COMMON GOAL
GLOBAL
GOAL 5 ACCELERATOR
COLLECTIVE PROJECT
GLOBAL GOAL 5 ACCELERATOR

Global Goal 5 Accelerator is a project of Common Goal, lead by Football for Good organisations Soccer Without Borders and Women Win.

VISION
A world where every girl has the opportunity to develop her full potential.

STRATEGY
Increase girls’ participation as well as the proportion of female coaches and leaders in Football for Good community programmes, ensuring that every girl has a female role model in her community.
Followed by nearly half of the world’s population, football has a powerful influence on norms and attitudes at an individual, community, and global level. Moreover, participation in football gives girls an opportunity to understand their bodies as athletes, build their confidence and voice as leaders, and access a community of supportive peers and mentors.

Common Goal has teamed up with Soccer without Borders and Women Win to implement Global Goal 5 Accelerator, a collective project to advance the efforts of grassroots organisations towards gender equality. The programme will focus on increasing girls’ participation as well as the proportion of female coaches in Football for Good community programmes, ensuring that every girl participant has a female athlete role model in their community.

The first phase of Global Goal 5 Accelerator took place in East Africa, with the idea of initiating the project on the continent with the lowest girls’ participation on the planet. The next phase will be implemented in Latin America under the banner of “SOMOS Equidad”.

While they might be at different stages of their progress toward gender equality in their programmes and their overall set-up, participating organisations share the commitment to work towards achieving significant advancements on the topic, including working towards ensuring that gender equality is represented in leadership of organisations and support organisations to benchmark and measure their progress.

There are more than 600 million girls in the world today. Every one of these girls has the potential to lead – herself, her peers and her community. This potential is impeded by the fact that gender inequity and discrimination are deeply entrenched and widely tolerated throughout the world. Global Goal 5 demands gender equality and creates a roadmap to achieve it, one that football is uniquely suited to lead.

**OBJECTIVES**

- Increase girls’ participation in football for Good community programmes across the world.
- Increase the proportion of female coaches to ensure that every girl participant has a female athlete role model in her community.
- Ensure that gender equality is represented in leadership of organisations and support organisations to benchmark and measure their progress.

**WHO IS PART OF GLOBAL GOAL 5 ACCELERATOR**

**Female Coaches and Organisational Leaders** in Football for Good community programmes: ensuring that every girl participant has a female athlete role model in their community.

**Common Goal** is a pro-athlete driven movement that promotes a 1% contribution of all revenues generated by commercialising the game to collectively advance the Global Goals.

**Women Win** is a global expert in women’s empowerment through sport, and supports organisations that use sport as a tool to empower girls and young women to know their rights, specifically regarding gender-based violence, sexual health, and economic empowerment.

**Soccer Without Borders** is a US-based NGO that uses football as a vehicle for positive change for underserved youth. The organisation also runs projects in Nicaragua and Uganda, where the focus is to strengthen the position of women within society.

“**We need to have more female role models for the girls to see, to inspire them. If we start with this generation, they can shape a new future with greater gender equality.”**

Catherine Kabanyana
Girls’ Programme Coordinator at Soccer Without Borders Uganda
Using the power of football to influence norms and attitudes surrounding female participation in the game at an individual, community, and global level.

Promoting female leadership within Football for Good organisations and on the pitch.

Creating equal opportunities for girls and women to play football, enabling them to understand their bodies as athletes, build their confidence as leaders, and participate in football with the support of peers and mentors.

1. HOW FOOTBALL FOR GOOD CAN BE A VEHICLE FOR GENDER EQUITY

Work against the mechanisms and dynamics that enforce gender inequity and discrimination, by:

1. Cohort Forming & Learning – Organisations start their journey by coming together and agreeing on learning principles.

2. Learning – Leaders and coaches learn about the topic of gender equity and indicators of progress.


2. HOW THE PROGRAMME ENABLES FOOTBALL FOR GOOD ORGANISATIONS TO EMBED GENDER EQUITY WITHIN THEMSELVES AND THEIR COMMUNITIES

Develop concrete strategies for girls’ recruitment and retention in programmes, how to gain parent/guardian permission and support, and how to ensure that girls become competent and confident in themselves on the pitch and with their teammates.

Identify and support local pipelines for female athlete role models and coaches and build the capacity of these women. This also includes providing access to female athlete role models and coaches in organisations that lack this resource through programmes like Women’s Sports Corps, or other exchanges.

Identify 1-2 Global Goal 5 Champions within each organisation, and ensure that they have specific goals and benchmarks for their work in this area. This also includes supporting these Champions to identify internal organisational barriers to advancing their efforts, and creating a plan to reduce or eliminate these barriers.

ON THE PITCH

ON THE SIDELINES

IN ORGANISATIONS

ON THE PITCH

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5. Implementation – The cohort works to deliver on their action plans with regular support and exchange among members.

6. Leadership Development – Project leads (WW & SWB) identify challenges and conduct workshops and training to address them.

7. Results – At the end of the process, organisations conduct a further self-assessment to evaluate the extent of their progress and where to make adjustments.

In many communities around the world, football is still regarded as a “man’s sport”, hindering young women from participating.

Too few female role models on and beyond the pitch for young women to follow and be inspired by.

Lack of self-esteem and self-confidence among girls and young women, which prevent them from reaching their full potential.

GLOBAL GOAL 5 ACCELERATOR COLLECTIVE PROJECTS


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CHALLENGE

The potential of girls and young women to lead (themselves, their peers and their community) is impeded by the fact that gender inequity and discrimination are deeply entrenched and widely tolerated throughout the world.

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GLOBAL GOAL 5 ACCELERATOR COLLECTIVE PROJECTS
Global Goal 5 Accelerator was launched in February 2020 in East Africa with the participation of 9 Football for Good organisations. The following graphic provides an overview of the different phases of the project implementation over the course of 2020. The budget for the 2020/2021 cycle of implementation was €45,000.

**PROJECT TIMELINE**

- **PHASE 1 >> Design**
  - Planning content and design of the project.
- **PHASE 2 >> Cohort Formation & Learning**
  - 4 days of in-person workshops around gender equality for 26 organisational leaders and coaches hosted by SWB Uganda.
- **PHASE 3 >> Implementation**
  - Organisations and coaches implement their action plans, with activities that are personalised to their context and gender equity journey.
- **PHASE 4 >> Analysis & Adaptation**
  - Check in with organisations, analysis of results, and adapt materials.

**PROJECT IMPLEMENTATION**

8 Coach Action Plans implemented, including:
- 3-day workshop for 32 female coaches in Kilifi, Kenya.
- 4-day girls’ football camp reaching 30 girls.
- Creation of first girls’ league with 12 female teams and over 100 players.
- Creation of girls’ football tournament with four teams.

8 Organisational Gender Action Plans implemented, including:
- 3-day policy meeting resulting in new maternity leave policy and new safeguarding certifications.
- A new first division women’s team in Tanzania.
- New female coaches of girls’ teams engaged.
- Over 100 new girls and 30 adult women enrolled at Malaika in DRC.
- New girls’ team created at Watoto Wasoka in Uganda.

**IMPACT IN THE FIELD**

- **Outputs 2020**
  - 9 organisations added new curriculum or trainings related to coaching girls.
  - 75% of organisations improved the visibility of girls and women in their communications.
  - 63% of organisations made progress on their Gender Action Plan on organisational-level priorities.

**Outputs 2020**

- 156 Hours of Coach Training
- 792 Hours of Gender Equality Training

**Impact 2020**

- 88% of organisations increased the number of female coaches engaged.
- 88% of organisations invested more financial/material resources into girls’ programming.
- 88% increased the engagement of girls in their programmes.
- 100% of organisations improved the visibility of girls and women in their communications.
FOOTBALL IS A TEAM GAME, AND SO IS SOCIAL CHANGE.

COMMON GOAL