



# GG5 Accelerator – SOMOS Equidad

Driving progress towards gender  
equality



## THE GOAL

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



## THE 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.



launch

2020

funding

€166K

overall

€121K

2021

the team in 2021

40

players / managers / businesses  
pledging 1%

9

community organisations



Impact Sponsors



## PROJECT OVERVIEW

**Every girl in the world has the potential to lead – herself, her peers and her community, but their potential is impeded by entrenched and widely tolerated gender inequity and discrimination.**

Common Goal has teamed up with Soccer without Borders, Women Win and Fundación Selección Colombia to implement Global Goal 5 Accelerator, a collective project to advance the efforts of grassroots organisations towards gender equity.

The programme 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.

Following the successful implementation in East Africa, the second chapter was launched in Latin America at the end of 2021, and is currently being implemented under the banner of "SOMOS Equidad".

While they might be at different stages of their progress toward gender equity in their programmes and their overall set-up, participating organisations share the commitment to work towards making significant advancements on the topic; including 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.



Improve capacity and capability of football for good organisations to serve women and girls in their communities, and ensure gender equity in their leadership.

## TEAM LEADS



**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.



**Fundación Selección Colombia** is a NGO that promotes social transformation through football. It delivers programs to underserved children and youth, supporting them to learn values and develop life skills.



**SOMOS** is an initiative created by five Colombian professional female players seeking to achieve gender equality for girls in Latin America, with the help of different organisations worldwide.

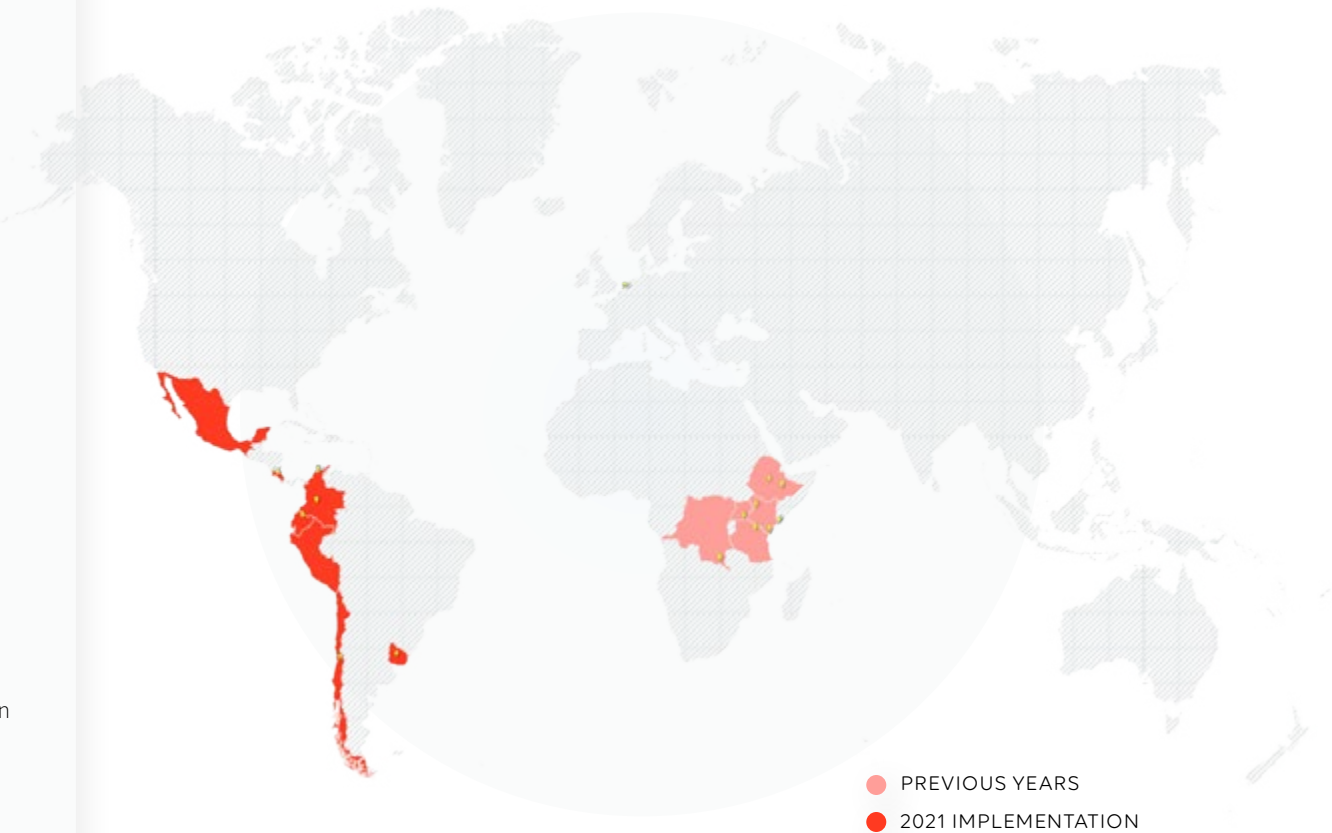


**Women Win** is a global expert in women's empowerment through sport, and supports organisations that use sport as a tool to empower girls and young women to know their rights, specifically regarding gender-based violence, sexual health, and economic empowerment.



**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.

## LOCATIONS



## AFRICA

- **DR Congo:** Malaika
- **Ethiopia:** Sport the Bridge, SWB
- **Kenya:** Moving the Goalposts Kilifi, TYSA, VAP
- **Tanzania:** Future Stars Academy
- **Uganda:** Watoto Wasoka

## N.AMERICA &amp; THE CARIBBEAN

- **Chile:** Fútbol Más
- **Colombia:** Fundación Tiempo de Juego, Fútbol Con Corazón
- **Costa Rica:** SEPROJOVEN
- **Ecuador:** FUDELA
- **Mexico**
- **Peru**
- **Uruguay:** Asociación Civil Gurises Unidos

CHALLENGE

Gender inequity and discrimination are an obstacle for girls’ and young women’s leadership potential.



Stigma

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



Lack of role models

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



Girl's development hindered

Lack of self-esteem, self-confidence and information prevent young women from reaching their full potential and standing for themselves.

SOLUTION

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

A. How football for good can be a vehicle for gender equity



On the pitch

Develop concrete strategies for:

- girls’ recruitment and retention in programmes;
- gaining parent/guardian permission/support;
- ensuring girls confidence on the pitch and with their teammates.



On the sidelines

Enable female athlete role models and coaches to reach their full potential by identifying, supporting, and providing access to local programmes helping women build their capacity.



In organisations

Identify Global Goal 5 Champions within organisations, support their work towards gender equality, and help identify barriers to advancing their efforts, creating a plan to reduce or eliminate obstacles.

Promoting female participation

Using the power of football to influence norms and attitudes surrounding female participation in the game at an individual, community, and global level.

Enabling female leadership

Promoting female leadership within football for good organisations and on the pitch.

Creating equal opportunities

Creating equal opportunities for girls and young women to play football, enabling them to understand their bodies as athletes.

B. 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 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

Women and girls improve their lives through football all over the world.

Embedded gender equity

Organisations have a clear pathway to become gender-equitable and offer a positive environment for young women to develop their potential.

Positive role models enable change

By creating more inclusive environments at every level, girls and young women have positive role models and opportunities to advance as leaders.

Young women can unfold their potential

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



OUTPUTS SINCE THE LAUNCH



12 countries reached



21 implementing organisations\*



22 community leaders trained



900+ hours of training

\*Including organizations in Latin American countries funded by Scotiabank and Bancolombia

PROJECT IMPLEMENTATION IN 2021

1<sup>ST</sup> QUARTER >> JAN - MAR 2021  
Analysis of East Africa results

ACTIVITIES	OUTPUTS
▷ Check in with organizations.	▷ <b>Endline survey finalized.</b>
▷ Endline survey carried out with project participants to assess gender equity related changes in the organizations.	▷ <b>East Africa's final report delivered.</b>

2<sup>ND</sup> QUARTER >> APR - JUN 2021  
Prospecting expansion to Latin America

ACTIVITIES	OUTPUTS
▷ Alignment among expert partners on challenges and potential project models.	▷ <b>Funds secured for Latin America chapter.</b>
▷ Concept design and proposal development.	▷ <b>Project concept defined.</b>
▷ Structuring of local project team.	▷ <b>Context understood and basis for the project implementation in place.</b>
▷ Preparatory workshops on gender appropriate communications.	▷ <b>Involvement of 5 female professional footballers in the project design.</b>

3<sup>RD</sup> QUARTER >> JUL - SEP 2021  
Project planning for Latin America chapter

ACTIVITIES	OUTPUTS
▷ Project planning and program design for Latin America chapter (SOMOS Equidad).	▷ <b>Program designed and training curriculum defined.</b>
▷ Identification of implementing partners.	▷ <b>Inclusion of 14 new locations.</b>
▷ Involvement of two additional regional funding partners to include further locations.	

4<sup>TH</sup> QUARTER >> OCT - DEC 2021  
SOMOS Equidad kick-off

ACTIVITIES	OUTPUTS
▷ Selection of staff members and trainers to take part in the programme.	▷ <b>Expert partners aligned on the content and training sessions scheduled.</b>
▷ Kick-off of SOMOS Equidad (Latin America chapter).	▷ <b>Implementing partners, staff members and trainers selected.</b>
▷ Workshop with selected team members.	▷ <b>Operation , financial and communication manuals created for colective implementation.</b>
▷ Articulation meetings with selected team.	



IMPACT IN 2021

## SOMOS Equidad launched in Latin America.

**12** organisations in 7 countries.

**5** pro players involved in project design and implementation.

**36**

female staff and coaches selected and trained to champion gender equality in their communities.

**30+** workshops and meetings implemented.

**3,200**

players expected to be reached in 2022.

“In Latin America, football is an industry with many inequalities (...).

**M SOMOS Equidad strives to use the sport to change that, to advance gender equity for generations to come.”**

**ANA ARIZABELETA**

Executive Director at Fundación Selección Colombia