say that football is not a girl's game, that we ought to go home and do the housework. In a male dominated society, we have no choice but to play indoors. Since returning to Afghanistan I have also been working as coach and recently I set up a women's football team in Nangarhar city.

Football for girls in Afghanistan is about something much deeper. My message goes to all those women who are not leaving their homes, to the daughters, who are held back by their parents, the sisters, whose brothers won't let them do sports: Keep fighting until you win. And I will hold on to my dream: A barrier-free football ground for women in all provinces of Afghanistan.

A close-up portrait of a young Black woman with her hair in small braids, wearing a dark jacket. She is looking slightly off-camera with a thoughtful expression.

**Yes, I like football.
No, I am not a guy.**

Everlyne Anyango Ochieng
Nairobi, Kenya, Vijana Amani Pamoja

During my childhood, living with my father, football did not play a big role because he never allowed me to play. But then I met a particular coach who awoke my passion for football. He was not feeling well, and he trusted in me to look after a group of girls and boys. Unfortunately, he died and all responsibility went to me. Then, through a girl's program on football for social impact called Mrembo, meaning 'beautiful', I got an opportunity to coach the girls in an even better way. It was something that I reflected from my own life and how my Dad forbid me continuing playing football. At least I could reflect it via coaching the girls. I felt fulfilled and happy.

Today I'm a football coach in Nairobi at Vijana Amani Pamoja, a Community Based Organization (CBO) that empowers adolescent youths through football. We coach girls from the age of nine to 21. We are trying to integrate social and economic values through football

by creating a pro-active healthy environment. Through our football program we educate the young girls on the importance of hygiene, sexual reproductive health and issues relating to HIV/AIDS. The additional football training enables them to be physically healthy and active. As coach I act as a parent. I am there to guide and counsel the girls when they have issues affecting them. We are helping them to participate in our Kenyan women's provincial league so that they can technically, socially, tactically and physically grow in this world of sport. Hopefully it gives them an opportunity to show their strengths and unveil their hidden beauty even as they are facing violations from their own communities. This improves their self-esteem, helps them feel confident expressing themselves and enables them to make informed choices regarding their health and wellbeing as well as their path in life.

Be the change you want to see in the world



Mashal Hussain

Karachi, Pakistan, Karachi United Football Foundation

I'm from Karachi, Pakistan. I'm a kinesiologist and a football player by heart. I came from off the pitch. I was an injury rehabilitation specialist. A very close friend of mine ripped his anterior cruciate ligament while playing football. It was my job to help him to get back into playing. And doing that, we started talking about football bio-mechanically, and he made me watch a lot of football. His family ran a small club in Montreal where they coached primarily under-7s at that time. I got really involved in helping out at summer camp and wanted to become a coach. I realized that studying it from a scientific point of view helped in coaching because you had a different way of explaining things and it just became very fun to coach. And in coaching I am learning also things about playing, and since 2007 I've been playing football too.

After I graduated I moved back to Pakistan. There, the situation wasn't ideal. I found out that the want to play creates the need to create a system. So myself and, at that time, two other people teamed up with a local club that had already existed for about 15 years. But they just didn't have any women's set-up, or youth set-up until we joined them. Consequently I have been involved

in developing the Karachi United Football Foundation (KUUFF). Though the concept of football for development is in its infancy in Pakistan, KUUFF is proud to celebrate the establishment of the first Under-10 and Under-12 club-level girl's squads in the country, and one of the most successful Women's Squads in terms of developing female athletes, scholarships and leadership opportunities in Pakistan. We leverage the power of football to create community uplift, but also rejuvenate the football industry in Pakistan. My work within this larger social development umbrella is focused on two aspects: women's football excellence, and working on social development issues that pertain to women in Pakistan.

Apart from football skills, women in our program are encouraged and facilitated to realize economic empowerment, educational progress, and leadership development through programs I develop and manage. Our programs are designed to encourage these girls to pursue things that truly interest them, albeit beyond the pitch. Presently, my passion has brought me to pursue a Master's degree in the field of public administration at the Harvard Kennedy School of Government. I am here because of

football; more importantly, I am here for football. I am here to give a voice to the sport for development model in which I believe - of which I am a product - but also to learn how to do what I love in a more effective way.

As coach I realized the importance of having an authority figure, somebody to guide you. And in being a coach, you get to watch people learn. You learn from them in the process of teaching them. And I think that's one of my favorite things about being a coach, to watch the process happen. And to see players develop. And one of my favorite things is when you teach them a drill and you see them execute it without you telling them. It's so fulfilling.

It's like being in an alternate but parallel universe – I experience joy, pain, love, failure, success, and every other human emotion I have come to understand. Through those emotions I also recognize values and lessons, and I extract from them, reflect on them, and have come to understand myself, as well as the (real) world beyond the pitch. It means everything to me – that's why I play football.

Life is about making other people happy

Hoàng Thị Phương Trinh

Huế, Vietnam, Football For All in Vietnam

I live in Huế, Vietnam and I work as a volunteer and coach at the Football for All in Vietnam project (FFAV). I started playing football when I was nine years old, I was first introduced to the sport through Physical Education at school and then I joined a girls' team. When I was 14, we took part in the Norway Cup 2011, the largest international football tournament for youth. Even though, at that time, we were not particularly good football players, our coach taught us to be confident. He trained us, he talked with us, he brought us power, self-confidence and optimism, and he became my inspiration.

While playing football, I realized that it is important to help girls to learn life skills, which is a very important issue in Vietnam. Football has helped me personally, and this is why I see its potential – the skills you learn in football can help you in life generally. This is why, last year, I decided to start training to become a coach. I also want to share my experiences. I am working for Football for All in Vietnam. This is a grass-roots project working

with children, boys and girls, focusing on life skills and HIV prevention. It has been very difficult for me to become a coach because I am not a professional player. This is why, at least for the time being, I can only teach the children who FFAV is working with – they are orphans or affected by HIV, in general from disadvantaged backgrounds. I am still doing the training to get my official license.

I am interested in learning more from other coaches, and I would also like to help improve the situation in my country concerning women coaches and women's football. Apart from training, I would love to organize events with football practices or a tournament in connection with workshops on life skills. My favorite exercise is one that [FIFA coach] Monika Staab presented at a workshop in Vietnam that I took part in: a simple exercise about touching, just feeling the ball, which is very effective.

My dream is to become a role model to the children I train.

Become a leader yourself!

Lebogang Maranda Tlhako

Johannesburg, South Africa, Premiere Skills

I was six years old when I started playing football. I had a friend where we used to live and grew up, he saw me playing with the boys when we were young. He said we are friends and took me to his club. So we went together, and they liked me and I played there. The funny part about it is that as girls we were not allowed to play football then. But I guess I looked like one of the boys and my coach gave me another cut to look like the boys. So I had the chance to play with the guys. They didn't know that I was a girl since I didn't have breasts yet. I was the only one. When I was six years old I grew into football but I started to play football for the league when I was 10 years old. I played for many different clubs since we never had any club for girls to play. My parents were very supportive since they knew that I loved football a lot, and they didn't want to take that away from me. That's what's special about it, they gave me full support here.

Because of my ankle injury I decided to become a coach in 2010. I took coaching courses, and I met grassroots football. With that, I was introduced to facilitation. I got my coaching license also from the football federation and certifications from different organizations. I met Premier

Skills through grassroots football, and we were trained to become community coaches, and I also graduated to become a professional coach educator. I really love teaching other coaches to become better coaches and focus on passing along what qualities of a good coach are. For me, a coach has to be a role model. They have to be dedicated to it, have to be organized, but most important they have to be very supportive and motivational and give the players space to think for themselves. I'm also training a senior team in the club Blue Birds, an academy for girls. Within our organization we mix football with life skills. I want to motivate my girls not just for football, also for their lives. For me, football and life go together. Football has a discipline of its own, and I want that girls take that home. If they are disciplined during playing football, it will help them to focus in life too. It gives you the courage and power of endurance to better understand the people and take responsibility for themselves.

If I can see more girls and women involved, empowered and become leaders - not followers - then I will be the happiest woman alive.

RESOURCES AND LITERATURE

TRAINING PRACTICE

Platform with information and coaching aid for women's football coaches [English] www.shekicks.net/home

Databases of diverse football drills [English]
www.coachingsoccer101.com/drills.htm
www.soccerxpert.com/drills.aspx
www.professionalsoccercoaching.com/

Female Coaching network, all sports [English]
<http://femalecoachingnetwork.com/>

Short videos of girls presenting and explaining their favorite football skill [German]
www.spielaufbau.com/mein-lieblingstrick/

GOAL Program: Combining sport and life skills sessions [English] goalprogramme.org/

FIFA-guide on health and fitness for female football players [English]
resources.fifa.com/mm/document/footballdevelopment/medical/59/78/19/ffb_gesamt_e_20035.pdf

LaVoi, Nicole M. (ed.). Women in Sports Coaching. London: Routledge 2016 [English]

THE COACHES AND INITIATIVES PRESENTED IN THIS MANUAL IN ACTION!

TV Interview with Cassie Childers on Tibetan Women's Football. www.youtube.com/watch?v=uY-Byz9sr1Xo

The movie featuring Seyni's project on football in the neighbourhoods was put on youtube [mainly French with German translation]
www.youtube.com/watch?v=G4A4n1c47To

A documentary featuring the DISCOVER FOOTBALL international football festival 2013! Amazing spirit! [Mainly English, English subs] vimeo.com/97233457

Foot For Love. Short video about Thokozani FC visiting Les Dégommeuses in Paris [English and French, French subtitles] vimeo.com/67076668

Follow Marlene Assmann's Vimeo account for storytelling videos of different participants and female footballing pioneers! vimeo.com/72735926

Football Under Cover: Documentary about the first official women's football match in the Islamic Republic of Iran. [English, German, Persian, various subtitles]

GENERAL INFORMATION ON WOMEN'S FOOTBALL

Short video on first female coach of a professional men's team in France's 2nd division.
www.youtube.com/watch?v=sqYwEaUTHPo

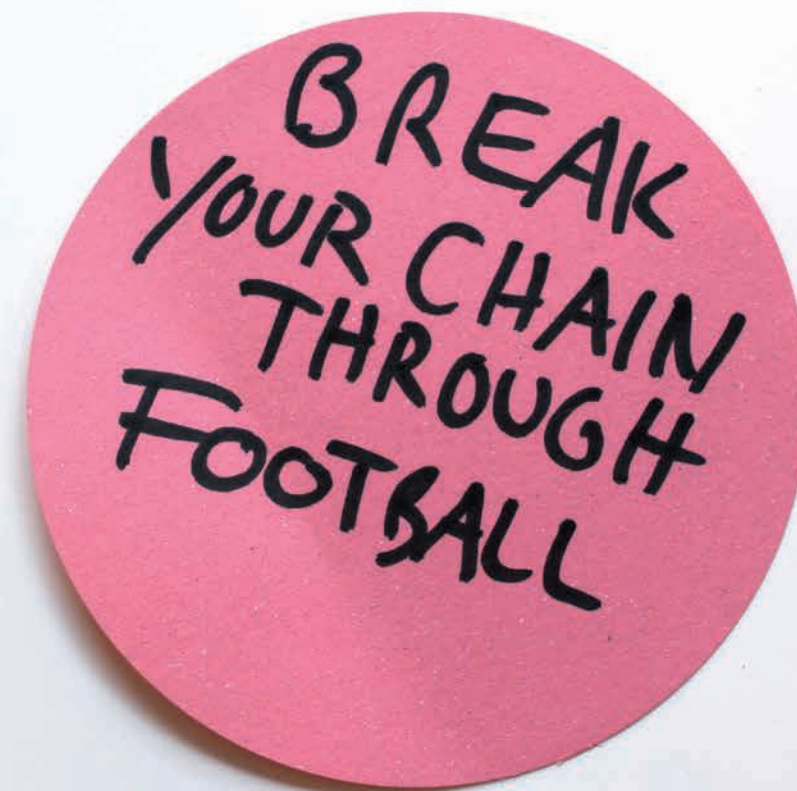
Study on women's football in UEFA 2014-2015:
www.uefa.com/MultimediaFiles/Download/Women/General/02/03/27/84/2032784_DOWNLOAD.pdf

WOMEN'S FOOTBALL BLOGS

Blog by Olga Trujillo from Mexico on Female Athletes [Spanish] diosasolimpicas.com/

Blog by Adrienn Csepelyi from Hungary on Women's Football [Hungarian] kotenyny.blog.nepsport.hu/

Blog by the DISCOVER FOOTBALL network [English]
<https://claimthepitch.org/>





“Without football I don’t know what I would have become”

(Seyni Ndir Seck)



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