

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.



ABOUT THE PROJECT

GLOBAL GOALS SUPPORTED



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.

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 making significant advancements on the topic; including working towards achieving gender equality at the leadership level of the organisation.

OBJECTIVES



Increase girls’ participation in Football for Good 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.



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.



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.



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



GLOBAL GOAL 5 ACCELERATOR IN EAST AFRICA

HOW IT WORKS

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.



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.

SOLUTION

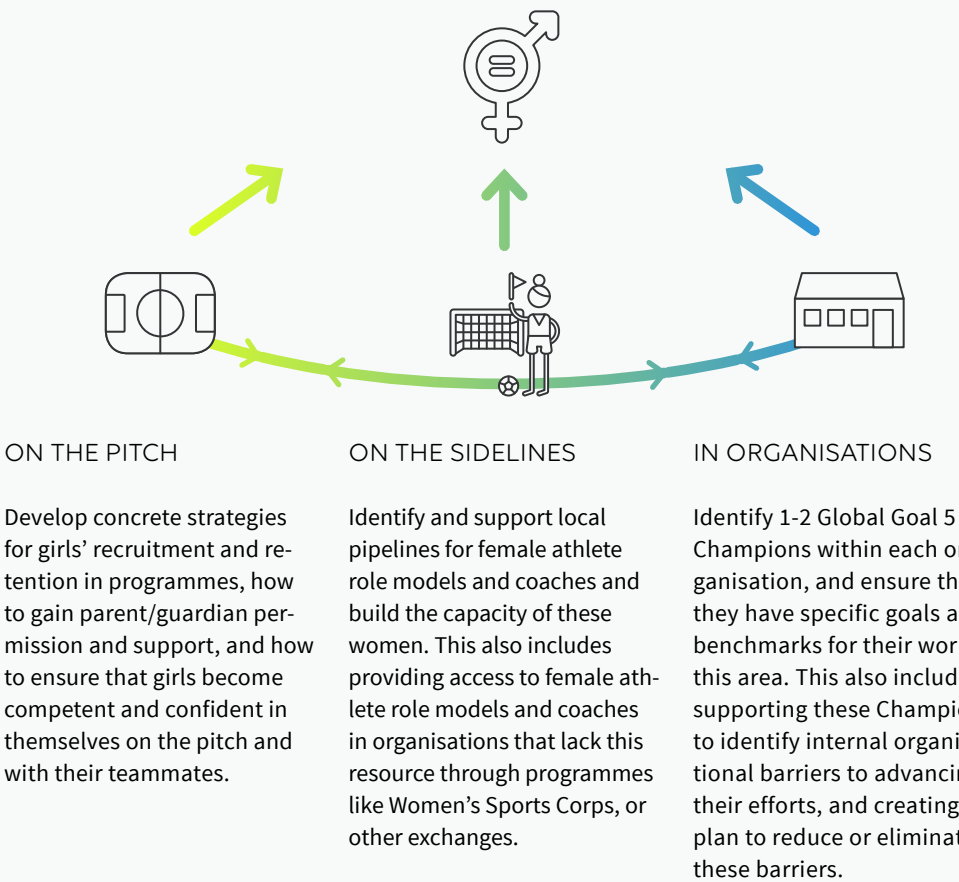
Work against the mechanisms and dynamics that enforce gender inequity and discrimination, by:

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 with the support of peers and mentors.

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



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



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.



3. Self-assessment – The cohort of organisations collectively conducts a self-assessment that results in the creation of a score card.



4. Creating a Gender Action Plan – Leaders and coaches develop their own Gender Action Plan to drive gender equity in their community.



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.

IMPACT

SHORT TERM

Through the project, organisations embed Global Goal 5 into their leadership and programmes offering a positive environment for girls and young women to develop their potential and a clear pathway for organisations to become more gender-equitable.

MID TERM

By reducing barriers and creating more inclusive environments at every level, girls and women have positive role models and opportunities to advance as leaders in their communities and organisations.

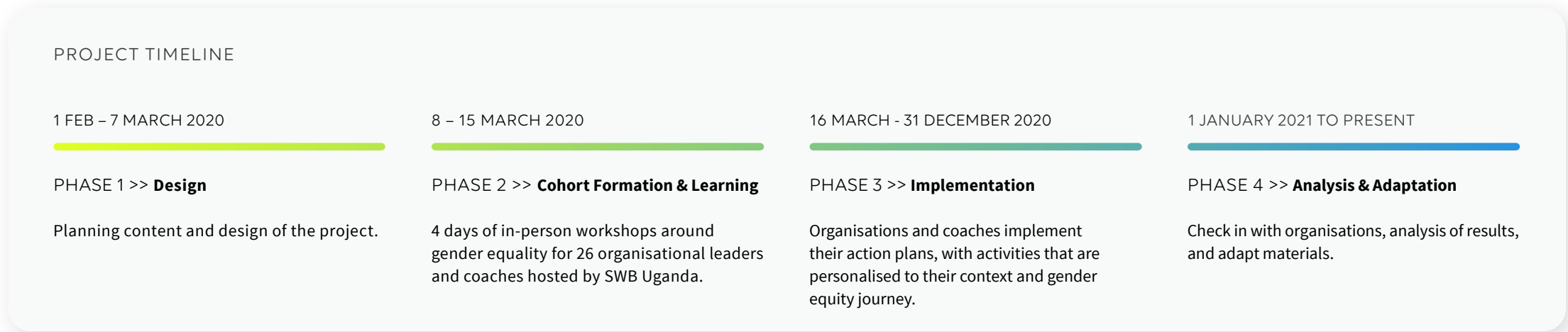
LONG TERM

Equal opportunities enable girls and young women to unfold their potential and shape society.

IMPACT IN THE FIELD

PROJECT IMPLEMENTATION

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.



OUTPUTS 2020

9 ORGANISATIONS 5 COUNTRIES
156 HOURS OF COACH TRAINING
792 HOURS OF GENDER EQUALITY TRAINING



8 Coach Action Plans implemented, including:

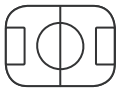
- 3-day workshop for 32 female coaches in Kilifi, Kenya.
- 4-day girls' football camp reaching 30 girls.
- Creation of first girls' league with 12 female teams and over 100 players.
- Creation of girls' football tournament with four teams.



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 2020



On the Pitch

88%

of organisations invested more financial/ material resources into girls' programming.

88%

increased the engagement of girls in their programmes.



On the Sidelines

88%

of organisations increased the number of female coaches engaged.

75%

of organisations added new curriculum or trainings related to coaching girls.



In Organisations

100%

of organisations improved the visibility of girls and women in their communications.

63%

of organisations agree that they made progress on their Gender Action Plan on organisational-level priorities.

FOOTBALL IS A TEAM GAME,
AND SO IS SOCIAL CHANGE.

COMMON GOAL



Leaders
Sports Award (2019)



Fast Company Most Innova-
tive Companies (2018)



WeWork Creator
Award (2017)



UEFA Foundation for
Children Award (2016)



UN ECOSOC
Consultative Status (2014)



European
Citizen's Prize (2013)



UEFA Monaco Charity
Award (2011)



WEF Social Entrepreneur of
the Year (2011)



Ashoka Fellowship
(2007)



Laureus Sport for
Good Award (2006)



FIFA Fair Play Award
(2006)