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„FRAUENFUSSBALL, EMPOWERMENT UND ENTWICKLUNG“

Eine qualitative Inhaltsanalyse über das *Empowerment* von Frauen
durch den Frauenfußball

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Abstract

Football is considered as the most popular sport in the world and more and more women discover women's football for themselves. The development discourse observes in the "sport for development" approach many benefits that football can bring to the individual and society. This thesis shows the potential of football for development studies and focuses especially on the empowerment of women through participation in football. The aim of this thesis is to present to what extent women are empowered through women's football. The following research question is addressed, "How can women's football contribute to women's empowerment?" To answer the research question, the statements of the experts during the FIFA Women's Football Convention (2019) were utilized and analyzed using the empowerment dimensions of Malhotra et al. (2002) and qualitative content analysis according to Mayring (2015). The results show that women are empowered in different ways by women's football in the economic, socio-cultural, familial or interpersonal, legal, political and psychological dimensions.

Der Fußballsport gilt als die beliebteste Sportart der Welt, sodass auch immer mehr Frauen den Frauenfußball für sich entdecken. Der Entwicklungsdiskurs sieht in dem „Sport and Development“-Ansatz viele Vorteile, die der Fußballsport für das Individuum und die Gesellschaft mit sich bringen kann. Die vorliegende Arbeit zeigt das Potential des Fußballsports für die internationale Entwicklung auf und stellt besonders das *Empowerment* von Frauen durch die Teilnahme an dem Fußballsport in den Fokus. Das Ziel der vorliegenden Arbeit ist es darzulegen, inwiefern Frauen durch den Frauenfußball *empowert* werden. Dazu wird die folgende Forschungsfrage behandelt: „Wie kann der Frauenfußball zum *Empowerment* von Frauen beitragen?“ Um die Forschungsfrage zu beantworten wurden die Aussagen der Expert*innen während der FIFA Women's Football Convention (2019) herangezogen und mithilfe der *Empowerment*-Dimensionen von Malhotra et al. (2002) und der qualitativen Inhaltsanalyse nach Mayring (2015) analysiert. Die Ergebnisse zeigen, dass Frauen in den ökonomischen, soziokulturellen, familiären bzw. zwischenmenschlichen, rechtlichen, politischen und psychologischen Dimensionen durch den Frauenfußball auf unterschiedlichste Art und Weise *empowert* werden.

1. Einleitung

1.1. Motivation, Forschungsstand und Relevanz

Seit meiner Kindheit kann ich mich gut daran erinnern in dem Garten meiner Eltern Fußball gespielt zu haben. Oft habe ich meine Eltern und meine Schwester angebettelt mit mir gemeinsam zu spielen, doch nach einiger Zeit hatten meine Familienmitglieder keine Lust mehr, sodass ich mit meinen Freunden auf den Bolzplatz Stunden über Stunden den Ball kickte. Bis heute kann ich mich gut erinnern, dass ich oft das einzige Mädchen auf dem Bolzplatz war und viele männliche Jugendliche sich wunderten. Jedoch als wir begonnen hatten Fußball zu spielen fühlten wir uns alle am Bolzplatz gleich, ganz unabhängig von unserem Geschlecht, Aussehen, Alter oder ähnlichem. Dann im Gymnasium fragte mich eine Freundin im Sportunterricht, ob ich nicht Interesse hätte, ein Probetraining bei ihrem Fußballverein zu machen. Diese Gelegenheit wollte ich nicht verpassen und spielte nach meinem ersten Training 10 Jahre lang weiter in diesem Verein. Je älter ich wurde, desto klarer wurde mir, wie wichtig der Fußballsport für mich persönlich wurde. Ich legte meinen Alltag auf das Fußballtraining aus und plante meine schulischen Pflichten, wie Hausaufgaben, das Lernen für die Schularbeiten oder auch meine Freizeit dementsprechend aus. Mit dem Fußball hatte ich eine neue und so große Leidenschaft im Leben, die mir deutlich mehr als nur eine sportliche Aktivität an sich gab. Durch den Fußball lernte ich zusätzlich auch selbstbewusster, disziplinierter und sozialer zu sein, jene Fähigkeiten, die mich bis heute prägen und mich in meinen alltäglichen Herausforderungen stärken. Ich kann sagen, dass der Fußball mich auf eine Art und Weise *empowert* hat, die ich mit nichts anderem in meinem Leben vergleichen kann. Als ich dann begonnen habe zu studieren, machte ich mir viele Gedanken darüber, ob der Fußballsport nicht auch für viele andere Mädchen so einen positiven Einfluss auf ihr Leben gehabt hat oder haben könnte wie bei mir und wollte dem wissenschaftlich auf den Grund gehen. Meine Bachelorarbeit verfasste ich über den Frauenfußball als Interventionsraum zum Aufbrechen von weiblichen Geschlechterstereotypen und hatte daran Gefallen gefunden, den Fußball und die Sozialwissenschaften miteinander zu verbinden. Mir war bewusst, dass der Frauenfußball in der Sozialwissenschaft als ein Nischenbereich galt, welches meine Motivation noch mehr stärkte in diesem Bereich wissenschaftlich zu forschen. Die vorliegende Masterarbeit soll einen weiteren Beitrag zur Bedeutung des Fußballs in den Sozialwissenschaften leisten, da meiner Ansicht nach durch den Fußballsport spielerisch so viele Probleme einer Gesellschaft gelöst werden könnten. Um es nicht nur bei meiner eigenen

Meinung bleiben zu lassen, stellte ich mir bei der vorliegenden Arbeit die Frage, ob der Frauenfußball eine sozialer Bereich sein könnte, geschlechtsspezifische Ungleichheiten zu beseitigen und das *Empowerment* von Frauen in einer Gesellschaft nachhaltig zu stärken.

Als ich mich auf die Analyse- und Recherchetätigkeit begab, inwiefern der Entwicklungsdiskurs das Potential des Sports auf das *Empowerment* von Frauen schon behandelt hat, war ich positiv überrascht. Zwar merkte ich sofort, dass der Sport nicht im Mittelpunkt des Entwicklungsdiskurses stand, jedoch gerade in den letzten Jahren intensiver über den Zusammenhang von Sport und Entwicklung geforscht wurde. Unter dem Oberbegriff „Sport for Development“ nahmen viele neue Studien das Potential des Sports für die Gesellschaft und dem *Empowerment* von Frauen in einer Gesellschaft auf, wie beispielsweise Collison et al. (2019) zu nennen, der die Bedeutung des Sports als sozialen Raum in dem nicht-sportliche Entwicklungsziele erreicht werden können, behandelt. Jene Entwicklungsziele können beispielsweise die Armutsbekämpfung, die Bildungsförderung, die soziale Inklusion von Minderheiten, die Gesundheitsförderung, die Gewaltprävention und der Kampf gegen Geschlechterungleichheiten und das *Empowerment* von Frauen sein. Auch die Vereinten Nationen betonen die Bedeutung des Sports in dem Entwicklungsdiskurs, die den Sport als einen wichtigen Faktor einer nachhaltigen Entwicklung in einer Gesellschaft deklarieren. Laut den Aussagen der Vereinten Nationen leistet der Sport bei der Förderung von Toleranz, Respekt, Gesundheit, Bildung und dem *Empowerment* von Frauen einen großen Beitrag in der Gesellschaft. (UN 2015) Einen besonderen Fokus auf Sport und Entwicklung legte auch UN Women (2007), die zusätzlich zu der vorteilhaften Verbindung der zwei Faktoren besonders Frauen in den Fokus stellen, die von sportlichen Entwicklungsmaßnahmen am meisten profitieren. Die Unterorganisation der Vereinten Nationen sieht im Sport ein großes Potential die Geschlechtergleichstellung innerhalb einer Gesellschaft zu erreichen. Frauen im Sport bekommen Normen, Werte, Kenntnisse und Fähigkeiten vermittelt, die nicht nur im Sport, sondern auch darüber hinaus für die Gesellschaft positiv wirken können. Viele Frauen fühlen sich durch den Sport dermaßen *empowert*, dass sie abseits des Sportplatzes in ihrem Alltag eine selbstbewusstere Position für sich selbst einnehmen.

Nach dem ich über die allgemeinen Vorteile des Sports im Entwicklungsdiskurs groß fündig wurde, machte ich mich auf die Suche, den Fokus auf die Verbindung zwischen Frauenfußball, Entwicklung und dem *Empowerment* von Frauen zu legen. Schnell wurde mir klar, dass in diesem Bereich deutlich weniger an wissenschaftlichen Studien durchgeführt worden ist. Jedoch zeigt eine Studie von Prinz et al. (2016) ganz klar die Verbindung zwischen dem

Frauenfußball und dem *Empowerment* von Frauen im Entwicklungsdiskurs auf. Die Autor*innen analysierten in einem zehnjährigem Zeitrahmen (2006-2016) das *Empowerment* von Frauen in einem Land durch die dazugehörige Variable im Global Gender Gap Index (GGI) und der Platzierung der Frauenfußball-Nationalmannschaft in der FIFA-Weltrangliste. Die Zusammenführung beider Indikatoren ergab eine positive Korrelation zwischen der Platzierung in der FIFA-Weltrangliste der Frauen-Nationalmannschaft und dem Global Gender Gap Index (GGI) eines Landes. Länder mit den höchsten GGI-Werten sind zugleich die Länder, die das höchste *Empowerment* von Frauen besitzen. Die Studie von Prinz et al. (2016) zeigt, dass der Frauenfußball und das *Empowerment* von Frauen positiv miteinander zusammenhängen. Jene Ausgangslage hat mich dazu ermutigt, neben der quantitativen Studie von Prinz et al. (2016) auch eine qualitative Forschungsarbeit zu schreiben, die den Zusammenhang zwischen dem Frauenfußball und dem *Empowerment* von Frauen im Entwicklungsdiskurs aufzeigt.

1.2. Forschungsfrage und Zielsetzung

Überall rund um den Globus spielen Menschen, egal welchen Geschlechts, Hautfarbe, ethnischer bzw. religiöser Zugehörigkeit oder sozioökonomischer Position, Fußball mit großer Leidenschaft. 43% der Weltbevölkerung interessieren sich für den Fußballsport, das ist mit Abstand zu anderen Sportarten, wie Basketball, Tennis und Co., der beliebteste Sport weltweit. Der Fußball besitzt somit eine enorme Reichweite, der fast die Hälfte aller Menschen auf der Welt, heißt rund 3,6 Milliarden Menschen, erreicht. Doch, der Fußballsport ist auch einer der großen gesellschaftlichen Teilbereiche, in denen Frauen im Gegensatz zu ihren männlichen Kollegen eine deutlich unterrepräsentierte Rolle spielen. Sei es in der Teilnahme am Sport oder in den Führungspositionen im Fußballbereich: den Frauen wird keine sonderliche Beachtung geschenkt, obwohl Frauen laut einer weltweiten Umfrage zur beliebtesten Sportart den Fußball mit 31% an erste Stelle setzten (Nielsen Sports 2018). Da wirft sich die Frage auf, weshalb der Frauenfußball dem Männerfußball immer noch so deutlich hinterherhängt. Festzuhalten ist, dass der Fußball mit seiner weltweit großen Popularität mehr als nur eine Sportart ist, sondern zugleich ein einflussreicher Teilbereich der Weltgesellschaft. Fußball als Teilbereich der Weltgesellschaft bedeutet, dass der Frauenfußball auch der weibliche Antrieb des Kampfes gegen globale Ungleichheiten und weltweite Geschlechterverhältnisse sein kann. Denn der Frauenfußball besitzt (vor allem im Vergleich zu dem Männerfußball) enorme ungenutzte Möglichkeiten, um mehr Frauen an dem Fußballsport zu beteiligen und das *Empowerment* von Frauen durch den Fußball zu fördern. (FIFA 2018)

Ein Beitrag zum *Empowerment* von Frauen durch den Frauenfußball ist die vorliegende Masterarbeit. Der Fußballsport gilt in vielen Ländern immer noch als „Männersport“, in denen Frauen kaum sichtbar sind. Doch als beliebteste Sportart der Welt sollte der Fußball als Antreiber und Vorreiter gelten, jene soziale Ungleichheiten zwischen Frauen und Männern spielerisch aufzuheben. (Nielsen Sports 2018) Die vorliegende Arbeit vertritt die These, dass Frauen durch das *Empowerment* im und durch den Fußballsport auch gesamtgesellschaftlich gesehen *empowert* werden und dadurch der Frauenfußball auch einen Beitrag zur Geschlechter-Gleichstellung in einer Gesellschaft beitragen kann.

Somit soll die vorliegende Masterarbeit folgende Forschungsfrage behandeln:

Wie kann der Frauenfußball zum *Empowerment* von Frauen beitragen?

Diese Masterarbeit hat das Ziel, die positiven Effekte des Frauenfußballs auf das *Empowerment* von Frauen durch die Stimmen der Teilnehmer*innen der FIFA Women's Football Convention (2019) aufzuzeigen und persönliche Erfahrungen in und durch den Frauenfußball darzulegen. Diese Arbeit zielt darauf ab, den Entwicklungsdiskurs zu erweitern und auch für alternative *Empowerment*-Ansätze einzustehen.

1.3 Methodik und Aufbau

Um die Forschungsfrage, wie der Frauenfußball zum *Empowerment* von Frauen beitragen kann, zu beantworten, wurde die Dokumentenanalyse (Mayring 1999) und die Qualitative Inhaltsanalyse nach Mayring (2015) herangezogen. Das zu untersuchende Datenmaterial ist die FIFA Women's Football Convention am 6. und 7. Juli im Jahre 2019, die kurz vor der FIFA Frauenfußball-Weltmeisterschaft Frankreich 2019 abgehalten wurde. Innerhalb der zwei Tage kamen weltweite Akteur*innen zu Wort, die über das *Empowerment* von Frauen durch den Frauenfußball erzählten. Mithilfe der Qualitativen Inhaltsanalyse nach Mayring (2015) und den *Empowerment*-Dimensionen von Malhotra et al. (2002) (näheres in Kapitel 2.4 zu lesen) wurde ein Kategorienschema gebildet, welches die Zitate der Teilnehmer*innen der FIFA Women's Football Convention (2019) systematisch kategorisierte. Weitere Informationen zu der methodischen Herangehensweise der vorliegenden Masterarbeit sind im fünften Kapitel wiederzufinden.

Der Aufbau der vorliegenden Masterarbeit ist in insgesamt 8 Kapiteln gegliedert. Das erste Kapitel stellt die obligatorische Einleitung der Forschungsarbeit dar, die sich zusätzlich in drei weitere Unterkapitel aufteilt. Die Einleitung beinhaltet die persönliche Motivation der

Forscherin, sowie den aktuellen Forschungsstand des *Empowerments* von Frauen durch den Frauenfußball im Entwicklungsdiskurs als auch die erste Einführung in die methodische Herangehensweise und den Aufbau der vorliegenden Masterarbeit. Die nachfolgenden Kapitel 2, 3 und 4 bilden gemeinsam die theoretischen Grundlagen dieser Arbeit. Das zweite Kapitel widmet sich dem *Empowerment* von Frauen, in dem der Fokus auf dem *Empowerment*-Ansatz von Naila Kabeer (1999) und den *Empowerment*-Dimensionen von Malhotra et al. (2002) liegt. Das dritte Kapitel gibt einen näheren Einblick auf die Bedeutung des Sports im Entwicklungsdiskurs („Sport for Development“) und hebt die vielen Vorteile heraus, die der Sport für die Gesellschaft, für die Frauen im speziellen und für die Entwicklung eines Landes bereitstellt. In dem vierten Kapitel wird der soziale Raum des (Frauen-)Fußballs in seinen männlich-dominanten Strukturen beleuchtet und mithilfe von den theoretischen Erkenntnissen der symbolischen Gewalt und der männlichen Herrschaft nach dem französischen Soziologen Pierre Bourdieu näher erklärt. Die beiden sozialen Konzepte zeigen auf, weshalb Frauen es immer noch so schwer haben, Fuß im Fußballsport zu fassen. (Sobiech 2012) Das fünfte Kapitel zeigt die methodische Herangehensweise der vorliegenden Arbeit auf, die schon im vorigen Absatz kurz angeschnitten wurde. Im sechsten Kapitel ist die Datenauswertung des Forschungsvorhaben wiederzufinden, die anhand der Zitate der Teilnehmer*innen an der FIFA Women's Football Convention (2019) in die sechs *Empowerment*-Dimensionen (ökonomisch, soziokulturell, familiär bzw. zwischenmenschlich, rechtlich, politisch und psychologisch) nach Malhotra et al. (2002) analysiert wurde. Das siebte Kapitel der vorliegenden Arbeit fasst schlussendlich alle gewonnen Erkenntnisse zur Klärung der Forschungsfrage zusammen und gibt einen Ausblick auf die zukünftigen Entwicklungen des *Empowerments* von Frauen durch den Frauenfußball. Im achten und letzten Kapitel ist das Literaturverzeichnis angeführt. Im Anhang sind schlussendlich die Transkripte und das Kategorienschema wiederzufinden.

2. Frauen und *Empowerment*

Das Konzept von *Empowerment* ist wie viele andere soziale Konzepte als ein sehr breit gefasster Begriff zu verstehen und kann in verschiedenen Kontexten und wissenschaftlichen Disziplinen, sei es in der Psychologie, im Unternehmenswesen oder in der Internationalen Entwicklung, unterschiedliche Bedeutungen annehmen. In den meisten Fällen bezieht sich jedoch das Konzept *Empowerment* auf strukturell benachteiligte Minderheiten(gruppen), die zunächst keine Entscheidungsfreiheit in ihrem Leben besitzen, bevor sie den Status der Selbstermächtigung erreichen. Eingebettet in die Entwicklungsforschung können *Empowerment*-Theorien laut Rachbauer (2010) in 3 Dimensionen eingeteilt werden: 1) *Empowerment* als Alternative Entwicklung, 2) *Empowerment* als Armutsbekämpfung und 3) *Empowerment* im Gender-Diskurs. Die vorliegende Masterarbeit stützt sich auf die dritte Dimension: *Empowerment* im Gender-Diskurs. Bevor in diesem Kapitel noch näher auf die *Empowerment*-Definition eingegangen wird, muss als erstes das Konzept der „Macht“ begriffen werden, dass im Zentrum des Konzeptes *Empowerment* liegt und durch die verschiedenen Herangehensweisen auch zu unterschiedlichen Begriffsdefinitionen von *Empowerment* führen kann.

2.1. Macht und *Empowerment*

Wie zuvor erwähnt sind *Empowerment* und Macht eng miteinander verwoben, doch was bedeutet das? Dafür muss zunächst die positive bzw. die negative Konnotation von Macht definiert werden, die einen groben Umriss des Begriffs „Macht“ gibt. Infolgedessen wird das Machtkonzept in seinen verschiedenen Formen definiert, um die Komplexität des Begriffs „Macht“ besser nachvollziehen zu können.

2.1.1. Ist der Begriff „Macht“ als etwas Positives oder Negatives zu verstehen? (Nullsummenspiel vs. Win-Win-Situation)

Häufig wird der Macht-Begriff in einem negativen Sinne verstanden, in dem ein ungleiches Machtverhältnis zwischen Mächtigen und Machtlosen besteht. Das heißt, Macht beruht auf Herrschaft und Beherrschung und wird auch oft als „Nullsummenspiel“ verstanden. Das Machtverhältnis ist so aufgebaut, dass Macht von dominanten sozialen, politischen, wirtschaftlichen und/oder kulturellen (Macht-)Gruppen über machtlose Gruppen bzw. Minderheiten ausgeübt wird. In dem vorliegenden Fall wird auf das ungleiche Machtverhältnis von Männern und Frauen in der Gesellschaft Bezug genommen. (Rowlands 1997)

Nichtsdestotrotz betonen feministische *Empowerment*-Ansätze, dass Macht nicht immer negativ auszulegen ist. Das Macht-Konzept kann auch in einem positiven Sinne verstanden und als eine „Win-Win-Situation“ begriffen werden, in dem kein Machtverhältnis zwischen Individuen besteht. In einer positiven Konzeption des Begriffs ist Macht nicht als Macht über Menschen(gruppen) gemeint, sondern Macht als eine intrinsische, generative Kraft von den Individuen selbst zu verstehen. Macht muss demnach kein ungleiches Machtverhältnis ausüben, sondern kann sich auf die individuelle Entwicklung des Selbstvertrauens und Selbstbewusstseins, der Steigerung der eigenen Fähigkeiten bzw. der Vernetzung und Solidarisierung mit anderen, beziehen. Feministische *Empowerment*-Ansätze argumentieren, dass durch eine positive Auslegung des Macht-Konzepts auch neue Chancen für alle entstehen und davon profitieren können, wie beispielsweise auch für Männer, die sich oft in der Gruppe der Herrschenden befinden. Durch die positive Konnotation des Macht-Konzepts „gewinnen“ sowohl Frauen als auch Männer in einer Gesellschaft, weshalb jene Auslegung auch als „Win-Win-Situation“ definiert wird. (Oxaal/Baden 1997)

2.2. Formen von Macht

Eine der vier Macht-Formen ist die negative Konnotation von Macht, die zuvor schon vorgestellt wurde. Das heißt, dass die erste Form von Macht „Macht über“ (*power over*) oder als „Nullsummenspiel“ zu verstehen ist. Laut Rowlands (1997) gibt es jedoch auch noch drei weitere Formen, die nicht eine negative, sondern eine positive Konnotation von Macht vertreten: „individuelle Macht“ (*power to*), „kollektive Macht“ (*power with*) und „psychologische Macht“ (*power within*). In den kommenden Zeilen werden alle vier Formen von Macht näher definiert und in Bezug zu dem *Empowerment*-Konzepts gesetzt.

Macht über

Wie bereits erwähnt, besitzt in der ersten Form der Macht eine mächtigere Person bzw. Gruppe Macht über eine andere Person und ihren Entscheidungen, Handlungen bzw. Gedanken. Hier ist Macht als Kontrolle zu verstehen, die durch Bedrohung, Gewalt, Manipulation oder Einschüchterung über andere ausgeübt wird. *Empowerment* in Bezug auf den Gender-Diskurs und dem „Macht über“-Konzept bedeutet, dass einzelne Frauen in einem bestimmten Kontext zwar *empowert* werden in jene Machtpositionen der Herrschenden zu kommen, jedoch werden die zugrundeliegenden Machtstrukturen nicht verändert. Ein ungleiches Machtverhältnis bleibt bestehen, welches auf Mächtigen und Machtlosen beruht und es passiert lediglich eine

punktueller Verschiebung innerhalb des Systems, in dem das grundlegende ungleiche Machtverhältnisse nicht verändert wird. (Rowlands 1997)

Individuelle Macht

Die zweite Form von Macht, die individuelle Macht, unterscheidet sich grundlegend zur ersten Macht-Definition. In dieser Konzeption ist der Machtbegriff nicht negativ, sondern positiv ausgelegt. Macht ist demnach nicht als eine kontrollierende Kraft, sondern als generative/produktive Kraft zu verstehen. Diese Form von Macht bezieht sich auf die individuelle Fähigkeit, neue Möglichkeiten zu schaffen, Handlungen selbst zu bestimmen und das eigene Potential auszuschöpfen. Das persönliche Potenzial der individuellen Macht hängt jedoch stark von den Strukturen ab, in denen sich die Individuen befinden. In der Entwicklungspraxis und dem *Empowerment*-Ansatz beruht die individuelle Macht auf dem Aufbau von institutionellen Kapazitäten und der Entwicklung von individuellen Fähigkeiten, wie z.B. Führungsqualitäten oder der Verbesserung des Zugangs zu Ressourcen bzw. Märkten. Kurz gesagt: Wenn geschlechtergerechtere Strukturen vorhanden sind, ist auch die Verwirklichung der eigenen Interessenslagen von Frauen leichter zu realisieren. (Rowlands 1997)

Kollektive Macht

Die dritte Form von Macht bezieht sich auf die kollektive Macht von und durch Gruppen. Das kollektive Handeln von unterdrückten Einzelpersonen und dem gemeinsamen Auftreten der Interessenslage ist wirkvoller als das individuelle Handeln einer Einzelperson. Ganz im Sinne von "das kollektive Handeln ist stärker als die Summe der einzelnen Handlungen". Im Rahmen des *Empowerment*-Konzepts bedeutet die kollektive Macht, dass die gemeinsame Interessensvertretung von Frauen viel leichter eine Veränderung in den Geschlechterstrukturen herbeiführen kann als jede einzelne Frau für sich allein. Somit können Frauenrechte in einer Gesellschaft durch kollektive Frauenorganisationen und gemeinsamer Interessensvertretung leichter durchgesetzt werden. (Rowlands 1997)

Psychologische Macht

Die vierte Form von Macht, definiert als die psychologische Macht, ist als mentale Kraft zu verstehen, welche auf Selbstakzeptanz und Selbstachtung der Individuen beruht. Das beinhaltet auch die Betrachtung aller Individuen als gleichwertig und einen respektvollen Umgang mit sich selbst als auch mit anderen Individuen. Die psychologische Macht spielt auch eine besondere Rolle beim *Empowerment* von Frauen, indem der Fokus auf der Steigerung des

Selbstwertgefühls als auch auf der Sensibilisierung der eigenen Lebensentscheidungen und dem Eintreten der eigenen Rechte von Frauen liegt. Durch das neue Bewusstsein des eigenen Werts werden Frauen mithilfe der psychologischen Macht in ihrem *Empowerment*-Prozess bestärkt. Das selbstbewusste Eintreten der eigenen Rechte kann zu strukturellen Veränderungen im gesellschaftlichen System und einer Veränderung von Geschlechterstereotypen führen. (Rowlands 1997)

Die vorgestellten vier Formen von Macht und in ihrem Verhältnis zum *Empowerment* sind in folgender Tabelle angelehnt an Rowlands (1997) übersichtlich zusammengefasst:

Machtform	Definition	...in Beziehung zu <i>Empowerment</i>
Macht über	Kontrolle, Unterdrückung oder Zwang von Machtlosen	Änderungen der zugrunde liegenden Ressourcen und der Fähigkeit, Einschränkungen in Frage zu stellen
Individuelle Macht	bestehende Hierarchien verändern	erhöhte individuelle Kapazitäten und Zugangsmöglichkeiten
Kollektive Macht	Macht durch kollektives Handeln	erhöhte Solidarität, um die zugrunde liegenden Annahmen in Frage zu stellen
Psychologische Macht	erhöhtes individuelles Selbstbewusstsein	gesteigertes Selbstbewusstsein und Verlangen nach Veränderung

Da nun das Zentrum des *Empowerment*-Konzepts und die vier Formen von Macht skizziert und vorgestellt worden sind, wird im nächsten Unterkapitel der *Empowerment*-Ansatz nach Kabeer (1999) vorgestellt.

2.3. *Empowerment*-Ansatz

Oft sind Frauen im Vergleich zu Männern aufgrund ihres Geschlechts und ihrer soziokulturellen Rolle strukturell benachteiligt. Daher steht im Gender-Diskurs seit einigen Jahren die Gleichstellung der Geschlechter und besonders die Stärkung der Position von Frauen im Fokus des Interesses. Eines der wichtigsten Ansätze, um die gleichgeschlechtlichen Ziele der Frauen zu erreichen, ist der *Empowerment*-Ansatz. Der *Empowerment*-Ansatz, der auch die vorliegende Arbeit vertritt, ist zurückzuführen auf die indisch-britische Professorin Naila

Kabeer. Um den Begriff *Empowerment* zu definieren, ist laut Kabeer (1999) wichtig, zunächst den Begriffsantagonisten, nämlich *Disempowerment*, zu erklären:

“the notion of empowerment is that it is inescapably bound up with the condition of disempowerment and refers to the processes by which those who have been denied the ability to make choices acquire such an ability. [...] People who exercise a great deal of choice in their lives may be very powerful, but they are not empowered in the sense in which I am using the word, because they were never disempowered in the first place.”
(Kabeer 1999: 437)

Disempowerment bedeutet demnach, dass Betroffenen die Fähigkeit verweigert wird, Entscheidungen selbst zu treffen. Somit wird der *Empowerment*-Ansatz als ein Prozess von *Disempowerment* zum *Empowerment* der Frauen verstanden. Hier betont Kabeer (1999), dass Individuen, die schon immer die Fähigkeit besaßen, Entscheidungen selbst zu treffen, nicht im *Empowerment*-Ansatz zu verorten sind, weil jene Individuen nie den Prozess von *Disempowerment* zu *Empowerment* durchgemacht haben. Indem der Begriff *Disempowerment* definiert worden ist, bedeutet *Empowerment* im Umkehrschluss, die Fähigkeit zu besitzen, Entscheidungen selbst zu treffen. Kurz gesagt, geht es im *Empowerment*-Ansatz um eine prozessartige Veränderung im Leben von Frauen, in der sich die Fähigkeit entwickelt, Lebensentscheidungen selbst zu treffen, bei denen diese zuvor verweigert wurde.

Naila Kabeer (1999) definiert im *Empowerment*-Ansatzes drei miteinander verbundenen Dimensionen, die bei der Entscheidungsbefugnis von Frauen eine wichtige Rolle einnehmen: Ressourcen (*resources*), Agency und Erfüllung (*achievements*).

Als Ressourcen gelten nicht nur materielle Ressourcen in einem traditionell-wirtschaftlichen Sinne, sondern auch individuelle und soziale Ressourcen, die dazu dienen, die Entscheidungsfähigkeit eines Individuums zu verbessern. Im *Empowerment*-Ansatz werden Ressourcen im weitesten Sinne durch eine Vielzahl sozialer Beziehungen erworben, die in verschiedenen institutionellen Bereichen einer Gesellschaft (wie Familie, Markt, Gesellschaft) vorzufinden sind. Der Zugang zu solchen Ressourcen spiegelt sich in den gesellschaftlichen Regeln und Normen wider, die die Verteilung und den Austausch in verschiedenen institutionellen Bereichen bestimmen. Jene gesellschaftlichen Regeln und Normen geben bestimmten Individuen die Autorität bei der Festlegung der Verteilungs- und Austauschprinzipien von Ressourcen. Haushaltsvorstände, Stammesoberhäupter oder Eliten einer Gesellschaft sind aufgrund ihrer Positionierung automatisch innerhalb jener Institutionen mit Entscheidungsbefugnissen ausgestattet. Meistens sind Frauen in der Ressourcenverteilung

den Männern unterlegen und besitzen keinen Zugang zu bestimmten Ressourcen. (Kabeer 1999)

Die zweite Dimension, definiert durch Agency, betrifft die Entscheidungsfreiheit und -fähigkeit eigene Ziele zu definieren und dementsprechend zu handeln. Agency umfasst individuelle Bedeutungen, Motivationen und Vorstellungen die Individuen zu ihrem Handeln führen. Agency ist stark verknüpft mit der psychologischen Macht und kann sowohl von Einzelpersonen als auch von kollektiven Einheiten ausgeübt werden, welches dann in Verbindung mit der kollektiven Macht einhergeht. Im Zusammenhang mit der ersten Dimension des *Empowerment*-Ansatzes (Ressourcen) bilden beide Dimensionen gemeinsam das, was der indische Philosoph und Wirtschaftswissenschaftler Amartya Sen als den Befähigungsansatz definierte und konzeptualisierte. Nach Sen besitzen Individuen entweder die Fähigkeiten (*capabilities*) das Leben zu leben, wonach sie streben, oder eben auch nicht. Eine Nichterreichung der gewünschten Lebensvorstellung und der tiefgreifenden Einschränkung der eigenen Entscheidungsfähigkeit führt zu einem *Disempowerment* der Individuen. (Kabeer 1999)

Die dritte Dimension, die Kabeer (1999) beschreibt, ist die der Erfüllung (*achievements*) der Agency und bedeutet im vorliegenden Kontext, dass Frauen den Prozess von *Disempowerment* zu dem *Empowerment* geschafft haben und Entscheidungen in ihrem Leben selbst treffen. Die Erfüllung ist demnach kein einheitliches Konzept, das allen Frauen und ihren Lebensumständen übergestülpt werden kann, sondern ist als ein sehr individuelles und persönliches Konzept jeder einzelnen Frau zu sehen.

2.3.1. *Empowerment* und psychologische/kollektive Macht

Obwohl im *Empowerment*-Konzept alle vier Formen von Macht eine Rolle spielen, liegt der Fokus bei der vorliegenden Arbeit besonders auf der kollektiven und psychologischen Macht. Zur Wiederholung: die psychologische Macht bezieht sich auf eine Veränderung des Bewusstseins der Individuen, hingegen die kollektive Macht durch gemeinsame Interessensvertretungen und Solidarität mit anderen definiert ist. Werden beide Macht-Konzepte mit dem *Empowerment*-Konzept in Verbindung gesetzt, bedeutet das eine kollektive Veränderung des Bewusstseins und ein Eintreten der Frauenrechte. (Cornwall/Edwards 2014) Im vorliegenden Fall bedeutet das, dass sich sowohl große (Frauenfußball-)Organisationen kollektiv für die Rechte der Frauen im Fußballsystem stark machen können als auch individuell ein verändertes Bewusstsein über die eigenen Frauenrechte im Fußballsport stattfinden kann. In dem vorliegenden Abschnitt wird sichtbar gemacht, wie stark die beiden Macht-Konzepte

(psychologische und kollektive Macht) miteinander verwoben sind. Kurzgefasst geht es um das interne und externe *Empowerment*, in dem sich im ersten Konzept die psychologische und im zweiten Konzept die kollektive Macht widerspiegelt.

2.3.2. Internes/Externes *Empowerment* und *hidden pathways*

Das interne *Empowerment* ist, wie zuvor erwähnt, eng mit der psychologischen Macht verbunden. Im internen *Empowerment*-Prozess erhalten die Individuen die Fähigkeit, ein neues Selbstbewusstsein zu entwickeln, Entscheidungen selbst zu treffen und sich für ihre eigenen Rechte stark zu machen. Im vorliegenden Fall bedeutet das, dass Frauen durch ihre persönlichen Erfahrungen mithilfe des Frauenfußballs ein neues Selbstbewusstsein und ein stärkeres Selbstvertrauen entwickeln und zusätzlich lernen für die eigenen Interessen und Wünsche einzustehen. Cornwall/Edwards (2014) nennen diese persönlichen Werdegänge auch *hidden pathways*, die Frauen in ihrem *Empowerment*-Prozess durchleben. Unter *hidden pathways* sind die „versteckten Geschichten“ von Frauen zu verstehen, die durch verschiedene alltägliche Tätigkeiten *empowert* werden. Die Effekte von Freizeitaktivitäten wie Fernsehen schauen, Musik hören oder eben auch sich sportlich zu betätigen können einen großen Einfluss auf das *Empowerment* von Frauen besitzen. Zwar liegt der Fokus im Entwicklungsdiskurs nicht auf diese *hidden pathways*, jedoch haben diese genauso einen großen Anteil an dem *Empowerment* von Frauen wie Cornwall/Edwards (2014: 2) ausführen:

“‘hidden pathways’– unusual, unexpected and commonly unseen pathways [...] Many of these hidden pathways took us into terrains that are under-explored in development: television, popular music, faith and religious practice, everyday domesticity, pleasure in leisure and in sexual relationships. [Hidden pathways are] processes of and preconditions for empowerment.”

Um die *hidden pathways* und das interne *Empowerment* in den Kontext der vorliegenden Arbeit zu setzen, geht es um die individuellen Erfahrungen der Teilnehmer*innen der FIFA Women's Football Convention (2019) und inwiefern der Frauenfußball ihnen in ihrer Persönlichkeitsentwicklung geholfen hat.

Das externe *Empowerment*, welches stark mit dem kollektiven Macht-Konzept zusammenhängt, ist als gemeinsame Interessensvertretung von Frauen durch NGOs und Entwicklungsprogramme zu verstehen. Im Gegensatz zu dem internen *Empowerment*, in dem Frauen in psychologischer Sicht *empowert* werden, sind im externen *Empowerment* die äußeren Einflüsse auf die Gesellschaft zu verstehen, die im Kollektiv vertreten werden. Im vorliegenden

Fall ist das beispielsweise die Fußball-Dachorganisation FIFA, die einen einflussreichen Charakter im Geschehen des Weltfußballs besitzt. Die beschäftigten Akteur*innen bei der FIFA und Institutionen geben die Strukturen vor, inwiefern sich der Frauenfußball zukünftig entwickeln soll und wie Frauen dadurch *empowert* werden können. Einige Teilnehmer*innen der FIFA Women's Football Convention (2019), die auch zugleich bei der FIFA angestellt sind, erzählten in ihren Ausführungen darüber, inwiefern die FIFA den Frauenfußball innerhalb des Fußballsystems stärken als auch die weiblichen Fußballspielerinnen auf und neben dem Feld *empowern* möchte.

2.4. Dimensionen von Empowerment

Abb. 1 Malhotra et al. (2002: 13)

In diesem Unterpunkt werden die Dimensionen von *Empowerment* nach Malhotra et al. (2002) vorgestellt und dienen im nachfolgenden Methoden- und Ergebnisteil als Kategoriensystem der vorliegenden Masterarbeit. Malhotra et al. (2002) legten ein Rahmenwerk vor, das auf den verschiedenen *Empowerment*-Dimensionen von anderen Autor*innen beruht und fassten in ihrem eigenen Rahmenwerk die am häufigsten verwendeten Dimensionen des *Empowerments* von Frauen zusammen. In ihren Forschungen kamen die Autor*innen zur Erkenntnis, dass das *Empowerment* von Frauen

Table 1. Commonly used dimensions of empowerment and potential operationalization in the household, community, and broader arenas.

Dimension	Household	Community	Broader Arenas
Economic	Women's control over income; relative contribution to family support; access to and control of family resources	Women's access to employment; ownership of assets and land; access to credit; involvement and/or representation in local trade associations; access to markets	Women's representation in high paying jobs; women CEOs; representation of women's economic interests in macroeconomic policies, state and federal budgets
Socio-Cultural	Women's freedom of movement; lack of discrimination against daughters; commitment to educating daughters	Women's visibility in and access to social spaces; access to modern transportation; participation in extra-familial groups and social networks; shift in patriarchal norms (such as son preference); symbolic representation of the female in myth and ritual	Women's literacy and access to a broad range of educational options; Positive media images of women, their roles and contributions
Familial/ Interpersonal	Participation in domestic decision-making; control over sexual relations; ability to make childbearing decisions, use contraception, access abortion; control over spouse selection and marriage timing; freedom from domestic violence	Shifts in marriage and kinship systems indicating greater value and autonomy for women (e.g., later marriages, self selection of spouses, reduction in the practice of dowry; acceptability of divorce); local campaigns against domestic violence	Regional/national trends in timing of marriage, options for divorce; political, legal, religious support for (or lack of active opposition to) such shifts; systems providing easy access to contraception, safe abortion, reproductive health services
Legal	Knowledge of legal rights; domestic support for exercising rights	Community mobilization for rights; campaigns for rights awareness; effective local enforcement of legal rights	Laws supporting women's rights, access to resources and options; Advocacy for rights and legislation; use of judicial system to redress rights violations
Political	Knowledge of political system and means of access to it; domestic support for political engagement; exercising the right to vote	Women's involvement or mobilization in the local political system/campaigns; support for specific candidates or legislation; representation in local bodies of government	Women's representation in regional and national bodies of government; strength as a voting bloc; representation of women's interests in effective lobbies and interest groups
Psychological	Self-esteem; self-efficacy; psychological well-being	Collective awareness of injustice, potential of mobilization	Women's sense of inclusion and entitlement; systemic acceptance of women's entitlement and inclusion

entlang der folgenden Dimensionen erfolgen muss: wirtschaftlich, soziokulturell, familiär/zwischenmenschlich, rechtlich, politisch und psychologisch. Diese Dimensionen wurden von anderen Autor*innen, die sich mit dem Thema beschäftigt haben, am häufigsten für relevant erklärt, um *Empowerment* in seinen Dimensionen zu erfassen. Malhotra et al. (2002) unterteilen die sechs *Empowerment*-Dimensionen zusätzlich in weitere Unterbereiche,

in denen Frauen *empowert* werden können. So umfasst beispielsweise die ökonomische *Empowerment*-Dimension eine Reihe von Unterbereichen, wie beispielsweise eine hohe bzw. hochbezahlte Jobposition von Frauen, die ökonomische Interessensvertretungen für Frauen und dem freien Zugang zum Arbeitsmarkt. Diese Unterbereiche der *Empowerment*-Dimensionen sind deshalb durch ihre Dichte in Makro- (*Broader Areas*), Meso- (*community*) und Mikroebene (*household*) unterteilt.

Malhotra et al. (2002) betonen jedoch, dass nur weil Frauen in einer Dimension *empowert* wurden, dass das nicht automatisch für die anderen Bereiche gilt. Das bedeutet beispielsweise, dass Frauen in der familiären Dimension *empowert* werden können, ohne dass sie im politischen Bereich *Empowerment* erfahren können. Weiters betonen die Autor*innen, dass es schwierig ist, die Dimensionen strikt voneinander zu trennen. Zum Beispiel überschneiden sich viele Aspekte des ökonomischen oder des sozialen *Empowerments* miteinander, weshalb die Dimensionen einen Rahmen bilden, aber keine absoluten Grenzen aufweisen können. Nichtsdestotrotz geben die Dimensionen von Malhotra et al. (2002) ein gutes Rahmenwerk vor *Empowerment* zu erfassen, weshalb dieses auch in der vorliegenden Arbeit herangezogen wurde. In dem fünften Kapitel der methodischen Herangehensweise ist das Kategoriensystem zu finden, welches sich auf die *Empowerment*-Dimensionen von Malhotra et al. (2002) stützt und mithilfe dessen die Aussagen der Teilnehmer*innen der FIFA Women's Football Convention (2019) analysiert und aufzeigt, inwiefern der Bereich des Frauenfußballs zu dem *Empowerment* von Frauen beiträgt.

2.5. Zusammenfassung

In diesem Kapitel wurde das *Empowerment*-Konzept in seinen theoretischen Grundlagen analysiert, welches tief mit dem Begriff der Macht verwurzelt ist. Es wurde einerseits die positive als auch die negative Konnotation von Macht vorgestellt. Der Macht-Begriff in einem negativen Sinne, auch als „Nullsummenspiel“ verstanden, besteht aus einem ungleichen Machtverhältnis zwischen Herrschenden und Beherrschten. Macht wird über Menschen(gruppen) ausgeübt und drückt sich auf die Unterdrückung der Mächtigen gegenüber den Machtlosen aus. In einem positiven Sinne richtet sich der Macht-Begriff, auch als „Win-Win-Situation“ zu verstehen, nicht gegenüber anderen aus, sondern fokussiert sich auf die innere Ausrichtung. Das bedeutet, dass Macht als eine intrinsische und generative Kraft von innen heraus ausgelegt wird.

Macht in einem negativen Sinn ist auch die erste Form von Macht zu verstehen: Macht über. Die positive Auslegung des Macht-Begriffs kann zusätzlich noch auf drei weitere Formen von Macht eingeteilt werden: Individuelle, kollektive und psychologische Macht. Die individuelle Macht bezieht sich dabei auf die strukturell veränderten Kapazitäten und Zugangsmöglichkeiten von Frauen. Die kollektive Macht zielt auf die Stärke der gemeinsamen Interessensvertretung von Frauen ab, die durch ein gemeinsames Auftreten mächtiger als eine Frau für sich alleine ist. Die Psychologische Macht meint das veränderte Selbstbewusstsein von Frauen, die ihren eigenen Wert erkennen und für ihre eigenen Rechte einstehen. Um das Macht-Konzept noch einmal visuell zu begreifen soll folgende Tabelle den groben Umriss der positiven bzw. negativen Konnotation von Macht als auch die unterschiedlichen Formen von Macht zusammenfassend darstellen:

Macht (negativ)	Macht (positiv)
Macht über	Individuelle Macht
	Kollektive Macht
	Psychologische Macht

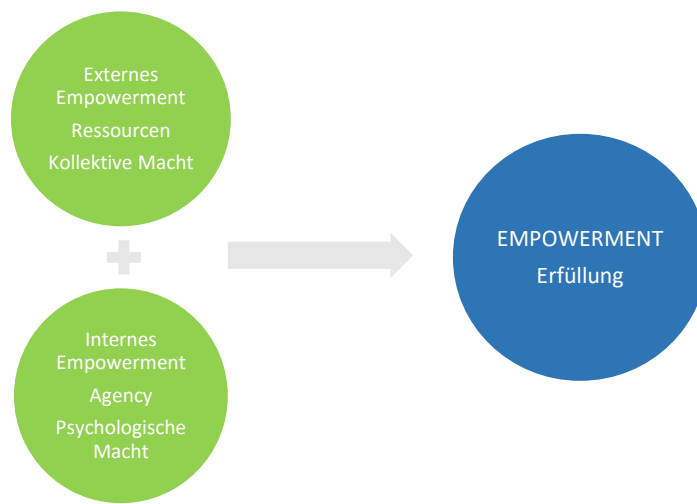
Durch die Erklärung des Macht-Begriffs wird auch klar, dass sich der *Empowerment*-Ansatz auf das positive Macht-Konzept stützt und Frauen auf ihre eigene intrinsische bzw. generative Kraft verweist, die sie in ihren unterschiedlichen Lebenslagen *empowern* kann.

Der *Empowerment*-Ansatz, der sich auf das Konzept von Naila Kabeer (1999) bezieht, wird definiert als die Selbstermächtigung von Frauen über ihre eigenen Lebensentscheidungen. Auch der *Empowerment*-Ansatz kann in drei Dimensionen unterteilt werden: Ressourcen, Agency und Erfüllung. Materielle und immaterielle Ressourcen geben die Zugangsmöglichkeiten wieder, die Frauen in ihrer sozialen Umgebung zur Verfügung haben oder eben nicht. Meist sind Frauen durch ihre strukturell benachteiligte Position von vielen Ressourcen ausgeschlossen. Agency bedeutet die Entscheidungsfreiheit und -fähigkeit von Frauen, individuelle Ziele zu definieren und dementsprechend zu handeln. Wenn die Dimensionen Ressourcen und Agency in den Händen von Frauen liegen und Lebensentscheidungen selbst getroffen werden, dann ist die dritte Dimension von *Empowerment* erreicht: die Erfüllung.

Der *Empowerment*-Ansatzes kann auch in das interne und externe *Empowerment* unterteilt werden. Im internen *Empowerment* erfolgt der *Empowerment*-Prozess durch intrinsische Veränderungen der Frauen von innen heraus, die auch als psychologische Macht zu verstehen ist. Auch werden jene individuelle *Empowerment*-Prozesse als *hidden pathways* verstanden, die

die „versteckten Geschichten“ von Frauen erzählen, die durch alltägliche Handlungen, wie beispielsweise im vorliegenden Fall der Frauenfußball, ihre Eigenermächtigung erlangt haben. Im externen *Empowerment* erfolgen *Empowerment*-Prozesse von außen, die von kollektiven Interessensvertretungen, Regelungen und Strukturen von außen auf das Individuum wirken. Hier spielt das kollektive Macht-Konzept eine bedeutende Rolle.

Um die vorgestellten Konzepte von *Empowerment* und Macht zusammenzubringen dient die folgende Darstellung, die das Ineinandergreifen der Konzepte noch einmal visuell darstellt:



Schlussendlich wurde noch auf die *Empowerment*-Dimensionen von Malhotra et al. (2002) eingegangen, die ein Rahmenwerk für die Erfassung von *Empowerment* in den ökonomischen, soziokulturellen, familiären bzw. zwischenmenschlichen, politischen, rechtlichen und psychologischen Bereichen darlegt. Zusätzlich wird das Rahmenwerk der *Empowerment*-Dimensionen in eine Makro- (*Broader Areas*), Meso- (*community*) und Mikroebene (*household*) unterteilt. Das Rahmenwerk dient als Grundlage zur Analyse des vorliegenden Datenmaterials, der FIFA Women's Football Convention (2019), auf das im nachfolgenden Kapitel der methodischen Herangehensweise noch näher eingegangen wird.

3. Sport for Development

Nachdem im zweiten Kapitel der vorliegenden Masterarbeit die theoretischen Grundlagen des *Empowerment*-Konzeptes definiert worden sind, widmet sich das dritte Kapitel dem Sport im Entwicklungsdiskurs und wie das *Empowerment*-Konzept damit verwoben ist. In den nachfolgenden Zeilen soll durch das Konzept „Sport for Development“ (SFD) die Relevanz des Sports in der Internationalen Entwicklung hervorgehoben werden. Folgende Fragen sollen in dem dritten Kapitel „Sports for Development“ beantwortet werden: Welche Rolle spielt der (Fußball-)Sport im Entwicklungsdiskurs? Welche Wirkungsmacht besitzt der (Fußball-)Sport auf die Athlet*innen? Und, inwiefern kann der (Fußball-)Sport zum *Empowerment* von Frauen beitragen?

3.1. Definition von Sport for Development (SFD)

Sport for Development („Entwicklung durch Sport“) oder auch kurz bezeichnet als SFD kann als ein breites soziales Feld definiert werden, in dem der Sport und die mit ihm verbundenen Effekte auch nicht-sportbezogene Entwicklungsziele erreichen kann. Jene Entwicklungsziele können vielfältig sein und konzentrieren sich beispielsweise auf Bildungsförderung, Armutsbekämpfung, Konfliktmanagement, soziale Inklusion von Minderheiten, Gesundheitsförderung, Verringerung der Kriminalität und Gewalt, als auch im vorliegenden Fall besonders relevant dem *Empowerment* von Frauen. Zudem stützt sich der Entwicklungsbegriff der vorliegenden Arbeit auf die menschliche Entwicklung, welches das Ziel hat, das Leben der Menschen zu verbessern, ihre Entscheidungsfreiheiten zu erweitern und Wahlmöglichkeiten zu schaffen. Das bedeutet, dass der Entwicklungsbegriff in der vorliegenden Arbeit nicht nur wirtschaftlich definiert wird, sondern um psychologische und soziale Aspekte der Individuen erweitert wird. (Collison et al. 2019)

Der moderne Sport wird seit jeher genutzt, um die persönliche und soziale Entwicklung von jungen Menschen zu fördern. Deshalb besitzt SFD, je nachdem wie dieser ausgelegt ist, eine lange und eine kurze Historie. Die lange Historie reicht bis ins späte 19. Jahrhundert nach England zurück als viele verschiedene Spiele entwickelt und institutionalisiert wurden, um die soziale Ordnung zu sichern, aber besonders auch, um das männlich-starke Ideal zu fördern. Doch zu Beginn der 90er Jahre fand ein Umdenken des SFD im Entwicklungsdiskurs statt. SFD transformierte sich zu einem internationalen Tätigkeitsfeld, der durch verschiedene internationale Beziehungen und Partnerschaften institutionalisiert wurde. Diese Institutionalisierung erfolgte besonders durch die Errichtung von internationalen

Organisationen, Finanzierungssystemen und spezifischen Entwicklungsprogrammen. Mittlerweile gibt es weltweit viele SFD-Programme und eine Vielzahl an Organisationen, die zur Förderung von SFD-Initiativen beitragen. Besonders die Vereinten Nationen (UN) fördern SFD-Programme, die zunächst mit ihren Millenniums-Entwicklungsziele (MDGs) als auch danach mit ihren Zielen für eine nachhaltige Entwicklung (SDGs,) viele SFD-Programme zur Unterstützung der Erreichung dieser Ziele fokussiert haben. (Collison et al. 2019) Eine dieser Organisationen, die SFD besonders seit dem Beginn des 21. Jahrhundert fördert, sind die Vereinten Nationen. Die Vereinten Nationen betonen in ihrem offiziellen Schreiben die Wichtigkeit des Sports in der nachhaltigen Entwicklungsarbeit:

“Sport is also an important enabler of sustainable development. We recognize the growing contribution of sport to the realization of development and peace in its promotion of tolerance and respect and the contributions it makes to the empowerment of women and of young people, individuals and communities as well as to health, education and social inclusion objectives.” (UN 2015: 37)

Die Vereinten Nationen erkennen den Sport als potenziell wirksames und nützliches Instrument der internationalen Entwicklung an, in dem sie SFD in ihren SDG's inklusive der Agenda 2030 als wichtigen Bestandteil betonen. (Collison et al. 2019)

Doch welche Vorteile besitzt der Sport genau, um die menschliche Entwicklung zu fördern? Sport ist in einem sozialwissenschaftlichen Sinn mehr als nur eine körperliche Aktivität zu verstehen und kann ein wichtiger Motor in der internationalen Entwicklung sein. Die Vereinten Nationen (2003) sehen in dem Sport einen wichtigen Antreiber der menschlichen Entwicklung und heben besonders die neugeschaffenen Möglichkeiten der Individuen in der Gesellschaft heraus, die durch den Sport noch nie zuvor entdeckte Chancen finden können:

“[Sustainable Human] Development is a process of enlarging people's choices and increasing the opportunities available to all members of society. Based on the principles of inclusion, equity and sustainability, emphasis is on the importance of increasing opportunities for the current generation as well as generations to come.” (UN 2003: 3)

Auf den Grundlagen der Inklusion, Gerechtigkeit und Nachhaltigkeit soll jede*r die Fähigkeit haben, ihr*sein Leben in einer Gesellschaft so zu führen, wie das Individuum es gerne möchte. Der Sport bietet viele Vorteile, die dem Individuum zu Gute kommen. Die Effekte des Sports auf die menschliche Entwicklung stützen sich auf die Ausführungen der Vereinten Nationen über die Vorteile des Sports in der Entwicklungsarbeit. Erstens kann der Sport einen großen

Anteil bei der Förderung der eigenen Gesundheit haben, da durch die körperliche Aktivität der menschliche Körper fit gehalten werden kann. Durch den Sport kann ein langes und gesundes Leben gefördert, das eigene Wohlbefinden verbessert, die Lebenserwartung verlängert und die Wahrscheinlichkeit schwerwiegender Krankheiten, (insbesondere Herzkrankheiten, Diabetes oder Krebserkrankungen), verringert werden. Zweitens bietet der Sport psychosoziale und psychologische Vorteile, wie die Förderung der sozialen Integration in eine Gesellschaft oder die Steigerung der eigenen Konzentration bzw. auch der Prävention von Depressionen. Drittens ist der Sport förderlich für die Bildung und Ausbildung eines Individuums. Beispielsweise fördert die Einbeziehung des Sportunterrichts in den Lehrplan einer Schule die Lern- und Konzentrationsfähigkeit bzw. reduziert den alltäglichen Stress eines Kindes. Der Sport kann somit die Schulleistungen der Kinder nachhaltig verbessern. Viertens schafft der Sport ein Bewusstsein über den eigenen Körper, was für ein gesundes und erfülltes Leben und die Prävention von Krankheiten von entscheidender Bedeutung ist. Fünftens erhöht im weitesten Sinne der Sport, wie Outdoor-Aktivitäten, den Respekt für die Umwelt und lehrt über die Bedeutung einer sauberen und gesunden Umwelt. Sechstens und zugleich die soziale Schlüsselkompetenz des Sports, ist im folgenden Zitat beschrieben:

“Sport is also a key component of social life, directly engaging communities. It brings people together in a fun and participatory way. It helps create social relationships, build connections and improve communication between individuals and groups. Sport also mobilizes volunteers and promotes active community involvement, helping to build social capital and strengthen the social fabric.” (UN 2003: 3)

Sport besitzt die Fähigkeit, Menschen auf aller Welt mit unterschiedlichstem Background auf spielerische Art und Weise zusammenzubringen. Durch den Sport fällt es leichter soziale Beziehungen aufzubauen, die Kommunikation untereinander zu verbessern und den sozialen Zusammenhalt zu stärken. Zusätzlich ist im Breitensport auch vieles auf freiwilliger Basis aufgebaut, sodass der Sport ziviles Engagement in einer Gemeinschaft fördert und seinen Teil an dem sozialen Kapital der Gesellschaft bzw. der Stärkung des sozialen Gesamtgefüges beiträgt. (UN 2003)

Zusammenfassend ist zu sagen, dass besonders seit der Jahrhundertwende der Sport eine anerkannte Säule in dem internationalen Entwicklungsdiskurs geworden ist, da der Sport viele positive Effekte in der menschlichen Entwicklung mit sich bringt. Der Sport verbessert die Gesundheit und verringert die Wahrscheinlichkeit von Krankheiten. Zusätzlich zu den körperlichen Vorteilen, vermittelt der Sport wichtige soziale Grundwerte wie Zusammenarbeit,

Respekt, Disziplin und Akzeptanz gegenüber unterschiedlichen Kulturen/Ethnien von Individuen oder Gemeinschaften. Neben den menschlichen Aspekten ist der Sport in den letzten Jahren auch zu einer wirtschaftlichen Kraft geworden, der Arbeitsplätze schafft und zur gesellschaftlichen bzw. ökonomischen Entwicklung beiträgt. Das Potenzial des Sports als Instrument für Entwicklung ist längst noch nicht ausgeschöpft. Während der Sport bereits als Menschenrecht in vielen Ländern anerkannt wird, ist der Sport in vielen Entwicklungsstrategien selten als Priorität angesehen und weiterhin als Nebenprodukt der Entwicklung einer Gesellschaft gesehen und nicht als der antreibende Motor. Die vorliegende Arbeit argumentiert, dass der Sport eine entscheidende Repräsentationsfunktion für eine Gesellschaft besitzt, der soziale Ungleichheiten „spielend“ aufheben kann, besonders hinsichtlich der Geschlechter-Gleichberechtigung und deshalb eine wichtige Rolle in weiteren Entwicklungsstrategien haben sollte. (UN 2003)

3.2. Sport for Development und *Empowerment* von Frauen

Nach dem die vielen Vorteile, die der Sport mit sich bringt, dargestellt wurden, fokussiert sich folgender Unterpunkt auf den Sport als Instrument zum *Empowerment* von Frauen. Der Sport besitzt nämlich das Potential die Gleichstellung der Geschlechter innerhalb, aber auch außerhalb des Sportsektors zu beeinflussen. Der Sport vermittelt Normen, Werte, Einstellungen, Kenntnisse, Fähigkeiten und Erfahrungen, die über den Sport hinaus in der Gesellschaft vorteilhaft wirken können, die besonders für Frauen von großem Nutzen sein können. (UN Women 2007) Deshalb behandelt das vorliegende Unterkapitel einerseits das *Empowerment* von Frauen durch den Sport und andererseits das *Empowerment* von Frauen im Sport. Ersteres bezieht sich auf das Potential des Sports zur Erreichung der Geschlechter-Gleichstellung und der Stärkung der Position von Frauen in einer Gesellschaft, hingegen sich zweiteres auf die zugrundeliegenden (ungleichen) Bedingungen bezieht, unter denen Frauen am Sport teilnehmen.

3.2.1. *Empowerment* durch den Sport

Wie zuvor erwähnt, ist im Entwicklungsdiskurs seit geraumer Zeit der Sport ein probates Mittel für die Förderung der menschlichen Entwicklung. Besonders für das *Empowerment* von Frauen und der Geschlechter-Gleichstellung in einer Gesellschaft kann der Sport ein wichtiger Motor sein, wie der UN-Frauenbericht (2007) klarstellt:

“Sport can be an important tool for social empowerment through the skills and values learned, such as teamwork, negotiation, leadership, communication and respect for others. [...] Women and girls acquire new interpersonal networks, develop a sense of identity and access new opportunities, allowing them to become more engaged in school and community life. Participation in sport also enables women and girls to enjoy freedom of expression and movement and increase their self-esteem and self-confidence.” (UN Women 2007: 9)

Der Sport kann für Frauen verschiedene Vorteile mit sich bringen, die eng mit dem *Empowerment*-Konzept zusammenhängen. Auf einer psychologischen Ebene kann der Sport den Frauen die Fähigkeiten wie Teamwork, Verhandlungssicherheit, Führungsqualitäten, Zielstrebigkeit oder respektvollen Verhalten gegenüber anderen lehren. Zudem fördert der Sport ein gesteigertes körperliches und geistiges Wohlbefinden und trägt zur Entwicklung eines starken Selbstwertgefühls und Selbstvertrauens von Frauen bei. Besonders das Konzept *positive embodiment* („positives Körperbild“) hebt der UN-Frauenbericht (2007) heraus, der nämlich besagt, dass Frauen durch den Sport verantwortungsvoller mit ihrem eigenen Körper umgehen und eher einem aktiven und gesunden Lebensstil nachgehen als Frauen, die keinen Sport machen.

Neben den psychologischen Vorteilen ermöglicht der Sport für Frauen an neuen sozialen Netzwerken teilzunehmen. Gerade im Teamsport können Frauen neue soziokulturelle Räume entdecken, die ihnen in vielen Regionen auf der Welt zuvpr vielleicht verwehrt blieben. Zusätzlich besitzt der Sport das Potential „negative“ Stereotype bzw. traditionelle Geschlechterrollen aufzubrechen, die Frauen als körperlich „schwach“ oder als „Hausfrau“ und „Mama“ definieren. Die Teilnahme von Frauen am Sport, besonders in den männlich-dominanten Disziplinen (wie beispielsweise in dem vorliegenden Fall Fußball), können sexistische Geschlechterstereotype hinterfragen und diskriminierende Verhaltensweisen aufbrechen. Frauen erhalten durch den Sport eine „neue“ soziale bzw. individuelle Identität, die es möglich macht, auch in der Gesellschaft festverankerte Geschlechterverhältnisse zu hinterfragen und im besten Fall zu transformieren. (UN Women 2007)

Ein weiterer wichtiger Faktor ist auch das *Empowerment* durch die Vorbildfunktion von Sportlerinnen, die für viele Frauen inspirierend in ihrem eigenem Leben wirken kann. Weibliche Vorbilder können die Selbstwahrnehmung anderer Frauen stark beeinflussen und eine Bewusstseinsveränderung über die eigene weibliche Identität erwirken. Wenn Sportlerinnen in ihren Disziplinen genauso viele Erfolge feiern können wie ihre männlichen

Kollegen, dann kann das Bewusstsein von Frauen geschärft und ermutigt werden, genauso erfolgreich werden zu wollen. Für die Vermittlung von einflussreichen Sportlerinnen sind besonders die Massenmedien zuständig, die auch einen großen Anteil daran besitzen, Frauen im Sport richtig darzustellen, wie der UN-Frauenbericht (2007) schreibt:

“The promotion and popularization of women’s sport requires an increase in media coverage as well as a significant improvement in the breadth, depth and quality of women’s sport media, as called for in the 1998 Windhoek Call for Action. Non-discriminatory portrayal of female athletes in sport media and marketing could not only provide positive role models that encourage more women and girls to become athletes, but it could also persuade more women to become consumers of sport media and other products, as well as positively influence gender stereotypes and the sexualization of women in all areas of society.” (UN Women 2007: 27)

Die verstärkte und qualitativ hochwertige mediale Berichterstattung über Frauen im Sport ist eines der wichtigsten Vorgehensweisen, um andere Sportlerinnen, aber auch Nicht-Sportlerinnen zu inspirieren. Durch eine anti-diskriminierende mediale Darstellung von Sportlerinnen in den Massenmedien können Frauen nicht nur zum Sport treiben ermutigt werden, sondern können auch einen positiven Einfluss zum Aufbrechen von Geschlechterstereotypen als auch der Anti-Sexualisierung von Frauen in allen Bereichen der Gesellschaft bewirken. (UN Women 2007)

Der Sport besitzt zudem das Potential alle Menschen, unerheblich welcher Religion, Kultur, Nationalität, Geschlecht, Alter, o.ä. sie angehören, zusammenzubringen und gemeinsam Spaß zu haben, weshalb der Sport im Entwicklungsdiskurs oft als friedenförderndes Instrument verwendet wird. Der Sport kann eine antreibende Kraft sein, Toleranz und Akzeptanz innerhalb einer Gesellschaft zu fördern, indem während der Ausübung des Sports keine Unterschiede zwischen unterschiedlichen Merkmalen gemacht werden. Der UN-Frauenbericht (2007) betont die Macht des Sports zur Friedenssicherung wie folgt:

“Through its power to bring people together across boundaries, cultures and religions, it can promote tolerance and reconciliation. Women play an important role in the prevention and resolution of conflicts and in peacebuilding, as reaffirmed in Security Council resolution 1325. The power of sport and its inclusive nature makes it a good tool to increase knowledge, understanding and awareness about peaceful coexistence. Sport could be more effectively used in the context of follow-up to Security Council resolution 1325.” (UN Women 2007: 11)

Der Sport besitzt demnach die Fähigkeit, Menschen über Grenzen, Kulturen und Religionen hinweg zusammenzubringen und Toleranz bzw. Akzeptanz untereinander zu fördern. Durch die gemeinsame körperliche Aktivität werden auch interkulturelle Merkmale ausgeblendet, da im Fokus die Ausübung des Sports steht. Dabei wird Frauen auch eine wichtige Rolle zugeschrieben, da sie bei der Konfliktlösung und der Friedenssicherung auch einen gesamtgesellschaftlichen Beitrag leisten. (UN Women 2007)

Zusammenfassend ist zu sagen, dass das *Empowerment* von Frauen durch den Sport besonders viele gesellschaftliche Vorteile mit sich bringt. Frauen können in neue soziale Netzwerke, wie den Fußballbereich, eintreten und dadurch ein neues Selbstvertrauen erlangen, die es ihnen ermöglichen, sich in ihrer Gesellschaft neu zu positionieren. Aber auch die Medienlandschaft, die die Sportlerinnen medial darstellen, spielen eine wichtige Rolle beim *Empowerment* von Frauen. Durch inspirierende Sportlerinnen in qualitativ hochwertigen Berichterstattungen können Anreize gesetzt werden, Frauen zum Sport treiben zu ermutigen, aber auch Geschlechterstereotype und das Körperbewusstsein von Frauen zu verändern. (UN Women 2007)

3.2.2. *Empowerment* im Sport

Das *Empowerment* durch den Sport hat gezeigt, dass die Sportausübung von Frauen auch einen positiven Einfluss auf die gesamtgesellschaftliche Position von Frauen besitzen kann. Das *Empowerment* im Sport geht dagegen auf die Verhältnisse innerhalb des Sportbereichs ein, die in vielen Teilen der Welt besonders durch die Ungleichheit zwischen weiblichen Sportlerinnen und männlichen Sportlern geprägt ist. Die Fragen, die im vorliegenden Unterkapitel zu stellen sind, lauten: Mit welchen Ungleichheiten sind Frauen im Sport konfrontiert und inwiefern werden Frauen von der Teilnahme am Sport ausgeschlossen? In fast allen Teilen der Welt ist die Wertschätzung an der Beteiligung von Frauen im Sport deutlich geringer als bei Männern. Ein Indikator, der jene Wertschätzung widerspiegelt, ist der Lohn, der zwischen Frauen und Männern im Sport sehr ungleich ausfällt. Die folgende Grafik von der Sportschau (2020) zeigt die Forbes-Liste der bestverdienenden Sportler*innen innerhalb eines Jahres:

Top 100 der bestbezahlten Sportler*innen

Rangliste	Sportart	Verdienst in Mio Dollar
1. Roger Federer (Schweiz)	Tennis	106,3
2. Cristiano Ronaldo (Portugal)	Fußball	105
3. Lionel Messi (Argentinien)	Fußball	104
4. Neymar (Brasilien)	Fußball	95,5
5. LeBron James (USA)	Basketball	88,2
6. Stephen Curry (USA)	Basketball	74,4
7. Kevin Durant (USA)	Basketball	63,9
8. Tiger Woods (USA)	Golf	62,3
9. Kirk Cousins (USA)	Football	60,5
10. Carson Wentz (USA)	Football	59,1
...		
29. Naomi Osaka (Japan)	Tennis	37,4
...		
32. Sebastian Vettel (Heppenheim)	Formel 1	36,3
33. Serena Williams (USA)	Tennis	36

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Abb. 2 Sportschau (2020)

Weltweit bekannte Namen sind in der Liste der meistverdienenden Sportler*innen vorzufinden: Roger Federer, Cristiano Ronaldo, LeBron James oder Tiger Woods. Alle verdienen ihr Geld mit den beliebten Sportarten wie Tennis, Basketball, Golf oder dem Fußball und sind alle auch eines: männlich. Erst auf Rang 29 ist die japanische Tennisspielerinnen Naomi Osaka vorzufinden bzw. die zweite weibliche Sportlerin, eine andere berühmte Tennisspielerin, Serena Williams, ist auf Rang 33 platziert. Zwar ist die Liste der 100 meistverdienenden Sportler*innen grafisch nur bis Rang 33 angeführt, jedoch sind die zwei Tennisspielerinnen Naomi Osaka und Serena Williams sowieso die einzigen weiblichen Vertreterinnen in der Forbes-Liste. Wer sich nun gedacht hat, dass ein Verhältnis 2/100 in der Liste der meistverdienenden Sportler*innen ungleich erscheint, sollte auf die letzten vier Jahre des Forbes-Rankings schauen, in denen keine einzige Frau in der Top 100 vertreten war. Das bedeutet, dass nach dem Jahr 2016 erstmal wieder zwei weibliche Sportlerinnen mit Naomi Osaka und Serena Williams im Forbes-Ranking vertreten sind. Die Forbes-Liste der meistverdienenden Sportler*innen zeigt die ungleichen Lohnverhältnisse zwischen Frauen und Männern im Sportbereich deutlich auf. (Sportschau 2020)

Die ungleichen Verdienstmöglichkeiten von Frauen und Männern im Sport sind zwar das eine, das andere ist die Sexualisierung der Frauen im Sport. Sportlerinnen sollen für Marketing-Zwecke öfters ein Idealbild einer Frau in der Gesellschaft widerspiegeln und verstärken Stereotype, die ungesund für das Frauenbild einer Gesellschaft sein können.

“The coverage, marketing and promotion of women’s sport are also often highly sexualized. The value of the female athlete is often determined in terms of her body type, attractiveness and sex appeal, rather than in terms of the qualities that define her as an athlete. Donna Lopiano, the former Chief Executive of the Women’s Sport Foundation in the United States, says that the sports media culture is ‘deciding what sells, and they’re not willing to sell legitimate female athletic achievement’” (UN Women 2007: 26)

Darüber hinaus ist Gewalt, Ausbeutung und Belästigung von Frauen im Sport weit verbreitet, sodass sich viele Frauen unsicher und ungeschützt im Sportbereich fühlen. Dieser Zustand führt auf die unzureichenden Ressourcen für Frauen im Sport und den mangelnden Strukturen und Sportprogrammen im Vergleich zu den Männern zurück. Um das volle Potenzial des Sports als Mittel zur Gleichstellung der Geschlechter und zum *Empowerment* von Frauen auszuschöpfen, müssen besonders die physischen Barrieren innerhalb des sozialen Raums des Sports aufgebrochen werden. Selbst wenn die Teilnahme von Frauen an dem Sport erlaubt ist, kann die stereotypische Vorstellung von Männlichkeit und Weiblichkeit zu einer Geschlechtertrennung in verschiedenen Sportarten führen, welches zu „typisch weiblichen“ und „typisch männlichen“ Sportdisziplinen führt. Das führt in weiterer Folge dazu, dass einige Frauen in „ästhetische“ Sportarten wie Gymnastik oder Ballett gedrängt werden und Frauen in männlich-dominanten Sportbereichen wie Boxen oder Rugby als „unweiblich“ definiert werden. (UN Women 2007)

Führungskräfte befinden sich in machtvollen Positionen, eine Veränderung jener ungleichen und ungerechten Strukturen bzw. der Wahrnehmung von Frauen im Sport herbeiführen zu können. Jedoch gilt die weibliche Besetzung von Führungspositionen als ein weiteres Problem im Sportbereich:

“Throughout the world, women’s participation in leadership and decision making remained limited in sport and sport-related organizations. Women are underrepresented at all levels, including coaching, management, commercial sporting activities and the media, as well as in decision-making bodies at the local, national, regional and international levels, including the International Olympic Committee.” (UN Women 2007: 22-23)

Es ist schwierig für Frauenrechte im Sport einzutreten, wenn Frauen in sportspezifischen Führungspositionen kaum vorhanden sind. Um eine Veränderung auch in den Führungsetagen herbeizuführen, ist neben dem *Empowerment* von Frauen in Führungspositionen auch die

Sensibilisierung der weiblichen Interessensvertretung bei männlichen Führungskräften notwendig. Um die geschlechtsspezifischen Ungleichheiten im Sport für Frauen anzusprechen, ist es notwendig, dass Frauen für die Rechte aller Sportlerinnen eintreten, aber genauso wichtig ist es, dass alle männlichen Führungspositionen dieselben Interessen vertreten. Das bedeutet, dass der *Empowerment*-Prozess von Frauen im Sport zwar vor allen durch die Frauen selbst zu verrichten ist, jedoch sind auch alle männlichen Führungskräfte dafür verantwortlich geschlechtergerechte Sportstrukturen aufzubauen. (UN Women 2007)

3.3. FIFA: “Football” for Development?

Im wissenschaftlichen SFD-Diskurs wird besonders das Entwicklungspotential des Fußballsports hervorgehoben und ist daher seit geraumer Zeit eines der beliebtesten Instrumente für viele Entwicklungsprojekte auf der ganzen Welt geworden. Petry/Kroner (2019: 260) gehen sogar soweit, dass sie die These „Meanwhile, it could be argued that the area of ‘Sport for Development’ is solely ‘Football for Development’.“ aufstellen. Weshalb gerade der Fußball und keine andere Sportart in der Entwicklungsarbeit so populär ist wird im kommenden vierten Kapitel näher erläutert. Jedenfalls ist seit jeher bekannt, dass der Fußball einen großen Beitrag bei der menschlichen Entwicklung leisten kann, welches in vielen Entwicklungsforschungen aufgezeigt wurde. Die positiven Auswirkungen des Fußballsports sind beispielsweise bei der Aufklärungsarbeit von HIV/AIDS von vielen wissenschaftlichen Studien bestätigt worden. Besonders die wettbewerbsorientierten, partizipativen, teambasierten und kommunikativen Aspekte des Fußballsports werden verwendet, um Wissen zu vermitteln und individuelle Lebenskompetenzen zu entwickeln. Da ist es nicht weit hergeholt, dass der Fußball auch positive Effekte beim *Empowerment* von Frauen bewirken kann. (Petry/Kroner 2019)

In diesem Zusammenhang muss auch die internationale Fußball-Dachorganisation der FIFA vorgestellt werden, die einen mächtigen Einfluss auf die weltweiten Fußballentwicklungen besitzt. Die FIFA gilt als Hauptförderer der Fußball-Entwicklungsprogramme und unterstützt auf der ganzen Welt Fußballprojekte, um einen sozialen Wandel herbeizuführen. (Petry/Kroner 2019) Die FIFA ermutigt ihre Mitgliedsverbände, sich für die unterschiedlichen Entwicklungsprogramme des Frauenfußballs stark zu machen und sich aktiv zu beteiligen. Alle Mitgliedsverbände sind berechtigt, die Frauenfußballprogramme der FIFA in ihrem Land zu integrieren. Das Ziel der FIFA hinsichtlich der Förderung des Frauenfußballs ist es, mehr Frauen an den Fußballsport heranzuführen, einen gesellschaftlichen Nutzen für Frauen im Allgemeinen herbeizuführen, aber auch die zugrundeliegenden Strukturen im Fußballsport

geschlechtergerechter zu gestalten. Das FIFA Women's Development Programme (2020) schreibt dazu folgendes:

“Our common goals are to grow the game, to get more girls involved in it earlier, to keep more women in the game longer, and to drive the empowerment of women and the societal benefits of football. Only together can we truly realize the opportunities that exist within women's football, increase our impact and bring the beautiful game to all.”
(FIFA Women's Development Programme 2020: 7)

Die FIFA betont mit ihren Worten auch den Einfluss, den der Fußballsport im *Empowerment*-Prozess von Frauen besitzt und sieht den Frauenfußball als gesamtgesellschaftliches Konzept, in dem Frauen nicht nur im Sport, sondern auch in der Gesellschaft nachhaltig gefördert werden. Obwohl lange Zeit FIFA-Entwicklungsprogramme zur Förderung des Frauenfußballs nicht vorhanden waren, haben die letzten Jahren gezeigt, dass die FIFA Frauen im Fußballsport zukünftig stärker unterstützen und *empowern* möchte.

3.4. Zusammenfassung

In dem dritten Kapitel der vorliegenden Masterarbeit wurde die Relevanz des Sports in dem Entwicklungsdiskurs aufgezeigt und im Weiteren mit dem *Empowerment*-Konzept von Frauen in Verbindung gesetzt. Seit Beginn des 21. Jahrhunderts sehen internationale Organisationen die Wichtigkeit des Sports in der Entwicklungsarbeit an und integrieren den Sport in spezielle Sport-Entwicklungsprogramme („Sport for Development“, kurz: SFD), aber auch in allgemeine internationale Entwicklungsprogramme, wie die Millenniums-Entwicklungsziele, oder nachfolgend auch die Ziele der nachhaltigen Entwicklung bzw. der Agenda 2030 der Vereinten Nationen. Der Sport besitzt besonders für junge Menschen viele Vorteile, die positiv zu ihrer menschlichen Entwicklung beitragen. Die folgende Grafik fasst die Vorteile des Sports für die Individuen noch einmal illustrativ zusammen:



Speziell für Frauen kann der Sport ein wichtiger Faktor im *Empowerment*-Prozess darstellen, weshalb im *Empowerment*-Ansatz zwei Kategorien zu unterscheiden sind: das *Empowerment durch* den Sport und das *Empowerment im* Sport. Ersteres bezieht sich auf die gesellschaftlichen Vorteile, die durch die Ausübung des Sports auf Frauen wirken, hingegen zweiteres die Verhältnisse innerhalb des Sportbereichs aufzeigen und inwiefern Frauen im Vergleich zu ihren männlichen Kollegen positioniert sind. Die folgende Tabelle soll eine Übersicht der *Empowerment*-Ansätze durch und im Sport geben:

Empowerment <u>durch</u> den Sport	• neue Identitäten • Zugang zu neuen soziokulturellen Räumen • Vorbildfunktion • mediale Darstellung von Frauen im Sport
Empowerment <u>im</u> Sport	• Lohngerechtigkeit • Anti-Sexualisierung • Aufbrechen von Stereotypen • Ressourcen, Strukturen, Sportprogramme • weibliche Führungskräfte

Letztendlich wurde auch geklärt, welchen großen Einfluss die Fußball-Dachorganisation der FIFA auf die Entwicklungen des Frauenfußballs und das *Empowerment* von Frauen durch, als auch im Sport hat. Durch spezielle Entwicklungsprogramme, die den Frauenfußball nachhaltig fördern sollen, will die FIFA nicht nur Frauen zum Fußballsport ermutigen und die zugrundeliegenden Strukturen frauenfreundlicher gestalten, sondern auch eine gesamtgesellschaftliche Wirkung durch den Frauenfußball bewirken. Im nachfolgenden vierten Kapitel wird nun näher auf die Verbindung zwischen dem Dreieck des *Empowerments* von Frauen, des Frauenfußballs und der Entwicklung eingegangen.

4. Frauenfußball

Der Frauenfußball ist erst durch den Fußballsport an sich zu erklären, weshalb zunächst die gesellschaftliche Relevanz des Fußballsports im allgemeinen erläutert wird. Danach erfolgt eine intensivere Bearbeitung des Frauenfußballs in seinen historischen, geschlechtervergleichenden und strukturellen Aspekten, um dann schlussendlich die Verwobenheit zwischen Frauenfußball, *Empowerment* und Entwicklung aufzuzeigen. Dieses Kapitel soll dazu dienen, einen Überblick über das Fußballsystem inklusive des Frauenfußballs zu geben und diesen dann infolgedessen in den Entwicklungsdiskurs einzubetten.

4.1. Fußball als Gesellschaftsspiel

Das vorliegende Unterkapitel soll erklären, weshalb der Fußballsport weltweit solch große Popularität genießt, um auch nachvollziehen zu können, welche Wirkkraft der Fußballsport auf die Weltgesellschaft besitzt. Durch die große Popularität ist der Fußballsport auch für die Sozialwissenschaften ein interessantes Forschungsfeld geworden, aber warum gerade der Fußball? Warum ist der Fußball auf der ganzen Welt so populär? Um diese Frage zu beantworten, gibt es nicht eine richtige Antwort, sondern mehrere Erklärungsansätze. Einer von diesen Erklärungsansätzen geht zurück zu den Anfängen des modernen Fußballs. Zwischen den Jahren 1830 und 1840 entwickelte sich in den englischen elitären Public Schools der heutige Fußball. Durch die Industrialisierung, Urbanisierung und den Kolonialismus zur Zeit des 19. Jahrhunderts verbreite sich der Fußballsport weltweit schnell. Der Fußball kann somit auch als ein Phänomen des britischen Imperialismus verstanden werden. Ursprünglich war der Fußballsport als ein elitärer Sport angesehen, der dem Gentlemen-Ideal entsprach. Jedoch galt seit Anbeginn des Fußballsports auch das Leistungsprinzip, weshalb zusätzlich auch starke Arbeiter in den Sport integriert wurden. Durch das Zusammenführen der unterschiedlichen sozialen Schichten konnten seit dem Ursprung des Fußballs auch jene sozialen Dichotomien innerhalb einer Gesellschaft vereint werden. Dieser Erklärungsansatz über die Beliebtheit des Fußballsports wird deshalb auch als die *schichtübergreifende Popularität* des Fußballs definiert, die bis heute in der Gesellschaft vorzufinden ist. (Brandt et al. 2012: 10)

Ein weiterer Erklärungsansatz, weshalb der Fußball solch große Popularität genießt, ist im *funktionalistischen Ansatz des Fußballs* erklärt:

„Des Weiteren lässt sich der Fußball funktionalistisch erklären. Der Funktionalismus versteht Kultur als System oder Organismus. Jedes einzelne Organ trägt etwas zur Funktion dieses Gesamtorganismus bei (...). Demnach erfüllt auch der Fußball eine

soziale Funktion für die Gesellschaft. Beispielhaft könnte der Fußball die Funktion der Vergemeinschaftung erfüllen.“ (Brandt et al. 2012: 11)

Im Fußballsport ist das Gemeinschaftsgefühl unter den Spieler*innen stark ausgeprägt, welches sie auch mit dem Fußball identifizieren lässt. Eine Gemeinschaft bietet zugleich auch immer eine Struktur und vor allem Stabilität für die enthaltenen Mitglieder. Stabilität und Sicherheit sind besonders im modernen Zeitalter, welches geprägt ist durch Chaos und Krisen, wichtige Aspekte im Leben der Individuen einer Gesellschaft geworden. Da bietet der Fußballsport einen idealen sozialen Raum sich gemeinschaftlich zu identifizieren und stellt zugleich einen sicheren Zufluchtsort für viele Individuen dar. (Brandt et al. 2012)

Der wortwörtlich am simpelsten Ansatz zur Popularität des Fußballs, bietet der britische Soziologie Eric Dunning: Der Fußball ist deshalb so populär und weit verbreitet, weil er sich so einfach spielen lässt. Um den Fußballsport auszuüben braucht es lediglich Spieler*innen, ein Spielgerät, zwei Tore und ein Spielfeld. Die Voraussetzungen, um Fußball zu spielen, sind überschaubar und sind in fast allen Regionen auf der Welt zu erfüllen. Gerade diese Simplizität des Fußballsports hebt ihn von anderen Sportarten ab, die meist deutlich mehr Ressourcen benötigen und sich „nicht so einfach“ spielen lässt. (Brandt et al. 2012: 11-12) Im 21. Jahrhundert wurde die sowieso schon vorhandene Popularität des Fußballsports mithilfe der Massenmedien noch einmal verstärkt:

„Die Fußballübertragungen im Radio, im Fernsehen oder über das Internet ermöglichen und animieren Menschenmassen zur Partizipation an Liga- oder Länderspielen. Hinzu kommt eine schier endlose Informationsflut [...] Massenmedien verstärken somit zum einen die bereits erklärte Fußballpopularität und sie konstruieren zum anderen einen medialen Fußball, der neue Massen mobilisiert und neue Interessen generiert.“ (Brandt et al. 2012: 12)

Auch wichtig zu erwähnen ist die Dreieck-Verbindung von Massenmedien, Fußball und Wirtschaft. Durch die große Popularität des Fußballs erzielen Fußballsendungen hohe Einschaltquoten, die wiederum hohe Werbeeinnahmen generieren. Der Fußball wurde durch die Massenmedien auch zu einem lukrativen Business, welches durch das große Interesse am Fußballsport gestützt ist. (Brandt et al. 2012)

Die vorgestellten Erklärungsansätze, weshalb der Fußballsport solch große weltweite Popularität genießt, sind lediglich einige von vielen. Durch die große Popularität und dem großen Interesse der Individuen am Fußballsport haben auch die Sozialwissenschaften diesen

Bereich als relevantes und interessantes Forschungsfeld für sich entdeckt. Der Fußball ist demnach nicht nur mehr als körperliche Aktivität zu verstehen, sondern als interdisziplinäres Feld zu betrachten. Für die sozialwissenschaftliche Forschung ist der Fußballsport als ein gesellschaftliches Verflechtungssystem mit seinen Wechselwirkungen der handelnden Individuen zu begreifen: „Definitiv lässt sich das sozialwissenschaftliche Interesse am Fußball als die Deskription und Analyse dessen gesellschaftlicher und sozialer Aspekte beschreiben.“ (Hebenstreit 2012: 24) Das bedeutet, dass die sozialwissenschaftliche Forschung daran interessiert ist, den Fußballsport in seinen Wechselwirkungen zwischen dem Fußball und der Gesellschaft zu untersuchen und inwiefern beide Bereiche sich gegenseitig beeinflussen. Auf diesen Aspekt geht auch Hebenstreit (2012) ein, der den Fußballsport nie als ein isoliertes Phänomen von der Gesellschaft sieht, sondern als einen integrativen Bestandteil der Gesellschaft definiert:

„Faktisch sind die gesellschaftliche und soziale Dimension miteinander verwoben und bedingen sich gegenseitig. Von daher kann eine sozialwissenschaftliche Analyse des Fußballs nie allein auf das Spiel selbst begrenzt bleiben, sondern muss jedenfalls die gesellschaftlichen Einflüsse berücksichtigen.“ (Hebenstreit 2012: 24)

Auch das nächste Zitat von Hebenstreit (2012: 25) zeigt noch einmal die Wirkungskraft, die der Fußball in der Gesellschaft besitzt und welches enorme Einflusspotential er auf die sozialen Entwicklungen weltweit besitzt:

„Gesellschaftliche Wechselwirkungen des Fußballs stehen im Blickfeld sozialwissenschaftlicher Analysen. Insbesondere aus Denkanstätzen heraus, die auf funktionalistischen Traditionen gründen, sind der Sport im Allgemeinen und der Fußball als weltweit populärste Form davon als konstruktive und integrative Teile der Gesellschaft betrachtet worden, die dem Vernehmen nach soziale Werte und Normen vermitteln, Identität stiften oder Vergemeinschaftung herstellen sollen.“ (Hebenstreit 2012: 25)

Der Fußballsport wird zuletzt nicht umsonst oft als Spiegelbild der Gesellschaft genannt. Im Fußballsport spiegeln sich einzelne gesellschaftliche Dynamiken, Strukturen und Entwicklungen wider aber auch vice versa. (Hebenstreit 2012) Das bedeutet, dass der Fußballsport vorhandene gesellschaftliche Entwicklungen mitbeeinflussen kann, was in dem vorliegenden Fall heißt, dass der Fußballsport das Potential besitzt, die gesellschaftliche Position von Frauen innerhalb einer Gesellschaft verändern zu können.

4.2. Frauenfußball

In dem vorliegenden Unterkapitel werden drei große Themenbereiche angesprochen, um den Frauenfußball in seiner Gesamtheit zu erfassen. Als erstes wird auf die Geschichte des Frauenfußballs näher eingegangen, um die historischen Aspekte des Frauenfußballs besser nachvollziehen zu können. Danach, im zweiten Themenbereich, wird auf die geschlechterspezifische Ungleichheit im Fußballsport eingegangen, die mit Zahlen deutlich machen, inwiefern Frauen im Fußballbereich im Vergleich zu den Männern benachteiligt werden. Weshalb der Fußballsport als „Männersport“ gilt, wird in den theoretischen Grundlagen im dritten Unterkapitel erklärt. Pierre Bourdieus soziale Konzepte der männlichen Herrschaft und der symbolischen Gewalt spielen nämlich im sozialen Raum des Fußballs eine entscheidende Rolle und erklären, weshalb Frauen es im Fußballsport so schwer haben, akzeptiert und anerkannt zu werden.

4.2.1. Geschichte des Frauenfußballs

„Spielen Frauen ein anderes Spiel“? Diese provokante Frage stellen sich Gabriele Sobiech und Andrea Ochsner (2012) in ihrem gleichnamigen Artikel. Die Autorinnen gehen der Frage nach, wie es möglich ist, dass der Frauenfußball anders in der Gesellschaft aufgenommen wird als der Männerfußball. Dabei identifizieren Sobiech/Ochsner (2012) mehrere Faktoren, wie beispielsweise die mediale Berichterstattung, die infrastrukturellen Entwicklungen und besonders die normativen Geschlechterzuschreibungen, wie „Frau“ bzw. „Mann“ zu sein und auszusehen. Doch, um die Frage zu beantworten:

„Weiblichkeitsinszenierungen sind nach gesellschaftlichen Vorstellungen immer noch mit der Stilisierung des Aussehens und erotischer Ausstrahlungskraft verbunden, während männliche Darstellungen Kraft und Durchsetzungsvermögen zu demonstrieren haben. [...] Frauen spielen nach dieser Lesart dann keinen ‚richtigen‘ Fußball. In einem System, dass sich durch die Zentrierung auf den Körper und die Steigerung körperlicher Leistungsfähigkeit auszeichnet, erhält die soziale Ordnung der Zweigeschlechtlichkeit eine besondere Anschaulichkeit [...] Damit wird die ‚natürliche‘ Geschlechterdifferenz als erwiesen angesehen, was die Vorstellung bestätigt: **Frauen spielen ein anderes Spiel.**“ (Sobiech/Ochsner 2012: 9)

Ja, Frauen spielen ein anderes Spiel, da die gesellschaftliche Vorstellung von Frauen nicht mit dem körperbetonten Fußballspiel zusammenpasst. Jene Differenz- und Hierarchiesetzung über die Vorstellung der Frauen im Sport reichen weit bis ins 18. Jahrhundert zurück. Frauen besaßen

ihre spezifische Funktion an der Seite des Mannes und hatten ihre gesellschaftliche Bestimmung dementsprechend zuzuordnen – auch hinsichtlich ihrer Körperideale. Jene binären Geschlechterverhältnisse wurden auch in den weiblichen Körperkonzepten manifestiert, die einen starken Einfluss auf die körperlichen Tätigkeiten beider Geschlechter hatte. Im 18. Jahrhundert wurden den Frauen körperliche Tätigkeiten sogar untersagt, da das nicht dem Körperideal von Frauen entsprach. Erst im 19. Jahrhundert wurde für wohlhabende Töchter das Turnen zugelassen, die sich zum ersten Mal körperlich betätigen konnten. Jedoch waren die Turnübungen nicht dazu gedacht, die Gesundheit der Mädchen zu fördern oder einfach Spaß an der körperlichen Aktivität zu haben, sondern sollte lediglich die Heiratschancen durch die Körperformung nach einem ästhetisch-weiblichen Ideal erhöhen. Das führt wieder zu den hierarchischen Geschlechterverhältnissen im 19. Jahrhundert, in dem Frauen für den Mann körperliche Übungen ausführen sollten, um für den Heiratsmarkt tauglich zu sein. Erst mitten in der Industrialisierung, in dem 19. Jahrhundert, wurde aus Turnen der Sport und fand in der Gesellschaft populären Anklang. Der immer beliebter werdende Sport, ein globaler Import aus England, besaß ein individualisierendes Leistungsprinzip, der die Körperpraktiken im Gegensatz zum eleganten Turnen härter machte. Jedoch wurden Frauen wegen den zu harten und fordernden Körperpraktiken aus dem Sport ausgeschlossen, da dies ihre Körperformung negativ beeinflussen könnte bzw. das sportive Körperverhältnis nicht dem weiblichen Ideal einer Frau entsprach. Das ist auch eines der Hauptgründe, weshalb Frauen im Sport bis heute nicht gleichermaßen anerkannt werden wie ihre männlichen Kollegen:

„Dass ein solchermaßen sportives Körperverhältnis und die mit ihm einhergehende instrumentelle Codierung des Körpers mit ‚Männlichkeit‘ gleich gesetzt wurden und zum Teil noch werden, versteht sich von selbst. Aus dem Überbietungsprinzip des ‚Höher – Schneller – Weiter‘ gemäß der sich entwickelnden Leistungs- und Erfolgsrationalität waren Frauen zunächst ausgeschlossen.“ (Sobiech/Ochsner 2012: 11)

Doch eine kleine Veränderung zu den vergangenen Jahren gab es dennoch: Zu den sogenannten leichten Spiele, wie Federball, Tamburinball oder Sing- und Reigenspiele waren für Frauen zugelassen, hingegen alle schnellen, kräftigen und anstrengenden körperlichen Aktivitäten strengstens verboten waren. Der Ausschluss von Frauen in körperlich beanspruchenden Sportarten ging hinein bis zu Beginn des 20. Jahrhunderts und hier war auch noch lange nicht die Rede des Fußballsports für Frauen. (Sobiech/Ochsner 2012)

Erst im 20. Jahrhunderts begannen die wirklich ernsthaften weltweiten Bewegungen des Frauenfußballs, obwohl in der Mitte des 20. Jahrhunderts noch in vielen Ländern der Frauenfußball immer noch offiziell verboten war, ist mit der liberalen Frauenbewegung in den 1960er Jahren auch ein Umdenken im Frauenfußball erfolgt. Immer mehr Frauen wollten am Fußballsport teilnehmen und gründeten eigene Frauenmannschaften, um ihren Sport auszuüben. Der Druck auf die Fußballverbände stieg, sodass immer mehr Frauen auch zum Fußballspielen offiziell zugelassen wurden. (Sobiech/Ochsner 2012) Besonders europäische Frauen hatten Spaß am Fußball entwickelt, weshalb sie den Frauenfußball bis Anfang des 21. Jahrhunderts dominierten. Jedoch wurde der Fußball für Frauen weltweit immer beliebter, sodass sich der Frauenfußball auch schnell in den USA, in Südamerika, in Afrika und in Asien verbreitete. Auch ein Blick auf die ausgetragenen Frauenfußball-Weltmeisterschaften im 21. Jahrhundert zeigt die internationale Popularität des Frauenfußballs, in denen in fünf Wettbewerbsaustragungen drei Länder aus verschiedenen Kontinenten gewannen. Die deutsche Nationalmannschaft gewann die ersten zwei Weltmeisterschaftsturniere im 21. Jahrhundert (2003, 2007), hingegen die US-Amerikanerinnen die letzten 2 Weltmeisterschaften (2015, 2019) für sich entscheiden konnten. Es sei hier noch zu erwähnen, dass die US-amerikanische Nationalmannschaft ihre Vormachtstellung im Frauenfußball in den letzten Jahren manifestierte und als internationales Vorbild für viele andere Länder gilt. Nichtsdestotrotz ging der Weltmeisterschaftstitel 2011 an Japan, die damit zum ersten Mal die Frauenfußball-Weltmeisterschaft gewinnen konnte. Europa, Nordamerika und Asien kürten sich in den letzten 20 Jahren als Weltmeisterinnen im Frauenfußball, was zeigt, dass der Frauenfußball global gesehen immer mehr an Bedeutung gewinnt. (FIFA 2020)

4.2.2. Geschlechterungleichheiten im Fußball in Zahlen

Im ersten Themenbereich dieses Unterkapitels wurde der historische Verlauf des Frauenfußballs vorgestellt, der sichtbar macht, dass Frauen jahrelang von der Sportausübung und dem Fußball ausgeschlossen wurden und der Sport als reine „Männersache“ galt. Durch die gesellschaftlich-historische Konnotation des Sports als „Männersport“ sind auch die heutigen Geschlechterungleichheiten im Sportbereich und auch speziell im Fußballsport zu erklären. Um jene Geschlechterungleichheiten deutlicher im Sportbereich darzulegen, zeigt dieses Unterkapitel die bis heute reichenden Ungleichheiten im Frauen- und Männerfußball in Zahlen auf, in dem deutlich wird, wie stark Frauen im Fußballsport immer noch benachteiligt werden. Die nachfolgende Grafik zeigt gut auf, wie die ungerechten

Geschlechterungleichheiten im Fußballsport zwischen weiblichen Fußballerinnen und männlichen Fußballern aussehen:



Abb. 3 United Nations (2019)

Die Grafik wurde von United Nations (2019) auf ihren Social-Media-Kanälen geteilt, um die Lohnunterschieden zwischen Männern und Frauen im Fußballsport deutlich zu machen. Die Bildbeschreibung lautete:

“One male soccer player makes almost double the combined salaries of all players in the top seven women's soccer leagues.”

United Nations (2019) verwendete die Grafik, um aufzuzeigen, dass der bestverdienende Fußballer Lionel Messi ein Jahreseinkommen von 84 Millionen US-Dollar verdient, welches fast doppelt so hoch ist wie der kombinierte Jahreslohn (42,6 Millionen US-Dollar) von 1.693 Fußballerinnen in den sieben besten Frauenfußball-Ligen zusammen. Die nächste Grafik zeigt zudem zusätzlich die Verteilung des Jahreslohns der weiblichen Fußballerinnen in den weltweit besten sieben Frauenfußball-Ligen:



Abb. 4 Statista (2017)

In Frankreich und Deutschland werden Fußballerinnen am besten bezahlt, danach reihen sich die englische und US-amerikanische Liga ein und auf den Plätzen 5, 6 und 7 sind die Frauenfußball-Ligen aus Schweden, Australien und Mexiko vorzufinden. Bei der Grafik wird zudem auch deutlich, dass die Lohnunterschiede zwischen den verschiedenen Frauenfußball-Ligen stark auseinandergehen. (Statista 2017)

Jene Lohndiskriminierung zwischen dem Frauen- und Männerfußball wurde besonders während der Frauen-Weltmeisterschaft 2019 in Frankreich medial heiß diskutiert. Auch weil die US-amerikanischen Fußballspielerinnen der Nationalmannschaft ihre Stimme erhoben und die Geschlechterungleichheiten und ihren Verdienstmöglichkeiten im Fußballsport zwischen Frauen und Männern in den Medien thematisierten. Zu diesem Anlass illustrierte die weltweit tätige Vertretung von Profifußballer*innen FIFPro (2020) in ihrem „Women’s Football Report 2020“ die Geschlechterungleichheiten bei den historischen Fußball-Weltmeisterschaften der Frauen und den Fußball-Weltmeisterschaften der Männer. Die erste Grafik zeigt die Preisgelder, die in den historischen Frauen- bzw. Männer-Weltmeisterschaften ausgeschrieben wurden:

Abb. 5 FIFPro (2020: 69)



Während in der Grafik deutlich wird, dass der Professionalisierungsprozess des Frauenfußballs von Jahr zu Jahr weiter voranschreitet ist dennoch eines der Hauptprobleme im Frauenfußball die unbefriedigende Höhe des Preisgeldes bei den Frauen-Fußballweltmeisterschaften. Das Preisgeld bei den Fußball-Weltmeisterschaften der Frauen ist deutlich niedriger als bei den Fußball-Weltmeisterschaften der Männer, die jedoch von denselben Einrichtungen (FIFA, UEFA, CONMEBOL usw.) organisiert und finanziert werden. Die größte Preissumme für einen Frauenwettbewerb bietet derzeit die FIFA Frauen-Weltmeisterschaft, die sich für das Turnier 2019 auf 30 Mio. USD verdoppelte. Dies verblasst jedoch immer noch im Vergleich zu den 400 Mio. US-Dollar, die für die FIFA Männer-Weltmeisterschaft 2018 bereitgestellt wurden, und

entspricht nur 7,5% des gesamten Preisgeldes für die Männer-Weltmeisterschaft 2018. Vor der Frauenfußball-Weltmeisterschaft 2007 gab es sogar überhaupt kein Preisgeld für die teilnehmenden Fußballerinnen zu verdienen. (FIFPro 2020)

Nach der Frauen-Weltmeisterschaft 2019 versprach FIFA-Präsident Gianni Infantino, dass sich der Preisgeldpool für die nächste Frauen-Weltmeisterschaft 2023 erneut verdoppeln würde (ca. auf 60 Mio. USD). Jedoch ist zu erwähnen, dass die nächste Frauen-Weltmeisterschaft von 24 auf 32 Frauen-Nationalmannschaft erweitert wird, was bedeutet, dass das Preisgeld auf mehrere Nationalmannschaften verteilt und der zu erreichende Betrag für die einzelne Nationalmannschaft wieder weniger sein wird. Darüber hinaus wird die Männer-Weltmeisterschaft 2022 von einer Erhöhung um 40 Mio. USD profitieren, was bedeutet, dass der ohnehin schon massiver Lohnunterschied zwischen der Frauen- und Männer-Weltmeisterschaft sich weiterhin vergrößern wird. Zwar stehen die genauen Preisgelder noch nicht fest und die FIFA lässt Raum für Verhandlungen zu, jedoch ist nicht mit einer zufriedenstellenden Annäherung der Preisgeldauszahlungen zwischen der Frauen- und Männer-Weltmeisterschaft zu rechnen. (FIFPro 2020)

Als entscheidender Faktor für die ungleiche Preisgeldverteilung zwischen Frauen und Männern bei den Fußball-Weltmeisterschaften gilt das Sponsoring, das das globale Fußballevent mitfinanziert. Auch hier sind laut FIFPro (2020) Geschlechterungleichheiten bei den Weltmeisterschaften zu erkennen:

FIGURE 13. FIFA WORLD CUP – SPONSORSHIP STRUCTURE

Abb. 6 FIFPro (2020: 47)



Die Sponsoring-Strukturen der Frauen-Weltmeisterschaft sind stark an die des Männerfußballs gebunden. Die FIFA-Partner sind, wie in der Grafik aufgezeigt, die gleichen bei den Frauen- und Männer-Weltmeisterschaften (2019 & 2018), jedoch unterscheidet sich die finanzielle Beteiligung, wie viel in die jeweiligen Weltmeisterschaften investiert wird, erheblich. Obwohl bei den FIFA-Partnern zukünftig auch finanzielle Veränderungen zu erwarten sind, ist der Rest der Sponsoring-Pyramide spannend abzuwarten. Die Weltmeisterschaft der Männer 2018 weist eine dreistufige Struktur auf, die neben den FIFA-Partnern um Turnier- und regionale Sponsoringpartnerschaften ergänzt wurde. Die Frauen-Fußballweltmeisterschaft 2019 wurde lediglich in einer zweistufigen Struktur, heißt von den FIFA-Partnern und den regionalen Sponsoren, unterstützt. Spezifische Turnier-Sponsoringpartnerschaften haben die Frauen-Weltmeisterschaft nicht mitfinanziert. FIFA-Funktionäre haben bereits ihre Absicht erklärt, ab 2022 eine neue Geschäftsstrategie aufzustellen, welches andere Strukturen in Frauen-Weltmeisterschaften bedeuten könnte. Laut FIFPro (2020) werden die veränderten Strukturen rund um die Frauen-Fußballweltmeisterschaft 2022 eine wichtige Richtung für die kommerziellen Strukturen allgemein im Frauenfußball sein und die zukünftigen Entwicklungen entscheidend beeinflussen. (FIFPro 2020: 44)

Die letzte Grafik, um die Geschlechterungleichheiten im Fußballsport zu veranschaulichen, ist die Publikumsreichweite bei den Frauen- bzw. Männer-Weltmeisterschaften der vergangenen Jahre laut FIFPro (2020):

FIGURE 8. IN-HOME AUDIENCE REACH

Total in-home audience reach

Abb. 7 FIFPro (2020: 39)



In den letzten vier Frauen-Weltmeisterschaften konnte die Publikumsreichweite deutlich erhöht werden. Die Frauen-Weltmeisterschaft 2019 schauten sich 810,9 Millionen Zuseher*innen von Zuhause aus an, welches ein Rekordwert für das Frauenfußballturnier darstellt. Doch werden die Zahlen mit der Männer-Weltmeisterschaft 2018 verglichen, ist immer noch ein enormes Geschlechtergefälle bezüglich der Publikumsreichweite zu erkennen. Die Männer-Weltmeisterschaft 2019 verfolgten 3,04 Milliarden von Zuhause aus, was mehr als das Dreifache der Publikumsreichweite der Frauen-Weltmeisterschaft bedeutet. Jedoch ist in dem relativen Anstieg der Publikumsreichweite zwischen der Frauen-Weltmeisterschaften 2015 und 2019 ein positiver Trend zu erkennen. 30% mehr Publikumsreichweite konnte die Frauen-Weltmeisterschaft 2015 zu 2019 verzeichnen. Das Wachstum der Männer-Weltmeisterschaft beruht „lediglich“ auf 20%, jedoch natürlich von einer höheren Basis ausgegangen wurde. Letztendlich zeigt uns die Grafik, dass der Männerfußball weiterhin wächst, jedoch der Frauenfußball relativ gesehen das größere Potential für die Fußballbranche in den kommenden Jahren darstellen wird. (FIFPro 2020: 39)

Zusammenfassend ist zu sagen, dass in dem vorliegendem Themenbereich vor allem quantitative Unterschiede zwischen dem Frauen- und Männerfußball beleuchtet wurden. Das ist darauf zurückzuführen, dass der Fußballsport vor allem durch seine finanziellen Möglichkeiten beeinflusst und der Sport dadurch gefördert wird. Je höher die finanziellen Ressourcen im Sport sind, desto mehr können Strukturen und Akteur*innen im Sport gefördert werden. Im nächsten Kapitel wird mithilfe der sozialen Konzepte von Pierre Bourdieu theoretisch tiefer geblickt und erklärt, weshalb der Fußballsport immer noch in der Gesellschaft als „Männersport“ gilt.

4.2.3. Symbolische Gewalt und männliche Herrschaft im Feld des (Fußball-)Sports

Um den Bereich des Fußballs in seinem männlich-strukturellen Rahmen zu begreifen und die Frage zu beantworten, weshalb dieser immer noch als „Männersport“ gesehen wird, sind zwei ineinandergreifende Konzepte von dem Soziologen Pierre Bourdieu anzuführen: die symbolische Gewalt und die männliche Herrschaft. Beide Konzepte erläutern die theoretisch-strukturellen Räume des Fußballsports. Die symbolische Gewalt definiert Pierre Bourdieu als eine Form von Macht, die auf einer symbolisch-sinnhaften Ebene ein herrschendes Kulturverständnis legitimiert und von den sozialen Subjekten unbewusst normalisiert, gelebt und reproduziert wird:

„Die Macht der symbolischen Gewalt liegt in der Selbstverständlichkeit und unhinterfragten Akzeptanz, mit der AkteurInnen die Wahrnehmungs- und Teilungsprinzipien der Welt als legitim anerkennen und das Gewaltverhältnis verkennen, das sie durch Blicke, kleine Gesten, durch die Körperhaltung, beiläufige Bemerkungen oder die Intonation der Stimme in Schranken hält.“ (Sobiech 2012: 172)

Wichtig dabei anzumerken ist, dass Bourdieu nicht von einem traditionellen Begriff der Gewalt ausgeht. Gewalt ist demnach nicht physisch zu verstehen, sondern als latente „Unterdrückungsfunktion“ in alltäglichen Formen vorzufinden. Die symbolische Gewalt wird zudem durch soziale Strukturen und Systeme reproduziert und ist tief verankert in dem Alltagsbewusstsein der Individuen einer Gesellschaft. Die Akteur/innen nehmen bestimmte Symbole und dazugehörige Dispositionen an und reproduzieren somit das vorherrschende Kulturverständnis.

„Herrschende und Beherrschte werden gewissermaßen zu Komplizen, wenn sie im Rahmen der Machtverhältnisse, in denen sie sich befinden, Denkschemata anwenden, die das Produkt der Inkorporierung dieser Machtverhältnisse sind und in den Gegensätzen zum Ausdruck kommen, die die symbolische Ordnung manifestieren.“ (Sobiech 2012: 172)

Die symbolische Gewalt ist nicht als ein Oben-Unten- oder Täter-Opfer-Verhältnis zu verstehen, in dem die Machtinhaber*innen die eigenen Interessen mit Gewalt gegenüber den Unterlegenen durchsetzen, sondern ist vielmehr als ein System von Strukturen und sozialen Verhältnissen zu verstehen, in dem das Individuum ausgesetzt ist und sich dementsprechend anpasst. Somit reproduzieren nicht nur die Machtinhaber*innen die hegemonialen Regeln der sozialen Ordnung, sondern auch die Unterlegenen ordnen sich der sozialen Struktur unter. Somit gehen Machtinhaber*innen und Unterlegene eine Art Komplizenschaft miteinander ein, in dem sie soziale Praktiken, Wahrnehmungen und Bedeutungsmuster aufeinander abstimmen und die soziale Ordnung gemeinsam erhalten und reproduzieren. (Sobiech 2012)

Das zweite Konzept ist das der männlichen Herrschaft. Pierre Bourdieu beschreibt die männliche Herrschaft als ein in der Gesellschaft tief verankertes Beispiel von symbolischer Gewalt, in der die binäre heteronormative Geschlechterordnung in die hierarchischen Kategorien des herrschenden Mannes und der unterlegenen Frau einteilt. Das soziale Feld des Fußballsports dient als ideales Beispiel für das Konzept der männlichen Herrschaft, in denen männliche Werte- und Ordnungssysteme so stark verankert sind, dass Frauen es schwierig haben, diese aufzubrechen und ihren Platz in diesem männlich-dominanten Raum zu finden.

„Es ist im Folgenden also genauer zu untersuchen, wie die Dominanz von männlichen Wert- und Ordnungssystemen, Interessen, Verhaltenslogiken und Kommunikationsstilen im Feld des Fußballsports zu erklären ist, die nicht durch direkten Zwang und Gewalt hervorgerufen, sondern vielmehr auf Einverständnis und Konsensbildung beruht“ (Sobiech 2012: 174-175)

Auch im Bereich des Fußballs ist die männliche Herrschaft nicht als physische Gewalt zu verstehen, sondern beruht auf inkorporierten Verhaltens- und Kommunikationslogiken, die auf Konsensbildung aller Beteiligten beruhen. Durch alltägliche soziale Praktiken wird die männliche Herrschaft unsichtbar und sanft ausgeübt, sodass diese kaum zu erfassen ist, da sie so allgegenwärtig erscheint. Die männliche Herrschaft ist in den sozialen Praktiken und in dem Unbewussten so stark verankert, dass sie kaum wahrgenommen wird. Es entspricht auch so sehr den gesellschaftlichen Erwartungen, dass diese kaum in Frage gestellt wird. Das führt zum allgegenwärtigen Einverständnis, dass auch beispielsweise Frauen den Fußball als einen Männersport deklarieren, obwohl möglicherweise sie selbst den Fußballsport ausüben.

„Die Selbstverständlichkeit und unhinterfragte Akzeptanz mit der die Akteurinnen im Feld des Fußballsports diese Regeln übernehmen, verweist allerdings darauf, dass das Gewaltverhältnis verkannt wird“ (Sobiech 2012: 176)

Die selbstverständliche und unhinterfragte Auffassung der Akteur*innen führt zu einer Verkenntung der männlichen Herrschaft und des Bestehens des geschlechterdifferenzierten Gewaltverhältnisses. Jene verborgenen Aspekte der männlichen Herrschaft, die auch durch die Beziehungen zwischen den Geschlechtern in der Gesellschaft durchdringen und die Geschlechterordnung normalisieren und tief in der Tradition eingebettet ist, wird im sozialen Feld des Fußballsports bestärkt und reproduziert. (Sobiech 2012)

Doch obwohl die symbolische Gewalt mit der männlichen Herrschaft den Fußballsport stark durchdringen, ist Raum für Widerstand und ein sozialer Wandel möglich. Zusätzlich durch das Aufkommen von feministischen Bewegungen in den letzten Jahren sind auch Positionierungskämpfe innerhalb des sozialen Feldes des Fußballsports zu erkennen. Durch feministische Positionierungskämpfe, dem *Empowerment* von Frauen und dem Widerstand gegenüber der männlichen Herrschaft ist auch eine Struktur- und Wahrnehmungsveränderung im Bereich des Fußballsports möglich. (Sobiech 2012)

4.3. Frauenfußball, *Empowerment* und Entwicklung

Nach den vorgestellten theoretischen Grundlagen bezüglich des Frauenfußballs, des *Empowerments* und der (menschlichen) Entwicklung stellt sich die Frage: Was haben alle drei Komponenten miteinander zu tun? Die Antwort lautet: viel! Um diese Antwort zu unterlegen, wird auf die Studie von Prinz et al. (2016) verwiesen, die genau diesen Zusammenhang zwischen den drei Komponenten in ihrer Forschung belegen.

Prinz et al. (2016) untersuchten den Zusammenhang zwischen der Partizipation bzw. dem Erfolg im Frauenfußball und dem *Empowerment* von Frauen in einem Land. Der Zeitraum der Analyse lag zwischen den Jahren 2006 und 2016. Für die Variabel zur Messung des *Empowerments* von Frauen in einem Land wurde der Global Gender Gap Index (GGI) für die Jahre 2006 bis 2013 herangezogen. Der GGI umfasst die Indikatoren: wirtschaftliche und politische Teilnahme, Bildungsabschluss und Gesundheit von Frauen im Vergleich zu dem männlichen Wert in den selbigen Kategorien. Als Indikator für den Erfolg im Frauenfußball wurde die FIFA-Weltrangliste herangezogen, bzw. genauer gesagt, die FIFA-Teampunkte, die die Frauen-Nationalmannschaften durch ihre Erfolge erzielt haben. Als allgemeine Information zu erwähnen ist, dass die FIFA Frauen-Weltrangliste 2003 gestartet wurde und als Instrument zur Messung der Stärke von Nationalmannschaften im Frauenfußball dient. Bei dem Zusammenführen beider Indikatoren ergab sich folgende Korrelation:

Table 3: Correlation between FIFA female team points (FTP) and GGI, 2006 - 2013

Pearson's correlation coefficient for FTP with...	2006	2007	2008	2009	2010	2011	2012	2013
GGI	0.3896 (90)	0.4281 (98)	0.4319 (97)	0.3923 (106)	0.4063 (116)	0.4095 (117)	0.3956 (120)	0.4183 (122)

Notes: FTP: FIFA female team points. - Pearson's correlation coefficients; number of observations in parentheses.

Abb. 8 Prinz et al. (2016: 16)

Die Tabelle zeigt eine positive Korrelation zwischen den erreichten FIFA-Punkten der Frauen-Nationalmannschaft innerhalb der FIFA-Weltrangliste und dem GGI. Das bedeutet, dass die Länder mit den höchsten GGI-Werten auch die Länder sind, die das höchste *Empowerment* von Frauen besitzen. Als visuelle Veranschaulichung sind auch zwei grafische Darstellungen dieser Korrelation von Prinz et al. (2016) anzuführen:

Figure 4: GGI and the FIFA female team points for 2006 and 2013

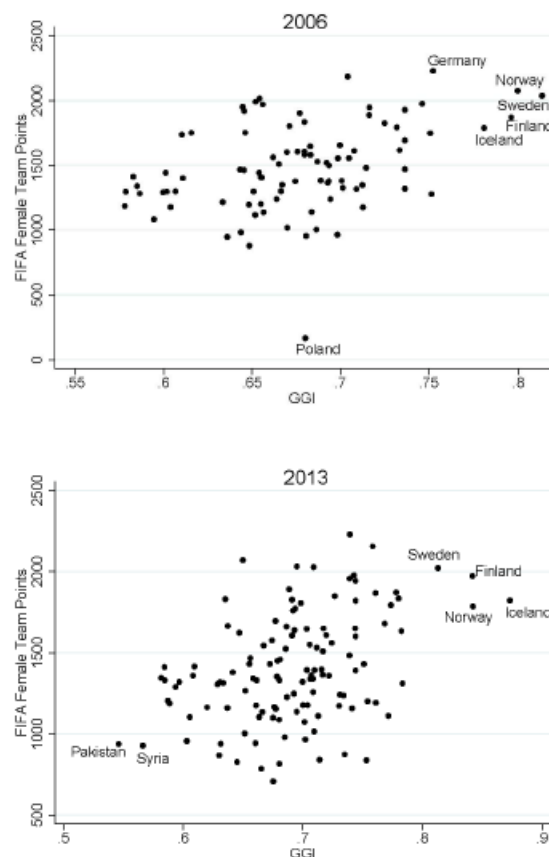
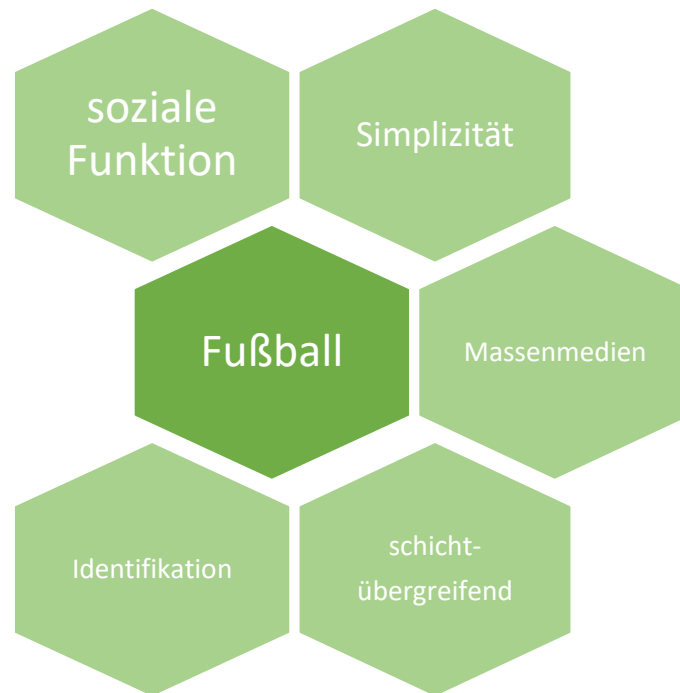


Abb. 9 Prinz et al. (2016: 17)

Obwohl die Grafiken auch zeigen, dass es in beiden Jahren einige Ausreißer gibt, insbesondere Polen im Jahr 2006 sowie Pakistan und Syrien im Jahr 2013 ist eine positive Korrelation zwischen *Empowerment* von Frauen und dem Erfolg der Frauen-Nationalmannschaften zu erkennen. Durch die Studie von Prinz et al. (2016) ist zu schließen, dass der internationale Erfolg von Frauenfußball-Nationalmannschaften ein gültiges Instrument für die Messung von *Empowerment* der Frauen im Land ist.

4.4. Zusammenfassung

In dem vierten Kapitel der vorliegenden Masterarbeit wurde näher auf den Fußballsport in seinen historischen, theoretischen und genderspezifischen Aspekten eingegangen. Zum einen musste geklärt werden, weshalb der Fußballsport seine weltweite Popularität besitzt und deshalb eine entscheidende Einflussmacht auf die gesellschaftlichen Prozesse, besonders in geschlechterspezifischer Hinsicht, besitzt. Es gibt mehrere Erklärungsansätze, weshalb der Fußballsport seit Anbeginn so beliebt in der Weltgesellschaft ist, einige davon sind in der folgenden Grafik illustriert:



Der Fußballsport besitzt demnach seine große Popularität durch Faktoren der sozialen Funktion innerhalb der Gesellschaft, seiner Simplizität, der schichtübergreifenden Beliebtheit und der Verbreitung des Fußballs durch die Massenmedien. Auch Frauen haben Spaß an dem Fußballsport gefunden, obwohl ihnen bis rein ins 19. Jahrhundert der Sport, geschweige der Fußballsport, untersagt worden ist. Die Gründe dafür sind divers, jedoch ist einer der Hauptgründe für das Frauenfußball-Verbot die gesellschaftlich herrschende Vorstellung des weiblichen Körperideals, welches nicht durch körperlich-anstrengenden Sportarten „verformt“ werden dürfe. Jene ideale Körpervorstellungen von Frauen reichen bis ins heutige Jahrhundert und erklären aus einer historischen Perspektive, weshalb die Anerkennung und die Akzeptanz des Frauenfußballs in der Gesellschaft immer noch schwierig ist.

Die Geschlechterungleichheiten im Fußballsport zwischen Frauen und Männern sind vor allem quantitativ ersichtlich und wurden auch von United Nations (2019) aufgegriffen. In einer geteilten Grafik zeigt United Nations (2019) auf, dass ein männlicher Fußballspieler (Lionel Messi) doppelt so viel verdient wie 1.600 Profi-Fußballspielerinnen zusammen. Die finanziellen Geschlechterungleichheiten im Fußballsport reichen vom Gehalt der Fußballspieler*innen bis zur Publikumsreichweite, Preisgeldausschüttung und dem Sponsoring im prestigereichsten Fußballturnier der Weltmeisterschaft. Um beispielhaft die ungleichen Zahlen zwischen der Frauen-Fußballweltmeisterschaft 2019 und der Männer-Fußballweltmeisterschaft 2018 zu vergleichen ist folgende Tabelle angeführt:

WM 2018 & 2019	Frauen	Männer
Preisgeld	60 Mio. USD	440 Mio. USD
Sponsoren	12	17
Publikumsreichweite	810,9 Mio.	3,04 Mrd.

Weshalb jene geschlechtsspezifische Unterschiede zwischen dem Frauen- und dem Männerfußball existieren ist theoretisch auf die zwei Konzepte von Pierre Bourdieu zurückzuführen. Die ineinandergreifenden Konzepte der symbolischen Gewalt und der männlichen Herrschaft erklären, weshalb der Fußballsport überall die Jahre hinweg immer noch als „Männersport“ angesehen und Frauen es deshalb so schwer haben, in die männlich-dominierten Strukturen einzutreten. Das Konzept der symbolischen Gewalt ist als kulturelle bzw. soziale Herrschaft zu verstehen, die innerhalb der alltäglichen sozialen Praktiken durch ihre Subjekte aufrechterhalten werden. Das bedeutet für den Fußballsport grob heruntergebrochen, dass der Fußball immer ein Männersport gewesen ist und deshalb jenes kulturelle Phänomen in der Gesellschaft unhinterfragt und reproduziert wird. Das zweite Konzept der männlichen Herrschaft geht spezifisch auf das Macht- und Herrschaftsverhältnis der binär-heteronormativen Geschlechterordnung in der Gesellschaft ein. Demnach erscheint es als legitim und natürlich, dass der Fußball ein Männersport ist und Frauen in diesem Bereich nichts zu suchen haben.

Schlussendlich stellte sich das vierte Kapitel die Frage, wie der Frauenfußball und das *Empowerment*-Konzept in den Entwicklungsdiskurs reinpasse. Dafür wurde die Studie von Prinz et al. (2016) herangezogen, die eine positive Korrelation zwischen den Indikatoren Frauenfußball und *Empowerment* der Frauen in einem Land bestätigte. Das bedeutet für die vorliegende Masterarbeit, dass der Frauenfußball ein legitimer Indikator ist, um das *Empowerment*-Niveau einer Gesellschaft zu definieren.

5. Methodische Herangehensweise

Die methodische Herangehensweise der vorliegenden Masterarbeit ist in diesem fünften Kapitel in drei Schritte aufgeteilt: im ersten Schritt werden die allgemeinen Kriterien für die qualitative Sozialforschung vorgestellt, im zweiten Schritt dann die Datenerhebung mittels der Dokumentenanalyse aufgezeigt und schlussendlich im dritten Schritt die Datenanalyse mittels der Qualitativen Inhaltsanalyse nach Mayring erklärt.

5.1. Qualitative Sozialforschung

Zu Beginn des Forschungsvorhabens ist wichtig zu klären, ob die Vorgehensweise der Forschung qualitativ oder quantitativ durchzuführen ist. Das Ziel der vorliegenden Masterarbeit war es das *Empowerment* von Frauen durch den Frauenfußball nachvollziehen zu können, weshalb die persönlichen Sichtweisen der Akteur*innen zu dem Thema im Fokus des Forschungsinteresses standen. Im Vordergrund stand die individuelle Perspektive der involvierten Akteur*innen im Kontext Frauenfußball, weshalb eine qualitative Herangehensweise des Forschungsvorhabens unumgänglich war. Die alternative Vorgehensweise wäre die quantitative Sozialforschung gewesen, die aber das oben genannte Ziel nicht erfüllen hätte können, da die Objektivität im Fokus des quantitativen Forschungsinteresses steht. Die Subjektivität der Forscherin und der Akteur*innen im Kontext Frauenfußball müsste in der quantitativen Sozialforschung ausgeblendet werden, jedoch ist gerade in dem vorliegenden Fall die Forschung an den subjektiven Erfahrungen und Meinungen der involvierten Akteur*innen interessiert gewesen. (Lamnek/Krell 2016) Daraus ergab sich, dass die vorliegende Masterarbeit als eine qualitative Sozialforschung ausgelegt wurde.

Lamnek/Krell (2016: 44) beschreiben das Forschungsziel qualitativer Sozialforschung darin, „die Prozesse zu rekonstruieren, durch die die soziale Wirklichkeit in ihrer sinnhaften Strukturierung hergestellt wird. Daraus ergeben sich bestimmte Ansprüche an die Sozialforschung“ und definieren fünf zentrale Prinzipien, die eine qualitative Sozialforschung zu erfüllen hat:

- **Offenheit:** Das Prinzip der Offenheit plädiert das Untersuchungsfeld während des Forschungsprozesses offen gegenüber neuen Entwicklungen zu halten und unerwartete Phänomene im Forschungsvorhaben miteinfließen zu lassen. (Lamnek/Krell)
- **Forschung als Kommunikation:** Die Verbindung zwischen Forscherin und dem erforschenden Feld ist als Kommunikation zu verstehen. Die Wirklichkeit ist durch die

Interaktionsbeziehung zwischen Forscherin und Beforschten konstruiert und deshalb eine Sicht der Wirklichkeit zu verstehen. (Lamnek/Krell 2016)

- Prozesscharakter von Forschung und Gegenstand: Das Prinzip der Prozessualität bedeutet, dass Forscherin und Forschungsfeld im Forschungsprozess und dementsprechend auch in den Ergebnissen immer konstitutiv sind. Die sozialen Akteur*innen konstituieren „die Wirklichkeit und sie sollen daher dokumentiert, analytisch rekonstruiert und durch das verstehende Nachvollziehen erklärt werden“ (Lamnek/Krell 2016)
- Reflexivität von Gegenstand und Analyse: Der Forschungsgegenstand ist immer im kontextuellen Zusammenhang des Forschungsinteresses zu verstehen und erhält ihre Bedeutung und Sinneszuschreibungen durch den gegebenen Kontext. Das setzt eine gegebene Reflexivität und Anpassungsfähigkeit der Forscherin im Forschungsfeld voraus. (Lamnek/Krell 2016)
- Explikation: Das Explikationsprinzip besagt, dass die Forschungsergebnisse „kein Garant für die Gültigkeit von Interpretationen“ (Lamnek/Krell 2016: 23) sind. Durch die Darlegung der regelgeleitenden Vorgehensweise der Arbeit sollen die Interpretationen der Forscherin nachvollzogen werden.
- Flexibilität: Die qualitative Sozialforschung soll im gesamten Forschungsprozess auf neue Erkenntnisse flexibel reagieren und sich bei veränderten Situationen und Gegebenheiten anpassen. (Lamnek/Krell 2016)

Die fünf zentralen Prinzipien von Lamnek/Krell (2016) sind für die vorliegende Arbeit gültig. Im nächsten Abschnitt wird nun näher auf die Methode der Datenerhebung eingegangen, die in dem vorliegenden Fall mittels der Dokumentanalyse nach Mayring (1999) erfolgt.

5.2. Datenerhebung mittels der Dokumentenanalyse

Die Dokumentenanalyse nach Mayring (1999) ist mehr als ein Forschungsdesign als eine Forschungsmethode zu sehen, da die Forscherin in der vorliegenden Arbeit keine Daten selbst erheben musste. Die Erkenntnisse der Untersuchung sind von dem schon bestehenden Dokument der FIFA Women's Football Convention (2019) gewonnen worden. Bevor auf die speziellen Charakteristika des Dokuments im nachfolgenden Unterpunkt eingegangen wird, wird zunächst begründet, weshalb auf die Dokumentenanalyse zurückgegriffen worden ist.

Der erschwerte Zugang ins Feld bzw. zu den Akteur*innen ist der Hauptgrund der vorliegenden Arbeit, weshalb eine Dokumentenanalyse bei dem Datenerhebungsverfahren herangezogen

worden ist. Wie im Kapitel 5.2.1. noch näher eingegangen wird, besteht das Material aus der FIFA Women's Football Convention (2019), in dem Akteur*innen ihre Perspektiven im Kontext *Empowerment* von Frauen durch den Frauenfußball schildern. Da die Akteur*innen eine hohe Diversität hinsichtlich ihrer demographischen Merkmalen aufweisen, wurde auf dieses Datenmaterial zurückgegriffen. Die Akteur*innen, die zur Sprache kamen, sind nämlich in weltweit verschiedenen Organisationen, Unternehmen oder Fußballverbänden tätig und schilderten während der FIFA Women's Football Convention (2019) ihre Sichtweisen auf Frauen, *Empowerment* und Frauenfußball. Jene Diversität, Breite und Tiefe von unterschiedlichen Perspektiven der Akteur*innen wäre mit einem eigenständigen Zugang in das Feld nicht möglich gewesen. Das erklärt auch den Rückgriff auf die Dokumentenanalyse und eben nicht auf beispielsweise die Methode der Qualitativen Interviews in der vorliegenden Masterarbeit (auch wenn in der FIFA Women's Football Convention (2019) Interviews enthalten sind, hat die Forscherin in der vorliegenden Arbeit keine Interviews selbst geführt).

5.2.1. Datenmaterial und Stichprobenbeschreibung

Das Datenmaterial der vorliegenden Masterarbeit stützt sich auf die FIFA Women's Football Convention gehalten am 6. und 7. Juli im Jahre 2019. Der Kontext bildet die FIFA Frauenfußball-Weltmeisterschaft in Frankreich im Jahre 2019 in der 24 Nationen teilgenommen haben. Zu diesem Anlass hat die FIFA zum ersten Mal eine Konvention für den Frauenfußball gehalten. Die FIFA hat ihre 211 Mitgliedsverbände sowie wichtige Interessensgruppen aus der ganzen Welt zu der Teilnahme an dieser FIFA Women's Football Convention eingeladen. Zu Wort kamen nicht nur Führungspersönlichkeiten im Fußball selbst, sondern auch Akteur*innen von Politik und Gesellschaft, die ihre Perspektiven von Frauen im Kontext Frauenfußball erzählten. Grob gesagt, bezog sich der Inhalt der FIFA Women's Football Convention 2019 auf die Entwicklung des Frauenfußballs weltweit, die sozialen Vorteile des Fußballs für Frauen und besonders wichtig für die vorliegende Masterarbeit, die positiven Auswirkungen des Frauenfußballs auf das *Empowerment* von Frauen. Die FIFA schreibt folgendes über die Bedeutung der FIFA Women's Football Convention 2019 auf ihrer offiziellen Website:

„FIFA considered it crucial to host an event of this magnitude in the lead up to the Women's World Cup, not only to draw further attention to what is going to be the biggest female sporting event to date, but also to highlight the work that is being carried out to embrace, educate and empower women around the world through football.

Over two days, you will hear from a variety of speakers who have their own story to tell, who are influential and successful in their field, and who are here because they are playing their part in giving women and girls the opportunity to fulfil their potential – whether that be in football, sport or society.“ (fifa.com 2020)

In den zwei Tagen, in denen die FIFA Women's Football Convention 2019 abgehalten wurde, sind eine Vielzahl an Akteur*innen zu hören, die ihre persönliche Perspektive über das Potentials des Frauenfußballs für Frauen in der Gesellschaft erzählen. Doch wer sind jene Akteur*innen die über den Frauenfußball reden? In der folgenden Tabelle sind die Akteur*innen mit ihren demografischen Daten (Name, Geschlecht, Nationalität und Berufsbezeichnung) aufgelistet, die eine grobe Übersicht der Teilnehmer*innen geben soll:

Name	Geschlecht	Jahrgang	Nationalität	Berufsbezeichnung
Alex Scott	weiblich	1984	USA	MBE, pundit, presenter and former professional footballer, FIFA Legend
Amanda Davies	weiblich	1980	England	sports anchor, CNN
Amanda Vandervort	weiblich	1985	Niederlande	Chief Women's Football Officer at FIFPRO
Barbara Slater	weiblich	1959	England	BBC Director of Sport
Baroness Sue Campbell	weiblich	1948	England	CBE, Director of Women's Football, The Football Association
Brigitte Henriques	weiblich	1971	Frankreich	Vice-President, French Football Association and France 2019 LOC
Carol Tshabalala	weiblich	1981	Südafrika	sports broadcaster
Clarence Seedorf	männlich	1976	Niederlande/Suriname	FIFA Legend, coach
David Sabir	männlich		Bermuda	General Secretary, Bermuda Football Association
Doreen Nabwire Omondi	weiblich	1987	Kenia	Women's Football Development Officer, Football Kenya Federation
Dr. Natalia Kanem	weiblich		Panama	United Nations Under-Secretary-General and Executive Director of the United Nations Population Fund
Emily Shaw	weiblich		Schottland	Head of Women's Football Development & Governance, FIFA
Fatema Hayat	weiblich		Kuwait	board member and Women's Football Committee Chair, Kuwait Football Association
Fatma Samoura	weiblich	1962	Senegal	FIFA Secretary General
Fatuma Abdulkadir Adan	weiblich	1987	Kenia	Executive Director, Horn of Africa Development Initiative
Franck Castillo	männlich		Neuseeland	General Secretary, Oceania Football Confederation
Gianni Infantino	männlich	1970	Schweiz/Italien	FIFA President
Håkan Sjöstrand	männlich		Schweden	General Secretary, Swedish Football Association

Jean Sseninde	weiblich	1992	Uganda	Chief Executive Officer, Sseninde Foundation
Jean-Michel Aulas	männlich	1949	Frankreich	President of Olympique Lyonnais
Joyce Cook	weiblich		England	Chief Member Associations Officer, FIFA
Karina LeBlanc	weiblich	1980	Frankreich	Head of Women's Football, CONCACAF, FIFA Legend
Kate Johnson	weiblich	1978	USA	Vice-President and Head of Global Sponsorship Marketing, Visa
Laura Georges	weiblich	1984	Frankreich	General Secretary, French Football Association
Laura Youngson	weiblich		Australien	Co-founder, Equal Playing Field and Ida Sports
Lucía Mijares Martínez	weiblich		Mexiko	Sports Development Director, Mexican Football Association
Machacha Shepande	männlich		Äthiopien	Head of Sports Division, African Union
Maggie Murphy	weiblich		England	Co-founder, Equal Playing Field and Ida Sports
Marta Lucía Ramírez	weiblich	1954	Kolumbien	Vice-President of Colombia
Mia Hamm	weiblich	1972	USA	FIFA Legend
Michael Essien	männlich	1982	Ghana	professional football player, FIFA Legend
Mikaël Silvestre	männlich	1977	Frankreich	FIFA Legend
Mónica Vergara Rubio	weiblich	1983	Mexiko	Head Coach, Mexican Women's U-20 National Team
Nadine Kessler	weiblich	1988	Deutschland	Head of Women's Football, UEFA
Nawal El Moutawakel	weiblich	1962	Marokko	former Sports Minister of Morocco, former Olympian
Noel Curran	männlich	1967	Irland	Director-General, European Broadcasting Union
Noël Le Graët	männlich	1941	Frankreich	President of the French Football Association
Oumou Kane	weiblich		Mauretanien	Head of Women's Football, Mauritanian Football Association
Philippe Le Floc'h	männlich		Frankreich	Chief Commercial Officer, FIFA
Phumzile Mlambo-Ngcuka	weiblich	1955	Südafrika	United Nations Under-Secretary-General and Executive Director of UN Women
Rachel Pavlou	weiblich		England	The Football Association National Women's Football Development Manager
Rémy Rioux	männlich	1969	Frankreich	Chief Executive Officer, French Development Agency
Roxana Mărăcineanu	weiblich	1975	Rumänien	French Sports Minister
Sahle-Work Zewde	weiblich	1950	Äthiopien	President of Ethiopia
Samar Nassar	weiblich	1978	Jordanien	board member of the Union of Arab Football Associations and the Jordan Football Association

Sarai Bareman	weiblich		Neuseeland	Chief Women's Football Officer, FIFA
Shoko Tsuji	weiblich		Japan	Head of Partnership Success, MyCujoo
The Honourable Dr. Mahali Phamotse	weiblich	1969	Lesotho	Minister of Gender and Youth, Sports and Recreation, Lesotho
The Honourable Mia Amor Mottley	weiblich	1965	Barbados	QC, MP, Prime Minister of Barbados
The Honourable Olivia Babsy Grange	weiblich	1946	Jamaika	CD, MP, Minister of Culture, Gender, Entertainment and Sport, Jamaica
Verónica Boquete Giadán	weiblich	1987	Spanien	professional football player, FIFA Legend
Vittorio Montagliani	männlich	1965	Kanada	FIFA Vice-President and COCACAF President

Insgesamt kamen in der FIFA Women's Football Convention (2019) 52 Akteur*innen zu Wort, in denen 38 weibliche und 14 männliche Teilnehmer*innen beteiligt waren. Die Akteur*innen kamen aus 33 verschiedenen Nationalitäten und aus 6 verschiedenen Kontinenten. Die Perspektiven der Beteiligten wurden entweder in einer Rede, einem Interview oder einer Paneldiskussion erzählt. Der Standort in der die FIFA Women's Football Convention (2019) abgehalten wurde, war die französische Hauptstadt Paris. Insgesamt dauerte die FIFA Women's Football Convention (2019) 10 Stunden, 32 Minuten und 18 Sekunden über zwei Tage hinweg und wurde auf dem YouTube-Account der FIFATV in voller Länge (auf drei Teile aufgeteilt) hochgeladen, sodass die FIFA Women's Football Convention (2019) öffentlich für alle zugänglich ist. (Stand: 10.12.2020)

5.2.2. Aufbereitung der Daten

Nach dem geklärt worden ist, um welches Datenmaterial es sich in der vorliegenden Arbeit handelt, ist die Datenaufbereitung zur weiteren Analyse nach zu skizzieren. Hier sei zu einem das Vorgehen in der Transkription als auch die Maskierung der Akteur*innen in der FIFA Women's Football Convention (2019) zu klären.

Die inhaltlichen Aussagen der Akteur*innen bei der FIFA Women's Football Convention (2019) wurde mithilfe der Word-Diktierfunktion aufgenommen. Das erleichterte den Prozess der Transkription enorm, sodass nur mehr Satzzeichen hinzugefügt und einzeln falsch aufgenommene Wörter ausgebessert werden musste. Die Aussagen der Akteur*innen wurde wörtlich transkribiert, sodass die schriftliche Version des Erzählten eins zu eins wie die sprachliche Version des Erzählten ist. Was im Transkript nicht enthalten ist, sind die Videos und die Anmoderationen zwischen den Aussagen der Akteur*innen. Der Grund weshalb jene

Inhalte nicht in die Analyse miteingeflossen sind, erklärt sich dadurch, dass der Hauptfokus der vorliegenden Arbeit auf den persönlichen Perspektiven der Expert*innen liegt. Das fertige Transkript enthielt eine Länge von 145 Seiten und ist im Anhang zu finden.

Weiters wurde eine Maskierung der Teilnehmer*innen durchgeführt, die den Transkriptionsprozess erleichterten. Die Namen der Akteur*innen bei der FIFA Women's Football Convention (2019) wurden durch die jeweiligen Initialen ersetzt, wie das folgende Beispiel veranschaulichen soll:

- Gianni Infantino... GI
- Sarai Bareman... SB
- Fatma Samoura... SM

Lediglich bei 2x2 Personen waren die Initialen gleich, weshalb bei der zweiten Person eine „2“ hinzugefügt wurde:

- MS... Machacha Shepande
 - MS2... Mikaël Silvestre
- NK... Natalia Kanem
 - NK2... Nadine Kessler

Auch die Maskierung bzw. die Initialen der weiteren Teilnehmer*innen der FIFA Women's Football Convention (2019) sind im Anhang zusätzlich zum Transkript wiederzufinden.

5.3. Datenauswertung mittels Qualitativer Inhaltsanalyse nach Mayring

Die Datenauswertung der vorliegenden Arbeit stützt sich auf die qualitative Inhaltsanalyse nach Mayring (2015). Wie zuvor beschrieben, wird für die Analyse die FIFA Women's Football Convention im Jahre 2019 herangezogen. Das Ziel der qualitativen Inhaltsanalyse nach Mayring ist es, das vorhandene Material festzulegen, Aussagen zu ordnen, zu kategorisieren und infolgedessen die wichtigsten Inhalte in den Kontext des Frauenfußballs, dem *Empowerment* von Frauen und der Forschungsfrage zu setzen.

Phillip Mayring (2015) schlägt folgende Schritte bei der Qualitativen Inhaltsanalyse vor, wonach sich auch die vorliegende Masterarbeit orientiert hat:

1. Festlegung des Materials
2. Analyse der Entstehungssituation
3. Formale Charakteristika des Materials

4. Richtung der Analyse
5. Theoretische Differenzierung der Fragestellung
6. Bestimmung der Analysetechniken
7. Definition der Analyseeinheiten
8. Analyseschritte mittels des Kategoriensystems
9. Rücküberprüfung des Kategoriensystems an Theorien und Material
10. Interpretation der Ergebnisse in Richtung Hauptfragestellung
11. Anwendung der inhaltsanalytischen Gütekriterien

Im Zuge des vorliegenden Kapitels werden in den einzelnen Unterpunkten die Schritte der Qualitativen Inhaltsanalyse nach Mayring (2015) aufgezeigt.

5.3.1. Festlegung des Materials, Analyse der Entstehungssituation,

Formale Charakteristika des Materials (Schritte 1-3)

Zu Beginn jeder Qualitativen Inhaltsanalyse nach Mayring (2015) muss das Material festgelegt, die Entstehungssituation nachskizziert und formale Charakteristika des Materials erklärt werden. Im Kapitel 5.2. wurde das Material bzw. das Dokument der FIFA Women's Football Convention (2019) schon detailliert erklärt, weshalb in dem vorliegenden Kapitel nicht mehr näher darauf eingegangen werden muss. Als grobe Wiederholung ist zu nennen, dass es sich in der Datenanalyse um die FIFA Women's Football Convention (2019) handelt, die am 6. und 7. Juni in Paris stattgefunden hat und die Teilnehmer*innen über ihre Perspektiven im Frauenfußball und dessen Beitrag für das *Empowerment* von Frauen in der Gesellschaft erzählten. Das Datum wurde aus dem Anlass der FIFA Frauenfußball-Weltmeisterschaft 2019 gewählt, da das weltweit größte Ereignis im Frauenfußball eine gute Plattform bot, den Fokus auf den Frauenfußball im allgemeinen und den teilgenommenen Fußballspielerinnen zu richten. 52 Akteur*innen, davon 38 weibliche und 14 männliche Teilnehmer*innen aus 33 verschiedenen Nationalitäten und aus 6 verschiedenen Kontinenten, schilderten ihre Sichtweise über das Potential des Frauenfußballs für Frauen und ihrem *Empowerment* in der Gesellschaft. Für weitere detaillierte Einsichten des vorliegenden Datenmaterials siehe Kapitel 5.2.

5.3.2. Richtung der Analyse, Theoretische Differenzierung der

Fragestellung (Schritte 4-5)

Nach dem das Datenmaterial umfassend beschrieben worden ist, muss im vierten Schritt die Richtung der Analyse bestimmt werden. In welche Richtung die vorliegende Masterarbeit geht, leitet sich von der Fragestellung ab und legt fest, mit welcher Perspektive auf das Datenmaterial geschaut wird. (Mayring 2015) Wie die Fragestellung in dem einleitenden Kapitel schon dargelegt wurde, will die vorliegende Arbeit erfahren, wie der Frauenfußball zum *Empowerment* von Frauen beitragen kann. Das Ziel ist es, die verschiedenen Perspektiven der Akteur*innen auf den Frauenfußball und dessen Einfluss auf das *Empowerment* von Frauen aufzuzeigen.

Im fünften Schritt sind die theoretischen Überlegungen im Analyseprozess zu klären. Diese werden in den Kapitel 2, 3 und 4 intensiver diskutiert. Das bedeutet, dass sich die theoretischen Grundlagen auf drei zentrale Themenschwerpunkte stützen: *Empowerment*, Sport for Development und Frauenfußball. Im Folgenden sind diese drei Aspekte noch einmal kurz zusammengefasst:

1) *Empowerment*-Ansatz

Der *Empowerment*-Ansatz nach Naila Kabeer (1999) definiert *Empowerment* als die Fähigkeit, Entscheidungen selbstständig zu treffen. In dem vorliegenden Fall bezieht sich das *Empowerment*-Konzept auf Frauen, die aufgrund ihres Geschlechtes und ihrer soziokulturellen Rolle strukturell benachteiligt werden. Zusätzlich wurden die *Empowerment*-Dimensionen von Malhotra et al. (2002) vorgestellt, die als die Grundlage für das Kategorienschema diente. Laut den Autor*innen gibt es ökonomische, soziokulturelle, familiäre bzw. zwischenmenschliche, politische, rechtliche und psychologische *Empowerment*-Dimensionen und wird zusätzlich in eine Makro- (*Broader Areas*), Meso- (*community*) und Mikroebene (*household*) unterteilt.

2) Sport for Development

Sport for Development (kurz: SFD) zeigt auf, inwiefern der Sport dazu beitragen kann, Entwicklungsziele zu erreichen. Mithilfe von Sport-Entwicklungsprogrammen soll einer Gesellschaft dabei geholfen werden, die menschliche Entwicklung voranzutreiben. Der Sport besitzt das Potential gerade für Frauen in einer Gesellschaft positiv zu wirken. Frauen können laut dem vorherrschenden Entwicklungsdiskurs einerseits durch den Sport *empowert* werden als auch im Sport *empowert* werden. *Empowerment* durch den Sport bedeutet, inwiefern Frauen

von dem Sport gesellschaftlich als auch persönlich davon profitieren können. *Empowerment im Sport* behandelt die Verhältnisse für Frauen innerhalb des Sportbereichs. Der Fußballsport als beliebteste Sportart der Welt besitzt im SFD-Diskurs eine wichtige Rolle, da der Frauenfußball die *Empowerment*-Prozesse von Frauen am meisten beeinflussen kann.

3) Frauenfußball

Der Fußballsport gilt als männlich-dominanter Raum, in dem Frauen nicht die gleichen Möglichkeiten besitzen wie ihre männlichen Kollegen. Die Geschlechterungleichen im Fußballsport beruhen auf den historischen Gegebenheiten den Fußball als „Männersport“ zu deklarieren, die Pierre Bourdieu theoretisch mit den zwei Konzepten der symbolischen Gewalt und der männlichen Herrschaft erklärt. Jene ungleichen Verhältnisse zwischen Frauen- und Männerverhältnissen in der heutigen Zeit drücken sich somit bei vielen quantitativen Zahlen aus, wie dem Gehalt, der Publikumsreichweite, der Preisgeldausschüttung und dem Sponsoring in denen der Frauenfußball dem Männerfußball deutlich hinterherhängt. Die These der vorliegenden Arbeit ist, dass wenn in einem so gesellschaftlich-relevanten Bereich des Fußballsports eine Geschlechtergerechtigkeit herrscht, kann es die Position und die Wahrnehmung von Frauen in einer Gesellschaft verbessern. Die aufgestellte These wurde auch mit einer Studie von Prinz et al. (2016) belegt, die eine positive Korrelation zwischen den Indikatoren Frauenfußball und *Empowerment* der Frauen in einem Land bestätigte.

Die drei Themenschwerpunkte, die in den Kapitel 2, 3 und 4 detaillierter erklärt worden sind, bilden die theoretischen Grundlagen der vorliegenden Masterarbeit.

5.3.3. Bestimmung der Analysetechniken, Definition der

Analyseeinheiten (Schritte 6-7)

In den Schritten 6-7 sind einerseits die Analysetechniken als auch die Analyseeinheiten zu bestimmen. Bei der passenden Analysetechnik schlägt Mayring (2015) drei verschiedene Formen vor: Zusammenfassung, Explikation oder Strukturierung. In der Analysetechnik der Zusammenfassung geht es grob um das Ziel, „das Material so zu reduzieren, dass die wesentlichen Inhalte erhalten bleiben [...] [der ein] Abbild des Grundmaterials ist.“ (Mayring 2015: 67) Bei der Explikation als Analysetechnik ist das Ziel, zu bestimmten Textteilen im Datenmaterial zusätzliches Datenmaterial zum Verständnis heranzutragen. Die dritte Analysetechnik, die auch in der vorliegenden Arbeit verwendet wird, ist die der Strukturierung. Mayring (2015: 67) beschreibt diese wie folgt:

„Strukturierung: Ziel der Analyse ist es, bestimmte Aspekte aus dem Material herauszufiltern, unter vorher festgelegten Ordnungskriterien einen Querschnitt durch das Material zu legen oder das Material aufgrund bestimmter Kriterien einzuschätzen.“

Die Begründung für eine Analysetechnik der Strukturierung ist die der deduktiven Kategorienanwendung, die in den weiteren Zeilen noch näher erklärt wird. Innerhalb der Analysetechnik der Strukturierung unterscheidet Mayring (2015) noch zusätzlich zur (1) formalen Strukturierung, (2) inhaltliche Strukturierung, (3) typisierenden Strukturierung, und (4) skalierende Strukturierung. Im vorliegenden Fall wird auf die inhaltliche Strukturierung zurückgegriffen, die das Ziel hat,

„bestimmte Themen, Inhalte, Aspekte aus dem Material herauszufiltern und zusammenzufassen. Welche Inhalte aus dem Material extrahiert werden sollen, wird durch theoriegeleitet entwickelte Kategorien und (sofern notwendig) Unterkategorien bezeichnet. Nach der Bearbeitung des Textes mittels des Kategoriensystems [...] wird das in Form von Paraphrasen extrahierte Material zunächst pro Unterkategorie, dann pro Hauptkategorie zusammengefasst.“ (Mayring 2015: 103)

Im nächsten Schritt sind die Analyseeinheiten festzulegen, die Mayring (2015: 103) wie folgt erklärt:

- „Die *Kodiereinheit* legt fest, welches der kleinste Materialbestandteil ist, der ausgewertet werden darf, was der minimale Textteil ist, der unter eine Kategorie fallen kann.
- Die *Kontexteinheit* legt den größten Textbestandteil fest, der unter eine Kategorie fallen kann.
- Die *Auswertungseinheit* legt fest, welche Textteile jeweils nacheinander ausgewertet werden.“

Im vorliegenden Fall bedeutet das folgendes:

- Die *Kodiereinheit* ist mindestens ein Wort im Datenmaterial.
- Die *Kontexteinheit* ist maximal eine Textstelle einer Person im Datenmaterial.
- Die *Auswertungseinheit* ist alle Textteile, die Zeile für Zeile durchgegangen worden sind.

5.3.4. Analyseschritte mittels des Kategoriensystems,

Rücküberprüfung des Kategoriensystems an Theorien und

Material (Schritte 8-9)

In den Schritten 8 und 9 sind die Kategorien, das Kategoriensystem (induktiv oder deduktiv) und das erste Schema des Kategoriensystems zu bestimmen. Dabei müssen Kategorien definiert, Ankerbeispiele festgelegt und Kodierungsregeln gesetzt werden. Zusammengefasst bilden diese Unterpunkte ein Kategoriensystem, welches in der vorliegenden Masterarbeit das Datenmaterial strukturieren soll. Zunächst ist die Analyserichtung zu bestimmen, die in dem vorliegenden Fall deduktiv erfolgt. Ein deduktives Kategoriensystem bedeutet, dass die Kategorien aus vorhandener Literatur festgelegt werden. Durch die Festlegung der deduktiven Analyserichtung ergeben sich auch die Strukturierungsdimensionen bzw. Kategorien, die sich auf die *Empowerment*-Dimensionen von Malhotra et al. (2002) stützen. Die Kategorien sind demnach:

- 1) Ökonomisch
- 2) Soziokulturell
- 3) Familie / Zwischenmenschlich
- 4) Politisch
- 5) Recht
- 6) Psychologisch

Diese Kategorien teilt Malhotra et al. (2002) noch einmal auf verschiedene Ebenen auf: (1) *household*, (2) *community* und (3) *broader arenas*. Die Kategorien werden in dem vorliegenden Fall als (1) Mikroebene, (2) Mesoebene, und (3) Makroebene genannt. Eine detaillierte Einsicht auf die Tabelle von Malhotra et al. (2002) ist im Unterkapitel 2.4 nachzulesen. Gestützt auf die *Empowerment*-Dimensionen von Malhotra et al. (2002) ergibt sich folgendes Kategoriensystem:

Ebene	Kategorie	Definition	Ankerbeispiel	Kodierregel
Makroebene	Ökonomisch	Frauen, die sich in hochbezahlten Positionen befinden bzw. auch als CEOs angestellt sind.	“Standing before you as the first ever woman to hold the role of the secretary general in the 112 years history of FIFA and I am pretty determined, and I am a pretty determined woman too.”	Alle Aussagen, die Frauen in hochbezahlten Jobs (CEOs) bestätigt und die ökonomischen Interessen der Frauen vertreten. Im besten Fall

		Ökonomische Interessensvertretungen in den policies. Können Aussagen von Frauen oder Männern sein. Der Haushaltsplan inkludiert Investitionen in Frauen- und Frauenfußball.		mit Investitionen in Frauen(-fußball).
	Soziokulturell	Frauen, die Zugang zu Bildungsmöglichkeiten besitzen bzw. die Wichtigkeit der Bildung für Frauen bekräftigen. Frauen, die in den Medien positiv dargestellt werden. Im besten Fall sind Frauen role models, die eine starke Wirkungskraft auf andere Mädchen/Frauen besitzt.	„we collaborated with the Ministry of Education, the Norwegian FA and some of the Nordic FA's to deliver training programs for PE teachers at public schools. We also initiated a public-school tournament that's running till this day.”	Alle Aussagen, die die Bildungsmöglichkeiten von Frauen darlegen. Diese können sich auf den Fußballsport an sich beziehen, als auch die soft skills, die durch den Fußball gewonnen werden können. Alle Aussagen, die die Wichtigkeit von Frauen und Fußballerinnen in den Medien bekräftigen als auch die Wirksamkeit der Vorbildfunktion von Athletinnen hervorhebt.
	Familie & Zwischenmenschlich	Politische, rechtliche und religiöse Unterstützung bei familiären Angelegenheiten für Frauen. Freier Zugang zu Gesundheitsdiensten, Abtreibung und Verhütung.	„This is one big issue in the Pacific region. 76% of death are due to non-communicable disease and we said to the Pacific leaders, "If you want to have a healthy women, a healthy mother, cause they play also an important role in the family, you need to encourage them to be physically active" and this is how we have convinced the leaders“	Alle Aussagen, die Frauen in ihren familiären Angelegenheiten bestärken und die Entscheidungsfreiheit von Frauen bekräftigen. Alle Aussagen, die sich auf die psychische und physische Gesundheit der Frauen durch den Fußball stützen.
	Recht	Gesetze zur Unterstützung der Frauenrechte, als auch den fairen Zugang zu	“We have the challenge in sports, we have it in football, we can be part of solving that problem with also in the area of laws. Laws that	Alle Aussagen, die Frauenrechte anerkennen und bekräftigen, besonders im Bereich des

		Ressourcen (im Fußball). Nutzung des Justizsystems zur Beseitigung von Rechtsverletzungen, besonders im Sportbereich.	discriminate against women, we still have too many countries that have laws that discriminate against women. There are many countries where there are laws that make it difficult for women to participate in sports.”	Fußballs. Den Fußball als Recht zu sehen, bei denen Frauen frei teilnehmen können. Alle Aussagen, die Sport und den Fußball als Menschenrecht anerkennen. Alle Aussagen, die Ungerechtigkeiten im Bereich des Sports für Frauen aufzeigen und aufbrechen möchten.
	Politisch	Vertretung von Frauen in regionalen und nationalen Regierungsstellen. Interessensvertretung von Frauen in effektiven Lobbys und Interessensgruppen.	“Mr. Le Graet had a political drive for this and all the elected officials of our district have participated in pushing the game forward for women.”	Alle Aussagen, die Frauen in den regionalen und nationalen Regierungsstellen sichtbar machen. Alle Aussagen, die die Interessen von Frauen (und dem Frauenfußball) vertreten und bekräftigen.
	Psychologisch	Systematische Akzeptanz der Inklusion von Frauen in der Gesellschaft und in gesellschaftlichen Teilbereichen (z.B. Frauenfußball).	“Our role is to develop football everywhere in the world and again when half of the planet is women as many women potentially should play football as men.”	Alle Aussagen, die Frauen in der Gesellschaft als auch in allen gesellschaftlichen Teilbereichen als ein vollwertiges Mitglied bekräftigen.
Mesoebene	Ökonomisch	Freier Zugang von Frauen zu Beschäftigungsmöglichkeiten und dem Markt. Beteiligung oder Vertretung in lokalen/regionalen Verbänden.	“I'm very proud to be part of Fatma's team, one of four women in the senior management board.”	Alle Aussagen, die Frauen in lokalen/regionalen (Fußball-)Verbänden bestätigen. Alle Aussagen, in denen Frauen durch eine Beschäftigung im Fußballbereich leben können.

	Soziokulturell	Zugang und Teilnahme von Frauen in sozialen bzw. außerfamiliären Räumen/Netzwerken. Verschiebung von patriarchalischen Normen.	“We need to be able to give the girls - young girls - the opportunity to play a game and to participate in a game to which they did not have much access only a few years ago. We cannot compare our situation today to that 10 or 20 years ago.”	Alle Aussagen, die den Zugang und die Teilnahme am Fußballsport gewährleisten.
	Familie & Zwischenmenschlich	Initiativen gegen häusliche Gewalt. Verschiebungen der Familiensystem verschafft Frauen eine größere Autonomie in ihren Entscheidungen.	“The UNICEF in 2015 did also research in five Pacific countries. 75% of adolescent boys believe it's OK to beat your wife. So, you can understand that this is a clear problem of perception. So, how do you change the perception of the community toward women and girls? [...] So, we have started the program, we have designed a program where boys and girls can interact together in a positive manner. We have increased messages including respect, accepting the difference, working together”	Alle Aussagen, die die Bekämpfung von (häuslicher) Gewalt durch bestimmte Programme unterstützen. Alle Aussagen, in denen Frauen eine autonome Entscheidungsfreiheit einräumen und nicht nur als Mutter-Rolle im traditionalistischen Familiensystem ansehen.
	Recht	Mobilisierung oder Initiativen der Gemeinschaft für Frauenrechte. Lokale/Regionale Durchsetzung der Frauenrechte.	“Exactly and I think it makes things so easier, especially when you're so passionate with the game and you been a player, you coming out, you want to adventure into administration or coaching and then you have the best support system in your Federation leaders like our president. He is so passionate, or our vice president and we have the full support.”	Alle Aussagen, die Ausübung von Sport bzw. den Fußball als Frauenrecht anerkennen (und sich dafür einsetzen). Alle Aussagen, die sich für Frauenrechte in lokalen/regionalen Bereichen einsetzen.
	Politisch	Beteiligung, Vertretung oder Mobilisierung von Frauen an (lokalen) politischen Systemen. Unterstützung für bestimmte Kandidaten oder Gesetze.	“We have the challenge in sports, we have it in football, we can be part of solving that problem with also in the area of laws. Laws that discriminate against women, we still have too many countries that have laws that discriminate against women. There are many countries where there are laws that make it	Alle Aussagen, die sich für die Mobilisierung und Vertretung von Frauen an politischen Systemen stark machen. Alle Aussagen, die bestimmte Kandidaten oder Gesetze unterstützen,

			difficult for women to participate in sports.”	die Frauen zu mehr Rechten befähigt.
	Psychologisch	Kollektives Bewusstsein für Ungerechtigkeiten von Frauen. Mobilisierungspotential von Frauen bzw. weibliche Interessensvertretungen.	“we have to work together, we have to support each other, we have to make sure that every single opportunity that is given to young boys through football is also provided for young girls and this is the way it should be.”	Alle Aussagen, die die Ungerechtigkeiten von Frauen aufzeigen, speziell im Bereich des Fußballs. Alle Aussagen, die Personen zur Solidarität mit den Interessen von Frauen und den Frauenfußball aufruft.
Mikroebene	Ökonomisch	Kontrolle der Frauen über ihr eigenes Einkommen und Zugang zu Ressourcen.	„Women's football does not enjoy the same level of support and investment that men's football does. This directly translates into an awareness gap that is affecting the ability of our female footballers to excel and be rewarded for their hard work.”	Alle Aussagen, die die Verwehrung oder Zugang des ökonomischen Zugangs von Frauen in gesellschaftliche Teilbereiche, in dem Fall der Fußball, aufzeigt.
	Soziokulturell	Bewegungsfreiheit von Frauen. Antidiskriminierung und Engagement für Bildung der Töchter	„My daughter plays for West Ham, she played in the US amongst others and I think that her ability to have reached this level as well as doing her homework and so on has been thanks to the coaches. I think that we need to give the means to the leagues, to the schools and so on to train good trainers, so educate as we call them.”	Alle Aussagen, die Frauen eine eigene Bewegungsfreiheit zuschreibt. Alle Aussagen, die sich für Bildung von Töchtern einsetzt.
	Familie & Zwischenmenschlich	Freiheit der Frauen über ihre sexuellen und familiären Entscheidungen selbst zu treffen.	“This also sometimes happens about raping woman; it is always her fault when she's raped. So, women's football is not just for me, about competition, winning and no, it's more than that. I see the powerful of football to raise voices.”	Alle Aussagen, die die sexuellen und familiären Entscheidungen von Frauen aufzeigen.
	Recht	Kenntnis der gesetzlichen Rechte und der häuslichen Unterstützung dessen.	"Oh, you're not even married cause we didn't do the traditional wedding and you don't have a white necklace and I'm like what white necklace? We did a wedding. My wedding was during	Alle Aussagen, die die bewusste Rechtsausübung von Frauen darlegen und in ihren Entscheidungen unterstützt werden.

			the day. It was not at night, there were no cows paid for me because my dad didn't want the traditional wedding.”	
	Politisch	Kenntnis des politischen Systems, des politischen Engagement und der Ausübung des eigenen Stimmrechts.	“I said earlier, you're seeing that engagement from the players, you're seeing more sponsors step forward, you're seeing Confederations, you're seeing FIFA stand up and say "We want to make this change" and now it's our job to make sure that we continue that leadership.”	Alle Aussagen, die die Kenntnis über das politische System und des eigenen Stimmrechts darlegen. Alle Aussagen, die sich auf das politische Engagement von Frauen im Fußballbereich stützen.
	Psychologisch	Selbstbewusstsein, Selbstwirksamkeit und das psychische Wohlbefinden von Frauen.	“It doesn't matter how we dress with the power of just being on the pitch and kicking that ball. It gives the girls confidence, it gives them a voice, it gives them a choice.”	Alle Aussagen, die sich auf die positiven Effekte des Fußballs auf das Selbstbewusstsein, der Selbstwirksamkeit und des psychischen Wohlbefindens beziehen.

5.3.5. Ergebnisse & Gütekriterien (Schritte 10-11)

Im zehnten Schritt sind die Ergebnisse des Analyseverfahrens darzulegen. Auf die Ergebnisse und Erkenntnisse der Analyse wird im sechsten Kapitel der vorliegenden Masterarbeit detailliert eingegangen. Der elfte und letzte Schritt bezieht sich auf die Gütekriterien, die in jeder qualitativen Sozialforschung einzuhalten sind. In dem vorliegenden Fall sind die zentralen Gütekriterien: Transparenz, Intersubjektivität und Reichweite.

1) Transparenz

Unter dem Gütekriterium der Transparenz ist offene Darlegung der Vorgehensweise im Forschungsprozess zu verstehen. (Flick 2014) Das gesamte Forschungsvorhaben wurde in der vorliegenden Arbeit dokumentiert und offengelegt, in dem jeder Schritt gründlichst aufgeschrieben wurde. Die Forscherin hat mit aller Sorgfältigkeit versucht, die Vorgehensweise im Forschungsprozess nachvollziehbar zu machen.

2) Intersubjektivität

Die Intersubjektivität betont, dass die Ergebnisse im qualitativen Forschungsprozess kritisch reflektiert und in den relevanten Diskurs eingeordnet werden. (Flick 2014) Wie im einleitenden Kapitel erklärt wurde, kommt die Forscherin der vorliegenden Arbeit aus dem Kontext des Frauenfußballs und hat klarerweise eine eigene subjektive Einstellung zu dem Thema. Eine qualitative Sozialforschung ist nie objektiv durchzuführen, da das Datenmaterial immer subjektiv betrachtet wird. Jedoch hat die Forscherin in der vorliegenden Arbeit mit bestem Wissen und Gewissen jeden Schritt reflektiert betrachtet und versucht sich das Datenmaterial möglichst nah mit den theoretischen Grundlagen der Arbeit anzusehen.

3) Reichweite

Das dritte Gütekriterium der Reichweite erklärt, in welchen Umfang die Ergebnisse verallgemeinert werden können. Die Fallzahlen einer qualitativen Forschung sind im Gegensatz zu einer quantitativen Forschung geringer, weshalb der Geltungsbereich immer innerhalb des Kontextes liegt. (Flick 2014) Jedoch wurden in der vorliegenden Arbeit 52 Akteur*innen interviewt, welche aus 33 verschiedenen Nationen und aus 6 verschiedenen Kontinenten stammten. Durch die hohe Diversität der unterschiedlichen Perspektiven kann die vorliegende Arbeit und dessen Ergebnisse als ein weltweites Abbild gesehen werden, jedoch nicht repräsentativ für die Grundgesamtheit.

6. Ergebnisse: *Empowerment* durch den Frauenfußball

In dem vorliegenden sechsten Kapitel werden die empirischen Erkenntnisse entlang der Forschungsfrage „Wie kann der Frauenfußball zum *Empowerment* von Frauen beitragen?“ dargelegt. Im Folgenden werden ausgewählte inhaltliche Aussagen der Teilnehmer*innen der FIFA Women's Football Convention (2019) anhand der *Empowerment*-Dimensionen von Malhotra et al. (2002) aufgezeigt. Die Zitate der Teilnehmer*innen wurden in die sechs *Empowerment*-Dimensionen, ökonomisch, soziokulturell, familiär bzw. zwischenmenschlich, politisch, rechtlich und psychologische eingeordnet und ausgewertet. Die verschiedenen Dimensionen von *Empowerment* sind in den folgenden Unterkapitel unterteilt und soll das *Empowerment* von Frauen durch den Frauenfußball in den unterschiedlichen Dimensionen darstellen und infolgedessen die Forschungsfrage beantworten.

6.1. Ökonomisch

In dem ersten Unterkapitel wird die ökonomische Dimension von *Empowerment* näher beleuchtet und gezeigt, inwiefern der Frauenfußball zur wirtschaftlichen Unabhängigkeit von Frauen in der Gesellschaft beitragen kann. Die ökonomische Dimension von *Empowerment* laut Malhotra et al. (2002) beinhaltet eine hohe bzw. hochbezahlte Jobposition von Frauen, ökonomische Interessensvertretungen für Frauen und den freien Zugang zum Arbeitsmarkt. In den folgenden Zeilen sollen die inhaltlichen Aussagen der Teilnehmer*innen der FIFA Women's Football Convention (2019) diese Dimensionen näher beleuchten und erklären, inwiefern es wichtig ist, die ökonomische Position von Frauen im Fußballbereich als auch infolgedessen der Gesellschaft zu stärken.

Die erste Unterkategorie in dem ökonomischen *Empowerment* von Frauen ist die hohe bzw. hochbezahlte Jobposition. Die Wichtigkeit von Frauen in Führungspositionen thematisiert auch UN Women (2007) mit folgendem Inhalt: Organisationen mit einer größeren Geschlechtergleichstellung in den Führungspositionen sind besser in der Lage weibliche Top-Mitarbeiterinnen anzuziehen, die eigenen Arbeitnehmerinnen zu motivieren, weil die Bedürfnisse besser verstanden werden und durch diversere Ansichten, komplexe Probleme einfacher zu lösen sind. Zusätzlich zeigen Organisationen mit mehr Frauen in Führungs- und Vorstandspositionen ein stärkeres Wirtschaftswachstum auf, geschlechterdiverse Teams durch innovative Denkweisen höhere Erträge generieren. Doch nicht nur die Organisationen selbst profitieren von Frauen in Führungspositionen, sondern auch die angestellten Frauen selbst.

Frauen als Führungskräfte können ihre eigene Existenz selbst sichern – unabhängig von einer Zweitperson.

Obwohl die Vorteile von Frauen in Führungspositionen längst bekannt sind, sind in der männlich-dominierten Fußballbranche kaum bis gar keine Frauen in Führungspositionen vorzufinden. Teilnehmerinnen in der FIFA Women's Football Convention (2019) erzählten deshalb umso stolzer darüber, wenn sie in jener männlich-dominierten Fußballbranche eine hohe Position erlangen konnten. Einige Beispiele dieser inhaltlichen Aussagen sind in den folgenden Zeilen angeführt, wie auch beispielsweise FIFA-Generalsekretärin Fatma Samoura zu nennen, die in ihrer Begrüßungsrede folgende Worte über ihren Job sagte:

“Standing before you as the first ever woman to hold the role of the secretary general in the 112 years history of FIFA and I am pretty determined, and I am a pretty determined woman too.”
(Fatma Samoura / S3_Z66-68)

Nach 112 Jahren FIFA-Historie hat Fatma Samoura als erste Frau die Position der Generalsekretärin eingenommen. Ein langer Zeitraum, der nach all den Jahren zum ersten Mal von einer Frau besetzt wurde. Doch nicht nur bei der FIFA sind mittlerweile Frauen in die Führungsetage aufgestiegen, sondern auch in den regionalen Fußballverbänden haben es Frauen in Führungspositionen geschafft. Ein weiteres Beispiel ist hier die ehemalige kanadische Nationaltorhüterin Karina LeBlanc zu nennen, die als Head of Women's Football für CONCACAF, dem Nord- bzw. Zentralamerikanischen und Karibischen Verband, die Geschehnisse im Frauenfußball entscheidend mitbeeinflusst, wie sie mindestens genauso stolz wie Fatma Samoura erzählte: “Four years later here I am today acting fancy as the head of women's football for CONCACAF”. Die nächste Frau, die eine hohe und verantwortungsvolle Position im Fußballbereich bekleidet, ist Joyce Cook als FIFA Chief Member Associations Officer. Joyce Cook's Rolle bei der FIFA beinhaltet unter anderem das FIFA forward program, welches die finanzielle und strategische Unterstützung von weltweiten Fußball-Entwicklungsprojekten der Mitgliedsverbände bereitstellt. Joyce Cook ist die erste Frau, die diese Position besetzt, wie sie auf der FIFA Women's Football Convention (2019) stolz berichtete: “first of all I want to say I'm very proud to be the first woman that's responsible for the FIFA forward program”.

In den supranationalen als auch in den nationalen Verbänden ist die Vertretung in Führungspositionen von Frauen ein wichtiger Faktor für das *Empowerment*. Kuwait, um ein Beispiel zu nennen, hat 2018 die erste Frau in den kuwaitischen Fußballverband in den Vorstand befördert. Fatema Hayat erzählte stolz auf der FIFA Women's Football Convention (2019) über ihre hohe Position in ihrem nationalen Fußballverband:

“last year in May as we said I was elected as the first ever woman on the Kuwait football association's board and chaired the women's committee. I knew that that day it was our opportunity to live our dream and finally establish women's football in Kuwait. The next step was to carefully select competent and passionate woman who had the same vision and dream and that's what I did.” (Fatema Hayat / S14_Z359-363)

Eine weitere weibliche Führungsposition der FIFA ist Sarai Bareman, die als FIFA-Frauenfußballdirektorin die größte Entscheidungsmacht über die weltweiten Entwicklungen im Frauenfußball besitzt. Sarai Bareman betont, wie wichtig es ist, die Unterstützung der FIFA-Organisation zu haben und appelliert zugleich an alle Teilnehmer*innen der FIFA Women's Football Convention (2019), Frauen aktiv in Führungspositionen in den eigenen Organisationen zu befördern:

“There also needs to be a leadership in place in every organization that believes in the woman's game and the opportunities that it presents and in this case I am extremely lucky because at the highest level of FIFA I have the support of my president and my general secretary you've already heard from her this morning and this makes my job and my teams job so much easier. Please, please those leaders that are in the room today never underestimate the power that you can give to the people in charge of women football in your country just by showing your support to them, it makes a huge difference.” (Sarai Bareman / S9_Z230-237)

Das Vertrauen und die Unterstützung von den Mitarbeiter*innen zu haben, ist ein weiterer wichtiger Faktor den Sarai Bareman anspricht. Die FIFA-Frauenfußballdirektorin meint damit den FIFA-Präsidenten Gianni Infantino, der Sarai Bareman in ihrer Position immer wieder stärkt. Seit dem Amtseintritt von Gianni Infantino gehören die ökonomischen Interessensvertretungen von Frauen ganz oben auf der Agenda des FIFA-Präsidenten, der Frauen in der FIFA weiter bekräftigt und fördert. Gianni Infantino's Worte während der Women's Football Convention (2019) äußerte sich dazu folgend:

“in the management board of FIFA today we have four women. Before 2016 the number of women in the management board of FIFA was zero. Things change. In the FIFA council we have 6 women before it was one plus, I think two co-opted or one or two co-opted, I don't remember. Now it's six. Is it enough? No, of course not but this step, it's a progress. In our committees today we have 20% women representation. Is it enough? By far not, certainly not but it's five times more than the 4% that we had before in our committees and let's not forget that in 2016 we reduced as well the number of committees in FIFA from 25 to 9 and that's why the number of women in these committees is even more significant. So, we are moving the administration, I think it's 43% of women representation. Again, it is not 50% or 51%, it is 43. We are moving, we are progressing, we are trying, we are making a step at each time.” (Gianni Infantino / S91_Z2281-2291)

Gianni Infantino spricht gezielt die hohe Unterrepräsentation von Frauen in FIFA-Führungspositionen an. Wie zuvor erwähnt, ist der FIFA-Präsidentin mit dem Frauenanteil in dem Fußballverband der FIFA nicht zufrieden, jedoch gehört es zu einen seiner Prioritäten an, die ökonomischen Interessen von Frauen in der Organisation weiter zu stärken. Jene

ökonomische Interessensvertretung für Frauen im Fußballsport zu stärken wurde in der FIFA Women's Football Convention (2019) von Männern als auch von Frauen öfters betont. Eines dieser ökonomischen Interessensvertretungen sind auch Gehälter, die gerade im Fußballbereich für Frauen wenig bis gar nicht vorhanden sind. Die äthiopische Präsidentin Sahle-Work Zewde, sieht in weiteren Investitionen in den Frauenfußball einen wichtigen Schritt für eine geschlechtergerechte Gesellschaft:

“I would like to reiterate that we should take a chance and invest in women. Rising the status of the games, the pay of the players will help challenge the social barriers that continue to hold women back for equal participation. I'm confident that whatever we invest in women will pay off 100% because women are capable and worth the risk.” (Sahle-Work Zewde / S104_Z2610-2614)

Sahle-Work Zewde betont durch die finanzielle Unterstützung in den Frauenfußball können soziale Barrieren innerhalb einer Gesellschaft überwunden und eine gleichberechtigte Teilnahme an dem Fußballsport für Männer und Frauen ermöglicht werden und die ökonomischen Interessen der Frauen gewahrt werden. United Nations (2019) nennt als Beispiel, wie schon zuvor erwähnt, die unterschiedlichen Gehälter innerhalb des Fußballbereichs, in dem einer der Top-Verdiener im Männerfußball, doppelt so viel wie 1693 Frauen in den Top-Frauenfußballligen verdient. Genau jene finanziellen Ungleichheiten zwischen Frauen- und Männerfußball, in denen Männer in der gleichen Tätigkeit deutlich mehr verdienen als Frauen, spricht Sahle-Work Zewde auch in der FIFA Women's Football Convention (2019) an:

“Women's football does not enjoy the same level of support and investment that men's football does. This directly translates into an awareness gap that is affecting the ability of our female footballers to excel and be rewarded for their hard work. This is true in many other sports but as the responsible institutions began aggressively promoting their female players and seeking increased investment from advertisers the tide began to turn and now people are more aware of the female athletes. There is more interest in the sports and the pay and also these things are improving. I know that FIFA has made a strong commitment to furthering women's football.” (Sahle-Work Zewde / S101_Z2575-2581)

Sahle-Work Zewde betont das Problem innerhalb des Fußballsports, dass die gleiche Arbeit und der gleiche Fleiß bei Fußballerinnen und Fußballern unterschiedlich belohnt wird. Der Zugang von Frauen zum Fußballsport wird dadurch deutlich erschwert, weshalb Investitionen in den Frauenfußball unumgänglich sind. Eines der Instrumente der FIFA, die neue Finanzierungsmittel bereitstellen soll, ist die FIFA foundation (FIFA 2020b). Die FIFA foundation ist für die weltweite Förderung eines positiven sozialen Wandels und für die finanzielle Unterstützung von beschädigter oder zerstörter Sportinfrastruktur zuständig. Joyce Cook, die Generalsekretärin der FIFA foundation bekräftigt die Investitionen in den Frauenfußball bei der FIFA Women's Football Convention (2019) mit folgenden Worten:

“The program, we have some big numbers. In the first cycle, the shorter cycle of three years 1.07 billion US dollars invested, in this cycle that started in January 1.75 billion, 941 projects over 179 member associations, many of those who involving women and girls but in addition to that 81 specific projects purely focusing on women's football, women's empowerment.” (Joyce Cook / S123_Z3088-3092)

Die FIFA foundation investierte in zwei separaten Zyklen 1,07 Milliarden US-Dollar respektive 1,75 Milliarden US-Dollar in den Frauenfußball weltweit. Bei 941 Projekten in über 179 Mitgliedsverbände wurden Frauen im Fußballsport finanziell unterstützt, in denen zusätzlich in 81 spezifischen Projekten der Frauenfußball und das *Empowerment* von Frauen im Fokus stand. Die Zahlen zeigen, dass die ökonomische Interessensvertretung für Frauen in der Makroebene, heißt innerhalb der Dachorganisation FIFA vorangetrieben wird. In der Mesoebene ist als Beispiel Håkan Sjöstrand, Generalsekretär des schwedischen Fußballverbands (SvFF), zu nennen. Auch das schwedische Beispiel unterstreicht die Wichtigkeit der gleichberechtigten Ausübung des Fußballsports für Frauen und Männern, wofür neue finanzielle Mittel für den Frauenfußball geschaffen werden müsse. Håkan Sjöstrand gibt als Beispiel die Umverteilung der Einnahmen des Männerfußball in den Frauenfußball an, welches ein wichtiges Instrument sein könnte, um den Frauenfußball ökonomisch stärker zu unterstützen:

“of course when we look at it overtime, we have the income when we look at that comes more from the men's team cause when we look from a market perspective, they value the rights more for men's but that can't be the answer in the future. So, we also need to do our homework. So, even if we got more money from sponsors from some companies from the men's side, we can split and share them.” (Håkan Sjöstrand / S53_Z1315-1319)

Um ökonomische Interessen von Frauen besser vertreten zu können betont Håkan Sjöstrand auch die Wichtigkeit von Frauen in Führungspositionen innerhalb des schwedischen Fußballverbands. Um die ökonomische Interessensvertretung von Frauen zu wahren, wäre laut dem Generalsekretär des schwedischen Fußballverbands (SvFF) ein probates Instrument eine Frauenquote, die Håkan Sjöstrand während der FIFA Women's Football Convention (2019) in seinem eigenen Verband wie folgt beschreibt:

“I think the most important thing is that people in leading positions, they need to take a clear stand for equality because in the end we are people, the people is so important but of course we have statues. In our statues they said that the underrepresented gender should not be less than 40% represented in all forums we have, and I think that's good and we achieved that goals today. For example in our board, we have president, then we have six more members, three of them are women, three of them are men and if we look to all our other committees in the Federation, for example disciplinary and competition, we achieve the goals even there. So, the representative is not less than 40%. Well, I have maybe something to do at the head office, at the Federation. We are about 120 employees and we have 37% female employees. So, I have little bit to work on that but of course we have our challenges also in the Swedish football.” (Håkan Sjöstrand / S57_Z1423-1432)

Die Frauenquote im schwedischen Fußballverband liegt laut Sjöstrand bei 40%, die in fast allen Bereichen auch erfüllt wird. Um die Wichtigkeit der Frauenquote bezüglich des *Empowerments* von Frauen im Arbeitsverhältnis aufzuzeigen, sei eine Studie von Jabeen/Awan (2017) zu erwähnen. Die Studie hatte das Ziel, Frauenquotensysteme in verschiedenen Ländern zu untersuchen und die Wirksamkeit zum *Empowerment* von Frauen im Politikbereich zu analysieren. Der Fußballsport und die Politik sind gut miteinander vergleichbare Bereiche, da beide soziale Räume als männlich-dominierend gelten. Die Untersuchung von Jabeen/Awan (2017) ergab, dass die Frauenquote ein probates Mittel für das *Empowerment* und der Interessensvertretung von Frauen in vielen Ländern ist. Das bedeutet für die vorliegende Arbeit, dass eine Frauenquote in Führungspositionen, wie die von Håkan Sjöstrand im schwedischen Fußballverband (SvFF) angewendet wird und bei der FIFA Women's Football Convention (2019) vorgestellt wurde, auch ein gutes Mittel für geschlechtergerechte Ziele für Frauen innerhalb des Fußballsports sein kann.

Zusammenfassend ist zu sagen, dass in der ökonomischen Dimension von *Empowerment* von Frauen der Fokus auf die Führungspositionen von Frauen, der ökonomischen Interessensvertretungen und dem freien Zugang am Arbeitsmarkt innerhalb des Fußballsystems lag. In dem vorliegenden ersten Kapitel konnten einige Aussagen der Teilnehmer*innen bei der FIFA Women's Football Convention (2019) aufgezeigt werden, die die Wichtigkeit des freien Zugangs und der weiblichen Vertretung in Führungspositionen und der ökonomischen Interessensvertretung von Frauen im Fußballbereich zeigten. Die Teilnehmer*innen versuchen laut ihren eigenen Aussagen intensiv in ihren jeweiligen Organisationen oder Verbänden Frauen ökonomisch zu vertreten und zu stärken. Frauenfußball ökonomisch zu unterstützen ist laut den Teilnehmer*innen nicht nur sportlich gesehen wichtig, sondern auch gesellschaftlich relevant. Die ökonomischen Bemühungen Frauen im Fußballsport nachhaltig zu stärken und zum *Empowerment* von Frauen beizutragen, gilt als hohe Priorität bei vielen Teilnehmer*innen und ihren Organisationen/Verbänden.

6.2. Soziokulturell

Die zweite Dimension des *Empowerments* von Frauen ist die soziokulturelle Dimension. Dieser Abschnitt fokussiert sich auf zwei zusammengefasste Kategorien innerhalb der soziokulturellen Dimension: (1) dem Zugang zu Bildungsmöglichkeiten und sozialen Räumen in denen Frauen keine Diskriminierung erfahren, und (2) den positiven Medienbildern, den weiblichen *role models* bzw. der symbolischen Darstellung von Frauen und der Verschiebung von patriarchalen Normen.

Ersteres bezieht sich auf den Zugang und der Ausübung des Sports bzw. des Sportunterrichts (Bildungsmöglichkeiten) für Frauen. Weshalb die Sportausübung für junge Frauen und ihr *Empowerment* so wichtig ist, erklärt Kirk (2012) in einem UNESCO-Report. Einerseits ist die regelmäßige Sportausübung ein grundlegendes Menschenrecht, da die Teilnahme an körperlicher Aktivität ein wesentlicher Bestandteil eines gesunden Lebensstils ist. Andererseits bieten qualitativ hochwertige Sportunterrichtsprogramme jungen Frauen neben den körperlich-gesunden Aspekten die Möglichkeit, gesellschaftlich relevante Werte und Fähigkeiten zu entwickeln (wie beispielsweise die Überwindung von sozialen, ethnischen, geschlechtsspezifischen und religiösen Unterschieden). Auf diese Weise hat der Sportunterricht das Potenzial, den Frieden zu fördern, in dem Werte wie Toleranz, Solidarität, Zusammenarbeit und Respekt innerhalb des Sports gelehrt werden.

Der Sportunterricht bietet einen guten sozialen Raum, um zum *Empowerment* von insbesondere jungen Frauen beizutragen. Die positiven Vorteile des (Fußball-)Sports für eine Gesellschaft wurden auch mehrmals in der FIFA Women's Football Convention (2019) betont. Einer jener Teilnehmer, der die positiven Vorteile des Fußballs vertritt, ist Clarence Seedorf. Der ehemalige niederländische Fußballprofi und aktueller Fußballtrainer hebt die Bedeutung des Fußballs und der Bildungsmöglichkeit für junge Frauen deutlich heraus:

“Football sets the basis in the youth. So, we have all these qualities, all these values and then most of them won't become a professional to play but we want to be preparing them for life, right? And I think that education is for life. Football is for that period we can enjoy but even then, football can be for life, if we just enjoy this as our hobby and I think that's one of the messages that for sure we need to overshare with these young girls. That it's not about becoming a professional player. That can be your dream but use it, enjoy it and get the education through it, get the strength to prepare yourself for life.” (Clarence Seedorf / S76_Z1893-1899)

Für Clarence Seedorf ist es nicht notwendig Fußballprofi zu werden, um von den positiven Vorteilen des Fußballsports zu profitieren. Eine Leidenschaft zu besitzen, Freude durch einen Sport zu gewinnen und gesellschaftliche Werte vermittelt zu bekommen sind alles wichtige Aspekte für das weitere Leben eines Menschen. Auch der Fußballkollege Mikaël Silvestre, ein ehemaliger französischer Fußballspieler, nimmt eine ähnliche Perspektive wie Clarence Seedorf ein und erzählt die Geschichte von seiner eigenen Tochter und inwiefern sie Fußball und Bildung miteinander verbindet:

“It is important to have educators. We want to promote vocation; it will boost this momentum. My daughter plays for West Ham, she played in the US amongst others and I think that her ability to have reached this level as well as doing her homework and so on has been thanks to the coaches. I think that we need to give the means to the leagues, to the schools and so on to train good trainers, so educate as we call them.” (Mikaël Silvestre / S33_Z819-823)

Die Tochter des ehemaligen französischen Fußballer Mikaël Silvestre spielt bei einem englischen Fußballverein in der ersten Liga und konnte neben ihren hohen Ambitionen im Sport gleichzeitig ihre Schulbildung erfolgreich unter einem Hut bringen. Das war laut Silvestre nur möglich, weil kompetente Pädagog*innen an ihrer Seite standen und sie unterstützten, sowohl den Fußballsport als auch ihre Ausbildung erfolgreich zu gestalten. Auch Kirk (2012) betont, wie wichtig die Rolle von Pädagog*innen in Verbindung von Fußball mit Bildung stehen. Kompetente Pädagog*innen helfen den Kindern nicht nur bei den Hausaufgaben, sondern ermutigen sie zugleich ihre sportlichen Aktivitäten nicht zu vernachlässigen. Gerade die Schule ist ein guter sozialer Raum, um Freude an körperlichen Aktivitäten zu fördern. Der Fußball im Sportunterricht ist auch ein Thema, welches intensiver während der FIFA Women's Football Convention (2019) diskutiert worden ist. Samar Nassar, Vorstandsmitglied der Union of Arab Football Associations (UAFA) berichtet von ihren Bemühungen der stärkeren Integration des Sports in den Schulunterricht:

“[...] we collaborated with the Ministry of Education, the Norwegian FA and some of the Nordic FA's to deliver training programs for PE teachers at public schools. We also initiated a public-school tournament that's running till this day.” (Samar Nassar / S70_Z1755-1758)

Laut Kirk (2012) spielen das Bildungs- und Sportministerien eine wichtige Rolle bei der Unterstützung und Realisierung von Sportprogrammen in das Schulsystem. Im Falle der Union of Arab Football Associations (UAFA) wurde zusätzlich zu den nationalen Ministerien, auch die Unterstützung der skandinavischen Fußballverbände für die Umsetzung der Sportprogramme und der Ausbildung der Sportlehrer*innen dazu geholt. Das Beispiel, welches Samar Nassar als Vorstandsmitglied der Union of Arab Football Associations (UAFA) während der FIFA Women's Football Convention (2019) erwähnte, ist vorbildlich zum *Empowerment* von Frauen sehen, wenn es um die Realisierung von fachlich-richtigen Sportprogrammen in Schulsystemen geht. Ein weiteres Beispiel, inwiefern der Fußballsport innerhalb des Schulsystems institutionalisiert werden kann, zeigte Olivia Babsy Grange auf, welche als Ministerin für Jugend, Sport und Kultur in Jamaika den Fußballsport für Frauen in den nationalen Schulen etablierte. Bei der FIFA Women's Football Convention (2019) erzählte sie über die Unterstützung des Fußballsportsangebot in den Schulen folgendes:

“Women's and girls' football are a fairly new sport in Jamaica, and you know, women in sports do not get as much support as men in sports and so football women's football has its challenge in Jamaica. However, government leads the way in that in introducing our various sports competitions at the primary and kindergarten school level. We have insisted that in women's football at least three girls must play on the team with the boys. So, we're institutionalizing the fact that women's football must be recognized and be promoted, and we work very closely with the Federation, with Jamaica Football Federation to ensure that the support is there for women's

football. You know, in Jamaica we called sports physical culture and we are a country that, we are music has penetrated all corners of the world, so our Reggae girls are here and we are very happy that they are here and so the challenges are many but we are equal to the task. We're determined to ensure that women's football in Jamaica rose and that from the early stage, kindergarten, primary that is under 12 that we institutionalize it, so that in the later years our women's football will grow from strength to strength." (The Honourable Olivia Babsy Grange / S108-109_Z2713-2726)

Zwar ist der Frauenfußball in Jamaika eine relativ neue Sportart, die auch im Vergleich zu den Männern deutlich hinterherhängt, jedoch setzt sich die Regierung für den Fußball-Unterricht auf der Ebene der Grund- und Kindertageschule intensiv ein. Zusätzlich wird auch im Falle Jamaikas sehr eng mit dem jamaikanischen Fußballverband, der Jamaica Football Federation (JFF), zusammengearbeitet. Die Reggae Girls, wie die jamaikanische Ministerin Olivia Babsy Grange die jamaikanischen Fußballspielerinnen nennt, werden im politischen Verbund mit den nationalen Fußballverbänden und den Schulen aktiv gefördert. Den Frauenfußball in einer Gesellschaft durch politische Entscheidungskraft zu stärken ist nicht nur hinsichtlich der physischen und psychischen Vorteile für junge Frauen wichtig, sondern auch hinsichtlich der gesellschaftlichen Chancengleichheit unabdingbar. Der Zugang zum sozialen Raum des Fußballsports wird durch die männlich-dominierten Strukturen, die schon in den theoretischen Grundlagen durch Sobiech (2012) vorgestellt wurde, vielen Frauen verwehrt. Allein die Zugangsmöglichkeiten zum Fußballsport gleichermaßen für Frauen und Männer zu gewährleisten ist laut Nadine Kessler, der ehemaligen deutschen Fußballspielerin und derzeitiger Head of Women's Football der Union of European Football Associations (kurz UEFA) ein bedeutender Aspekt in den Frauenfußball-Entwicklungen. Kessler nimmt während der FIFA Women's Football Convention (2019) folgend dazu Stellung:

"Our dream for women's football is that women's football is a celebrated sports globally where every woman and girl can find a place to play and I really mean a sport that welcomes everybody and most importantly and let me stress that and let me put my players head on here, where players, coaches, administrators whoever is part of that sport is celebrated for who they are and what they are simply doing. Our core mission is to champion innovate and accelerate women's football for all and we mean truly for all and by all. Boys, men, girls and women, everybody who wants to be part of that sport and want to help us to grow it. To do so we will boost participation, transform our competitions, enhance the visibility and engagement of the game on all levels." (Nadine Kessler / S61_Z1518-1526)

Der Zugang zu dem Fußballsport soll laut Nadine Kessler für Frauen und Männer gleichermaßen möglich sein. Dafür ist es notwendig, in den Frauenfußball weiter zu investieren, die weibliche Teilnahme am Sport zu fördern, Wettbewerbe zu etablieren und die Sichtbarkeit des Frauenfußballs in der Gesellschaft zu verbessern. Die Unterstützung und weitere Investitionen in den Frauenfußball sind wichtig, damit sich nicht die Geschichte aus dem im

20. Jahrhundert wiederholt, als in vielen Ländern der weibliche Zugang zum Fußballsport untersagt worden ist. (Sobiech/Ochsner 2012) Auch der mexikanische Fußballverband unter Lucía Mijares Martínez, der Sportentwicklungs-Direktorin, betont die Wichtigkeit der Unterstützung und den Investitionen in den Frauenfußball. Ihre Worte während der FIFA Women's Football Convention (2019) waren folgende:

“Last year was a very interesting year for Mexico, we did not get into the France World Cup, but we were runners-up for under 17. So that speaks pretty much about the pathway we are building [...] I mean now girls had more accessible, they see their pathway, they have a vision and also as a Federation we do too. We were here next time to compete, we are here hopefully one day to win it and to continue building that more girls that can dream about kicking a ball. Now they can do and that for us is like a dream that is coming true in our country and we're working really hard to make it happen for every girl in our country.” (Lucía Mijares Martínez / S20_Z492-499)

Durch die Investitionen in die Strukturen des mexikanischen Frauenfußballs haben junge Mädchen die Chance, ihren Weg zu einer professionellen Fußballspielerin zu verwirklichen und ihren Traum, der in vergangenen Zeiten schwieriger zu realisieren war, zu leben. Der Zugang zum Fußballsport für Frauen bedeutet nicht nur das Fußballsystem an sich frauenfreundlicher zu gestalten, sondern auch einen sozialen Bereich zu schaffen, in dem Frauen keine Diskriminierung erfahren. Eines der wichtigsten Dinge im Sport ist neben den anti-diskriminierenden Strukturen, die Sportausrüstung inklusive Sportbekleidung und für Frauen besonders relevant der Sport-BH. Frauen mit einem schlechtergestellten sozioökonomischen Hintergrund können sich in vielen Fällen einen Sport-BH meistens nicht leisten. Ein gutes Beispiel führt Dr. Mahali Phamotse, die Jugend- und Sportministerin von Lesotho, ein, die in ihren Aussagen während der FIFA Women's Football Convention (2019) den problematischen Zugang der Sportbekleidung für Frauen anhand des Sport-BHs darlegt:

“Then you go to their bras. The bras are expensive for sports and women need that from the as little as 13 upwards and believe me those are smaller issues if you look from the outside but they are issues and once someone is confident then it is possible that you can talk about training this person, you can talk about empowering this person that in that but those are issues that are very critical for football players.” (The Honourable Dr Mahali Phamotse / S138_Z3451-3455)

Dr. Mahali Phamotse bekräftigt, wie teuer ein Sport-BH für viele junge Frauen sein kann und sie dadurch an dem Fußballsport gehindert werden. Auch wenn ein Sport-BH als ein nebensächliches Utensil erscheint, kann das viele junge Frauen den Zugang zum Sport und zum Fußball erschweren.

Die zweite wichtige Kategorie innerhalb der soziokulturellen Dimension von *Empowerment* ist die positive Wahrnehmung von Frauen bzw. Sportlerinnen in den Medien. Als *role models*, die in dem *Empowerment*-Diskurs als ein wichtiges Element angesehen wird, inspirieren

Sportlerinnen andere Frauen mit ihren sportlichen Erfolgen. Positiv dargestellte *role models* in den Medien gelten als wichtiger Faktor zur Beteiligung von Frauen und Mädchen an dem Sport selbst, aber auch an den Führungspositionen in Sportorganisationen. Frauen schauen zu ihren Vorbildern hoch und denken sich, „Das will ich auch werden“, bzw. „Eine Frau kann auch in Position X erfolgreich Karriere machen!“. (UN Women 2007) Das Thema *role models* und die mediale Präsenz von Fußballspielerinnen wurde auch während der FIFA Women's Football Convention (2019) breit angesprochen. In den folgenden Zeilen sind Zitate von drei ehemaligen professionellen Fußballspielerinnen angeführt, die ihre Meinungen über die Bedeutung der Vorbildfunktion von Frauen im Sport darlegen. Das erste Zitat ist von Karina LeBlanc, der ehemaligen kanadischen Nationalteam-Torhüterin, die sich über ihre eigene Rolle als Vorbild bei jedem Fußballspiel bewusst war. Ihre Ausführungen zur Bedeutung ihrer eigenen, aber auch allgemeinen Vorbildfunktion von Fußballspielerinnen, sind die folgenden:

“I promise you they're not just thinking of a minute they play. I promise you they're not only thinking of winning the World Cup. I promise you they're thinking of inspiring a generation. That is what we did in Canada, that is what will be done here in France but most importantly if you do not give young girls and women the opportunity to play, to have voices, to understand who they are because I'll tell you what. There are people who believed in me before I even saw in myself but it's up to you.” (Karina Le Blanc / S37_Z934-939)

Karina LeBlanc beschreibt ihren Gefühlszustand während der FIFA Weltmeisterschaft 2015 in ihrem Heimatland Kanada. Die Torhüterin der kanadischen Nationalmannschaft betont, dass sie und ihre Mitspielerinnen einerseits klarerweise den Weltmeistertitel gewinnen wollten, andererseits sich durchaus ihrer Verantwortung bewusst waren, eine neue Generation an jungen Fußballspielerinnen zu inspirieren. Auch Brigitte Henriques, ehemalige französische Nationalteamspielerin, betont die Bedeutung von *role models* im Fußballsport gerade hinsichtlich einer immensen Plattform wie einer Weltmeisterschaft. Die Frauen-Weltmeisterschaft 2015 erreichte weltweit ca. 555 Mio. Zuseher*innen, welches zu dem Zeitpunkt als das größte Sportevent von Frauen in die Geschichte einging. Gerade wenn die Reichweite eines Fußballesevents so groß ist, können viele junge Frauen erreicht und inspiriert, weshalb *role models* umso bedeutender sind. (FIFPro 2020) Brigitte Henriques führt ihre Gedanken bei der FIFA Women's Football Convention (2019) folgend aus:

“Yes players, your passion is contagious and you need to communicate to the others that women want to win trophies too, like young girls want to do the same and I do hope that this particular World Cup will be a true driver for women's football and all countries. Thank you!” (Brigitte Henriques / S34-35_Z862-865)

Brigitte Henriques ist sich der Funktion der Fußballspielerinnen, gerade in einem sportlichen Mega-Event wie einer Weltmeisterschaft, sehr bewusst und wie stark solche Wettbewerbe viele

weitere weibliche Generationen für den Fußballsport mit beeinflussen. Wie stark eine Weltmeisterschaft junge Generationen inspirieren kann, erwähnt auch Mia Hamm während der FIFA Women's Football Convention (2019). Die ehemalige US-amerikanische Fußballspielerin, doppelte Weltmeisterin und Olympiasiegerin und gleichzeitig eine Ikone der US-amerikanischen Nationalmannschaft, bekräftigt die Aussagen von Karina LeBlanc und Brigitte Henriques:

„More investment, more money, more time, more stories, that four years from now that you'll be hearing young girls saying, 'I watched France 2019 and it changed my life'. Just like in 1999 when we had people walk up and say 'I did it for them', that we understand that the power that we have, here in this room with this beautiful game to change the course of some young girls life and I don't take that lightly because we can.” (Mia Hamm / S100_Z2490-2494)

Im Jahre 1999 holte Mia Hamm mit der US-amerikanischen Nationalmannschaft den Weltmeistertitel und erzählt über ihre persönlichen Erfahrungen als *role model* für die kommenden Generationen. Durch ihre eigenen Erfahrungen als *role model* erhoffte sich Hamm während der FIFA Women's Football Convention (2019), dass die Frauen-Weltmeisterschaft 2019 eine ähnliche Wirkung bei der jüngeren Generation auslöst. Dafür betont Mia Hamm aber auch die wichtige Rolle von Investitionen in den Frauenfußball, die unabdingbar ist, um die positiven Entwicklungen im Fußballsport für Frauen herbeizuführen. Einer dieser wichtigen Investitionen ist die Darstellung des Frauenfußballs in den Medien. Eine anti-diskriminierende mediale Darstellung von Sportlerinnen in Sportmedien würde nicht nur positive *role models* hervorbringen und junge Frauen und Mädchen dazu ermutigen, Sportlerinnen zu werden, sondern auch mehr Frauen dazu inspirieren, Konsumentinnen von Sportmedien zu werden, sowie einen positiven Einfluss auf Geschlechterstereotypen und die Anti-Sexualisierung von Frauen in allen Bereichen der Gesellschaft zu erwirken. (UN Women 2007) Auch während der FIFA Women's Football Convention (2019) nahmen einige Vertreter*innen in der Medienlandschaft zu den Übertragungen vom Frauenfußball Stellung. Eine davon ist Barbara Slater (S41_Z1036-1037), die BBC-Sportdirektorin, hebt die Bedeutung des Frauenfußballs in Großbritannien stolz hervor: „So, actually there is a volume of live football coverage of women's football in the UK that is at this moment pretty unprecedented.” Philippe Le Floc'h (S40_Z1003-1005), der FIFA-Handelsdirektor, hebt genauso wie Barbara Slater, die Frauenfußball-Übertragungen speziell während der Weltmeisterschaft heraus: “[...] for example, FOX which is one of our partner broadcast in the US is bringing more people to France for women's World Cup that they had in Russia for the men's World Cup for example.” Barbara Slater als auch Philippe Le Floc'h betonen das Potential des Frauenfußballs in der internationalen Medienlandschaft. Neben den TV-Übertragungen spielen auch die Streaming-

Angebote besonders im 21. Jahrhundert eine wichtige Rolle, um den Frauenfußball zu werben. Shoko Tsuji, Head of Partnership Success bei MyCujoo, erzählt über die Online-Übertragungen des Frauenfußballs auf ihrer Plattform:

„They created technology enabling content holders to stream matches from anywhere and they credit MyCujoo, a hub for long tail football content around the world. So actually our first partner that ever believed in us was a woman's football team from Switzerland and since then today we stream over 150 women's competitions in the world, from countries such as the US, Brazil, Japan, Thailand that will be in the World Cup but also from countries such as Bhutan, Mongolia, Indonesia where traditional broadcast of the woman's game is not reality.” (Shoko Tsuji / S41_Z1017-1023)

Laut Shoko Tsuji ist MyCujoo ein gutes Beispiel, inwiefern Streaming-Dienste den Frauenfußball zusätzlich fördern können. Durch die hohe Reichweite, die Streaming-Dienste bereitstellen, kann das Angebot des Frauenfußballs sogar in Ländern an Popularität gewinnen, in denen der Frauenfußball eine kleine bis gar keine Rolle spielen. Shoko Tsuji nennt als Beispiele Bhutan, die Mongolei oder Indonesien, in denen in der traditionellen TV-Übertragung kein Wert auf Frauenfußball gelegt wird. Neben den verstärkten medialen Übertragungen des Frauenfußballs ist es auch wichtig, die mediale Wahrnehmung von Fußballerinnen zu thematisieren. UN Women (2007) kritisiert die geschlechterstereotypische Darstellung bei Frauen im Sport in der Medienberichterstattung, die das traditionelle Bild der Frau verstärkt. Eine solche Geschlechterstereotypisierung von Frauen im Sport kann einen großen Einfluss auf die Wahrnehmung und Einstellung der jüngeren Generation gegenüber Frauen und der Geschlechtergleichstellung in der Gesellschaft haben. Entweder werden Frauen und besonders der weibliche Körper durch ihren Sport sexualisiert dargestellt oder im anderen Extrem als burschikos bezeichnet. Gerade diese Wahrnehmung von Frauen im Sport spricht auch Sue Campbell, die Frauenfußball-Direktorin des britischen Fußballverbands der Football Association (FA), an, und sieht die Verantwortung bei der Medienlandschaft, stereotypische Frauenbilder im Sport zu hinterfragen und aufzubrechen:

„So, not only have we really invested heavily in marketing and profiling the women's game and helping people to understand that football is for everybody. There was a perception that if you did play football it was because you were a tomboy and you were sporty girl but actually, we want every girl to play this game, we want every girl to enjoy this game. So, changing the way we profile the game and who can access the game and then you've got to combine that with an investment on creating the opportunity [...] It's making sure those opportunities are accessible to all and that's a huge commitment we have at the FA in England that this is not just an opportunity for the few or for the ones who can get there, it's got to be an opportunity for all.” (Sue Campbell / S121-122_Z3036-3047)

Sue Campbell bekräftigt, dass der Fußballsport für alle ist, inklusive für alle jungen Frauen weltweit, die den Fußballsport genauso lieben wie ihre männlichen Kollegen. Die patriarchalen

Normen, dass der Fußball ein Männersport bzw. wie Campbell erwähnt, wenn dann nur für burschikose Frauen sei, müsse unbedingt verändert werden. Dabei nimmt die Medienlandschaft eine wichtige Rolle ein, ein verändertes positiveres Medienbild von einer Sportlerin bzw. in dem vorliegenden Fall einer Fußballerin zu generieren.

Die zweite Dimension von *Empowerment* von Frauen, auch die soziokulturelle Dimension genannt, hat sich auf zwei zusammengefasste Kategorien gestützt. Einerseits ging es um den Zugang zu Bildungsmöglichkeiten und den anti-diskriminierenden sozialen Räumen für Frauen. Hier wurden Stimmen der Teilnehmer*innen von der FIFA Women's Football Convention (2019) zitiert, die den Fußballsport nicht nur als körperliche Aktivität sehen, sondern auch als soziokulturelles Mittel, welches mit den darin gelernten Werten und Fähigkeiten auf das weitere Leben vorbereitet. Es wurde betont, wie wichtig es ist, die sozialen und kulturellen Zugangsbarrieren für Frauen im Sport aufzubrechen und die Strukturen im Frauenfußball auszuweiten und frauenfreundlicher zu gestalten. Andererseits erzählten die Teilnehmer*innen auch über die symbolische Darstellung von Frauen im Fußballsport und inwiefern positive Medienbilder, die versuchen ein geschlechterstereotypische Frauenbild im Sport aufzubrechen, einen hohen Einflussfaktor auf die kommende junge Generation von Sportlerinnen besitzt. Dazu gehören auch insbesondere *role models*, zu denen einige Aussagen von den ehemaligen Fußballspielerinnen Mia Hamm, Karina LeBlanc und Brigitte Henriques zitiert worden sind. Die ehemaligen Nationalteamspielerinnen erzählten über ihre persönlichen Erfahrungen im Fußballsport und ihrem Bewusstsein über die eigene Vorbildfunktion im Fußball. Alle drei Nationalteamspielerinnen sahen den Fußballsport nicht nur als eine körperliche Tätigkeit an, sondern waren sich durchaus bewusst, dass sie als Fußballspielerinnen und gleichzeitige *role models* zum *Empowerment* von vielen Frauen beitragen können.

6.3. Familie / Zwischenmenschlich

Die dritte Dimension von *Empowerment* beschreiben Malhotra et al. (2002) als die familiäre bzw. die zwischenmenschliche Dimension. Auch die dritte Dimension vom *Empowerment* von Frauen konnte durch die inhaltlichen Aussagen in der FIFA Women's Football Convention in zwei Kategorien zusammengefasst werden: (1) die systemische Unterstützung und Entscheidungsfreiheit für Frauen hinsichtlich ihrer sexuellen Beziehungen bzw. der Partner*innenwahl, sowie (2) Initiativen gegen Gewalt bzw. Freiheit von häuslicher Gewalt von Frauen.

In der ersten Kategorie ging es um die systemische Unterstützung des Fußballsports bei der Entscheidungsfreiheit für Frauen und ihren sexuellen Beziehungen bzw. ihrer Partnerwahl. Hawkins et al. (2011) fassen dies sexuelle Entscheidungsmacht von Frauen auch als *sexual Empowerment* zusammen und sehen eine enge Verbindung zwischen der Entscheidungsfreiheit von Frauen hinsichtlich ihrer Sexualität und ihrem *Empowerment* im Leben. Sexualität ist laut Hawkins et al. (2011) ein wesentlicher Bestandteil des politischen und wirtschaftlichen *Empowerments* von Frauen. Die Kontrolle über den eigenen Körper, das Recht auf körperliche Freiheit, der Schutz vor sexuellem Missbrauch und der Verwirklichung von einem sicheren und befriedigenden Sexualleben hat große Auswirkungen auf das gesamte Leben einer Frau. Frauen, die keine sexuelle Entscheidungsfreiheit besitzen, sind auch in ihren Möglichkeiten und Ansprüchen in anderen Lebensbereichen begrenzt. Die eigene Sexualität, sexuelle Entscheidungen autonom zu treffen und sexuelle Erfahrungen selbst zu machen prägen die eigene Identität des Individuums und können zugleich einen erheblichen Einfluss auf die psychische und physische Gesundheit haben. Die negativen Folgen von einer Einschränkung der eigenen Sexualität können nachhaltige Schäden innerhalb des Lebens von Frauen verursachen. *Empowerment* einer Frau hängt somit stark mit dem *sexual Empowerment* zusammen. Eine Frau, die keine Kontrolle über ihren eigenen Körper besitzt, ist auch in allen anderen Lebensbereichen davon eingeschränkt. Oder um es kurz mit den Worten von Hawkins et al. (2011: 3) zusammenzufassen: “there can be no empowerment if women are unable to exercise control over their own bodies.”

Während der FIFA Women’s Football Convention (2019) hielt Fatuma Abdulkadir Adan einen Vortrag über ihre Lebensgeschichte, die auch stark mit ihrer sexuellen Entscheidungsfreiheit und der Liebe zum Fußball zusammenhängt. Fatuma Abdulkadir Adan wurde in Kenia geboren und gründete die NGO „Horn of Africa Development Initiative“ mit der sie sich für den Frieden und der Bildung in Kenia einsetzt. Im Rahmen der „Horn of Africa Development Initiative“ startete Fatuma Abdulkadir Adan ein Fußballsportprogramm „Shoot to score, not to Kill“, bei dem kenianischen Jugendlichen geholfen wird, nicht auf die schiefe Bahn zu geraten. Fatuma Abdulkadir Adan erzählt aus ihren persönlichen Erfahrungen, dass sie seit ihrer Kindheit gerne Fußball gespielt hat und ihr der Sport selbst viel Selbstvertrauen und Stärke gegeben hat. Da in ihrem Heimatland Kenia der Fußball nicht für Frauen gedacht war, musste sich Fatuma Abdulkadir Adan immer wieder stark dafür einsetzen, um für ihre Leidenschaft zu kämpfen. Fatuma Abdulkadir Adan erzählt während der FIFA Women’s Football Convention (2019) die Verbindung zwischen ihrer sexuellen Freiheit und dem Fußball:

“I had a passion, I just wanted to kick the ball. Yes, it was good to be an advocate, this was my other dream but my first dream was to play football but there was no space and I'm just a girl dressed the way I'm dressed. I'm not supposed to lift my leg because I'll break my virginity and these are things I'm not supposed to say but I'm going to say that because someone has to say them because lifting my leg and kicking the ball does not break my virginity until I sleep with someone. Sorry, I hope it's a safe enough space to say this because some things have to be said how they really are. (Fatuma Abdulkadir Adan / S66-67_Z1661-1667)

In ihren sozialen Kreisen galt der Fußball als eine Sportart, die die Jungfräulichkeit von Frauen durch anspruchsvolle Beinbewegungen verletzt werden kann. In ihrer Ansprache bei der Women's Football Convention (2019) setzte sie sich stark dafür ein, diesen Mythos aufzubrechen, dass durch den Fußball die Jungfräulichkeit nicht verletzt werden kann. Es sollte in der Entscheidung jeder Frau selbst liegen, ob sie nun Fußball spielt oder nicht. Fatuma Abdulkadir Adan betonte während ihres Vortrags immer wieder, welches Selbstbewusstsein und eigene Entscheidungsfreiheit der Fußball sie lehrte: „It doesn't matter how we dress with the power of just being on the pitch and kicking that ball. It gives the girls confidence, it gives them a voice, it gives them a choice.“ Auch hinsichtlich ihrer freien Partnerwahl erzählte Fatuma Abdulkadir Adan, wie sie sich in ihrem Heimatland Kenia und innerhalb ihrer sozialen Kreise dafür immer wieder rechtfertigen musste:

“‘Oh, you're not even married’ because we didn't do the traditional wedding and “you don't have a white necklace” and I'm like, “What white necklace?”. We did a wedding. My wedding was during the day. It was not at night, there were no cows paid for me because my dad didn't want the traditional wedding. (Fatuma Abdulkadir Adan / S67-68_Z1689-1692)

Fatuma Abdulkadir Adan sprach in ihrem Vortrag die traditionelle Zwangsehe an, die in ihrem Heimatland praktiziert wird, und inwiefern sie mithilfe des Fußballs, aber auch der familiären Unterstützung ihres Vaters, diese ablehnte. Laut Hawkins et al. (2011) ist einerseits die familiäre Unterstützung bei der Förderung der eigenen Sexualität von Frauen von großer Bedeutung, als auch die Politik und die politischen Programme. Jene politischen Programme sollen Frauen in ihrem *sexual Empowerment* unterstützen, um die Art von sexuellen Partnerschaften einzugehen, die sie sich selbst auch wünschen. Wie schon öfters erwähnt, ist die Entscheidungsfreiheit der eigenen Sexualität ein wesentlicher Bestandteil des *Empowerments* von Frauen. Eine dieser Frauen, die sich für die sexuelle und reproduktive Gesundheit von Frauen einsetzt, ist Dr. Natalia Kanem. Die panamaische Direktorin des Bevölkerungsfonds der Vereinten Nationen (UNFPA), welches eine UN-Organisation für sexuelle und reproduktive Gesundheit ist, setzt sich unter ihrer Führung besonders für die Bekämpfung von maternalen Todesfällen, dem mangelnden Bedarf an der Familienplanung und der geschlechtsspezifischen Gewalt bzw. den schädlichen Geschlechtspraktiken ein. Während der FIFA Women's Football Convention (2019) sprach Dr. Natalia Kanem die enge

Verwobenheit zwischen Frauenfußball, *Empowerment* und der eigenen (sexuellen) Entscheidungsfreiheit von Frauen an:

“[...] empowering girls is at the heart of the work of UNFPA and so many other of the United Nations agencies. That's why we love women's football. I wanna see a girl who understands that we are protecting her and instilling those values that we heard and all the fantastic panels today and yesterday. Be strong! Girls should be strong, sport teaches fairness, it teaches that you stay healthy, you look after your body.” (Dr Natalia Kanem / S132_Z3301-3305)

Dr. Natalia Kanem sieht im Frauenfußball eine Möglichkeit, Frauen und ihre Stimmen stärker zu erheben. Der Sport lehrt einer jungen Frau, wie sie auf ihren Körper Acht gibt und ihn gesund hält. Bei den vermittelnden Werten, den der Frauenfußball mit sich bringt, versteht Dr. Natalia Kanem den Frauenfußball als ein gutes Mittel, Frauen durch den Sport zu *empowern* und sie in ihrem Leben zu unterstützen. Als Beispiel, inwiefern Frauen in ihrer Sexualität weiter gestärkt werden müsse, nennt Dr. Natalia Kanem den Ausbau der Infrastruktur von öffentlichen Sanitäranlagen:

“There are a lot of challenges of rural isolation and over the years the minister has to get a lot of credit for reaching out to UNFPA for the dignity aspect that we mentioned before. So, the ability to work with the government like Lesotho to provide sanitary pads and to think about the girl in totality. Life skills are very much a part of confidence and even the way that a bathroom is set up can make a girl very shy to participate. So, I think this is one of the strengths of joining hands together through sport to solve problems and to listen to what the young girl is telling you and I have to admire the minister for having done that.” (Dr Natalia Kanem / S139_Z3483-3489)

Ob sich junge Frauen wohl fühlen auf die Toilette zu gehen oder nicht, ist auch abhängig davon wie frauenfreundlich die Sanitäranlagen ausgestattet sind. Das könnte als simples Beispiel auch die einfache Bereitstellung der Regierung von Damenbinden in den öffentlichen Frauen-WCs sein. Die Bedürfnisse und Wünsche von Frauen zu erkennen und zu erfüllen ist erst dann möglich, wenn politische Entscheidungen dementsprechend gemacht werden. Dr. Natalia Kanem sieht im Frauenfußball einen sozialen Raum, in dem Frauen über ihre persönlichen Probleme erzählen, zuhören und versuchen gemeinsame Lösungen zu finden. Die Gemeinschaft innerhalb einer Frauen-Fußballmannschaft kann jede individuelle Fußballspielerin in ihrem *Empowerment* als Frau in ihrem Alltag stärken. Dafür ist es laut Dr. Natalia Kanem von größter Bedeutung, Frauen durch politische Maßnahmen in diesen sozialen Räumen wie dem Frauenfußball gesellschaftlich nachhaltig zu stärken. In die gleiche Kerbe schlägt auch Phumzile Mlambo-Ngcuka, die Unter-Generalsekretärin der Vereinten Nationen und geschäftsführende UN Women-Direktorin, und berichtet während der FIFA Women's Football Convention (2019) über eines von ihrer Organisation entwickeltes Sportprogramm in Brasilien:

“Just to give you an example, in a program that we have with the international Olympics committee supporting girls in sports in Brazil. Just within a year, nine months actually, those girls said after playing sports they feel that they are leaders. In that program they felt that they had learned because we're giving them additional support about how to avoid pregnancy and that it was important for them not to be pregnant. Within that here they have learned how to make sure that they stand up for themselves and that no boy, specially these guys that are potato couches who don't like girls who are strong and playing, they know how to tell a guy what is important for them not what is important for the guy. You don't always achieve that in one year in a girl's life, it's actually quite transformation. Sports enables us to do that.” (Phumzile Mlambo-Ngcuka / S142_Z3550-3559)

Mit der Unterstützung des Internationalen Olympischen Komitees hat UN Women unter Phumzile Mlambo-Ngcuka ein Sportprogramm für Mädchen in Brasilien organisiert. Durch die Sportausübung innerhalb des Programmes hatten sie gelernt für ihre Bedürfnisse einzustehen und einem Mann sagen zu können, ob sie derzeit schwanger werden wollen oder es ablehnten. Das brasilianische Sportprogramm hat die Stimmen der jungen Frauen bekräftigt und sie in ihrer Entscheidungsfindung hinsichtlich ihrer eigenen Sexualität *empowert*. Sport kann laut Phumzile Mlambo-Ngcuka das Leben einer Frau grundlegend verändern und sie dazu ermutigen, für sich selbst und ihre Sexualität einzustehen.

In der zweiten zusammenfassenden Kategorie innerhalb der soziokulturellen Dimension vom *Empowerment* von Frauen sind die Initiativen gegen häusliche Gewalt bzw. die Freiheit ein gewaltfreies Leben zu führen, zu nennen. In dem sozialen Raum des Fußballsports reproduzieren Individuen durch ihre Teilnahme bestimmte Einstellungen, Verhaltensweisen und soziale Normen. Sport hat somit allgemein die Fähigkeit, Einstellungen und Verhaltensweisen gesellschaftlich nachhaltig zu beeinflussen und zu formen. Somit ist der Fußballsportbereich in der Lage, geschlechterspezifische Ungleichheiten in einer Gesellschaft abzubauen und positive Gemeinschaftsstandards in Bezug auf Respekt und Gleichheit zu setzen. Der Fußballsport kann problematische Normen, Praktiken und Strukturen herausfordern und einen transformativen kulturellen Wandel vorantreiben. Aus diesem Grund haben Fußballsportbereiche ein großes Potenzial, einen sozialen Wandel herbeizuführen und besonders die Gewalt gegen Frauen in einer Gesellschaft zu verhindern. Dazu ist es wichtig, den Sportbereich als ein integratives, gerechtes, gesundes und sicheres Umfeld für alle Menschen zu schaffen. (Liston et al. 2017)

Ein gutes Beispiel, inwiefern Fußballprogramme als Gewaltprävention wirken können, erzählt Franck Castillo, Generalsekretär der Ozeanische Fußball-Konföderation (OFC), während der FIFA Women's Football Convention (2019). Castillos Erzählungen beziehen sich auf den pazifischen Raum, in dem die Gewaltausübung von Männern ein großes gesellschaftliches

Problem darstellt. Franck Castillo berichtet über die Gegebenheiten im pazifischen Raum folgend:

“First of all, you need to understand the situation in the Pacific region. In 2014 the UN did a research on violence toward women and you know, small Pacific islands, 62% of male admitted to committing at least one rape during their life. The UNICEF in 2015 did also research in five Pacific countries. 75% of adolescent boys believe it's OK to beat your wife. So, you can understand that this is a clear problem of perception. So, how do you change the perception of the community toward women and girls?” (Franck Castillo / S109_Z2731-2736)

Laut Franck Castillo gaben 62% der Männer bei einer UN-Studie 2014 an, während ihres Lebens mindestens eine Vergewaltigung begangen zu haben. Auch eine durchgeführte UNICEF-Studie 2015 im pazifischen Raum kam zur Erkenntnis, dass 75% der jugendlichen Jungen glauben, dass es in Ordnung ist, ihre Frau zu schlagen. In einer von The World's Women (2015) durchgeführten UN-Studie wurde die häusliche Gewalt durch den Ehepartner weltweit analysiert. Im internationalen Vergleich liegt der pazifische Raum mit bis zu 68% an erster Stelle, wenn es um häusliche Gewalt von Männern gegenüber ihrer Lebenspartnerin geht. Die hohen Werte im pazifischen Raum führt Franck Castillo darauf zurück, dass innerhalb der Gesellschaft ein Wahrnehmungsproblem gegenüber der Gewaltausübung gegen Frauen herrscht. Denn, wenn in einer Gesellschaft es als angemessen erscheint, die eigene Lebenspartnerin zu schlagen, liegt ein immenses Wahrnehmungsproblem vor. Um dieses Wahrnehmungsproblem in der Gesellschaft zu bekämpfen, führten Franck Castillo und sein Team ein Fußballprogramm ein:

„So, we have started the program, we have designed a program where boys and girls can interact together in a positive manner. We have increased messages including respect, accepting the difference, working together and what are the results so far? We have reached 300,000 children in the Pacific region and you know the Pacific is a small region with 48% of girls' participation. It means that you've got 150,000 girls involved in football and we have trained 5000 teachers, 53% of women, so we've got more than 2500 female coaches and we've got great results on behavior change and perception change” (Franck Castillo / S110_Z2748-2754)

Das Fußballprogramm im pazifischen Bereich hatte den Fokus darauf, junge Frauen und Männer auf eine positive Weise zusammen zu bringen und den Respekt, die Akzeptanz und die Zusammenarbeit untereinander zu stärken. In den weiteren Ausführungen von Franck Castillo berichtet der Generalsekretär der Ozeanischen Fußball-Konföderation (OFC) die guten Ergebnisse, die erzielt worden sind. Das Verhaltens- und Wahrnehmungsproblem von jungen Männern konnte mithilfe des Fußballs gut angesprochen und ein friedliches Miteinander geschaffen werden. Im pazifischen Raum lag der Fokus auf die Stärkung eines friedlichen Miteinanders, indem junge Frauen zum Fußballspielen mit den jungen Burschen *empowert* wurden. Ein weiteres Beispiel von Gewaltprävention-Programmen erzählt Oumou Kane, Head

of Women's Football im mauretanischen Fußballverband (FFRIM), die in ihrem Verband den Fokus auf die Verhinderung von Vergewaltigungen setzte. Der Schwerpunkt lag auf dem geförderten Frauenfußball in Mauretanien, das das *Empowerment* der Frauen durch ein neugewonnenes Selbstvertrauen durch den Fußballsport fördern sollte. Während der FIFA Women's Football Convention (2019) führte Oumou Kane ihre Schilderungen aus, inwiefern der Frauenfußball präventiv gegenüber Vergewaltigungen von Frauen in der mauretanischen Gesellschaft wirken kann:

“This also sometimes happens about raping woman; it is always her fault when she's raped. So, women's football is not just for me, about competition, winning and no, it's more than that. I see the powerful of football to raise voices. I see women struggling but for the love of football these young girls that I met, the first time organize this game I thought "That's 2013 and now I'm very happy to see them". That's when I came to see the president of Mauritanian Federation, we were organizing a game. I said, „I will go to see him and ask him if he can be part of this activity that you are organizing". This was in 2016 because from that moment we gave chances to young girls, people discover them and every international women's day, whatever we practicing, celebrating activity to raise women's voice, we used to organize football from there started people getting used to that and when I come to the Federation of Mauritanian football, I just understood if we want to make it real to organize competition, I have to take this where we started to make it real and I just loved when I arrived the program that they had... I said, "This is will be very good".” (Oumou Kane / S72_Z1804-1816)

Die Macht des Fußballsports, Frauen zu *empowern* und ihre Stimmen zu erheben ist einer der größten positiven Aspekte den der Fußball laut Oumou Kane mitbringt. Das *Empowerment* von Frauen kann durch die neu gelernten Fähigkeiten im Fußball gefördert werden. Im mauretanischen Fußballverband nimmt der Frauenfußball eine wichtige Rolle ein, um auch gesellschaftlich nachhaltig Frauen in Mauretanien zu stärken.

Zusammenfassend ist zu sagen, dass die dritte Dimension von *Empowerment*, die den Fokus auf die familiären bzw. der zwischenmenschlichen Perspektive legt, in der FIFA Women's Football Convention (2019) breit diskutiert wurde. Viele Fußballprogramme, die in diesem Kapitel vorgestellt worden sind, sollen Frauen in ihrem *sexual Empowerment* stärken, aber auch als Mittel der Gewaltprävention in einer Gesellschaft dienen. Dabei geht es einerseits darum, dass Frauen durch den Fußballsport neues Selbstvertrauen entwickeln, um ihre Entscheidungen im Leben selbst zu treffen. Das beinhaltet die freie Partnerwahl als auch die autonome Entscheidung von freiwilligen sexuellen Beziehungen. Zusätzlich soll durch den Fußballsport Gewalt reduziert werden, die mithilfe des neuen Selbstvertrauens von Frauen entgegengesteuert werden soll. Andererseits geht es auch darum, Männer in einer Gesellschaft zu sensibilisieren und ihnen durch die Fußballprogramme mit Frauen einen friedlichen Raum des Miteinanders vorzuleben.

6.4. Recht

Die rechtliche Dimension vom *Empowerment* von Frauen ist die vierte Perspektive, die in dem folgenden Kapitel thematisiert wird. Hier liegt der Fokus vor allem auf den Gesetzen zur Unterstützung der Frauenrechte bzw. der Beseitigung von Rechtsverletzungen und der Mobilisierung der Gemeinschaft für Frauenrechte. Während der FIFA Women's Football Convention (2019) haben sich vor allem politische Akteur*innen in Führungspositionen für die Frauenrechte im Fußball und im Sport positioniert.

Die Teilnahme von Frauen am Fußball, aber auch allgemein am Sport ist eine lange Geschichte der Ungerechtigkeit. Lange Zeit durften Frauen nicht einmal als Zuschauerinnen ins Stadion, geschweige denn selbst den Sport ausüben, den sie liebten. Falls sie das doch getan haben, wurden viele Frauen verfolgt oder bestraft. Doch historisch bis heute gesehen, haben Frauen sich immer für ihre Rechte am Sport eingesetzt und für ihre Teilnahme gekämpft. In Bezug auf das internationale Menschenrechtsgesetz ist die UN-Konvention zur Beseitigung jeder Form von Diskriminierung der Frau (CEDAW), wie der Name schon sagt, das umfassendste internationale Instrument zum Schutz der Menschenrechte von Frauen. Die CEDAW hebt insbesondere das Recht der Frauen hervor, Zugang zu denselben Möglichkeiten am Sport und am Sportunterricht zu besitzen wie ihre männlichen Kollegen. (Lemmon 2019) Auch während der FIFA Women's Football Convention (2019) ist das Recht von Frauen an der Teilnahme am Sport oder speziell am Fußballsport öfters thematisiert worden. Mlambo-Ngcuka, die Unter-Generalsekretärin der Vereinten Nationen und geschäftsführende UN Women-Direktorin, zeigt die Lage in vielen Ländern der Welt auf, in denen Gesetze, die Sportbeteiligung von Frauen einschränken oder sogar komplett verbieten:

„We have the challenge in sports, we have it in football, we can be part of solving that problem with also in the area of laws. Laws that discriminate against women, we still have too many countries that have laws that discriminate against women. There are many countries where there are laws that make it difficult for women to participate in sports.“ (Phumzile Mlambo-Ngcuka / S143_Z3583-3588)

Eines der aktuellen Debatten von Diskriminierung von Frauen durch gesetzliche Maßnahmen ist das „Kopftuchverbot“ im Frauenfußball, welches für viele muslimische Frauen problematisch ist. Die Rechtfertigung für das Gesetz, ist die Gefährlichkeit des Hijabs wenn sich dieser in der sportlichen Aktivität um den Hals einer Frau wickelt. Viele muslimische Frauen stehen dann in einem Konflikt zwischen der Sportausübung und der Religionsausübung. Iran ist ein gutes Beispiel, um diesen Religions- und Sportkonflikt von muslimischen Frauen aufzuzeigen: Die iranische Frauen-Fußballmannschaft versuchte sich für die Weltmeisterschaft

2019 zu qualifizieren, doch durch das „Kopftuchverbot“ standen sie in einem Interessenskonflikt: Entweder keinen Hijab zu tragen, aber somit das Gesetz ihres Landes und ein religiöses Edikt zu brechen oder den Traum an einer Qualifikation zur Frauenfußball-Weltmeisterschaft aufzugeben. Die iranischen Fußballnationalspielerinnen entschieden sich für die zweite Option, denn hätten sie sich entschieden, ihren Hijab abzunehmen und an den Wettkämpfen teilzunehmen, hätten sie nach ihrer Rückkehr rechtliche Auswirkungen der Regierung befürchtet. (Lemmon 2019) Die kolumbianische Vize-Präsidentin und ausgebildete Rechtsanwältin Marta Lucía Ramírez betont während der FIFA Women's Football Convention (2019) die Wichtigkeit, für die Gerechtigkeit im Frauensport politisch einzustehen und die Sportlerinnen national zu stärken:

“We want to ensure that justice is much more effective and much more accessible to women and we want to ensure that in sport there is greater participation of women. In this government we are completely committed to guaranteeing equal opportunities and we want to make the most of this moment in time where one of the sustainable development goals - UN sustainable development goals - is related to gender equality because we think that women's participation generate wealth - economic wealth - but it actually will transform society as Sue said, "We want to a different kind of society and more inclusive, prosperous, polite, educated, competitive society", and because of that if we want to achieve that then we need greater participation from women.” (Marta Lucía Ramírez / S127_Z3173-3181)

Der politische Fokus von Marta Lucía Ramírez liegt auf dem zugänglichen und effektiven Zugang von Frauen im Sport. Ihre Regierung setzt sich voll und ganz für die Gewährleistung der Chancengleichheit im Sport ein und sieht es als eine gesellschaftliche Pflicht an, Frauen im Sport nachhaltig zu stärken. Besonders stolz ist sie auf die derzeitige Kapitänin der kolumbianischen Frauennationalmannschaft, Natalia Gaitán, mit der sie den Frauenfußball innerhalb ihres Heimatlands weiterrücken und sich für die Frauenrechte im Sport und im Fußball einsetzen wollen: „In Columbia, we have support from our captain today from the women's Football League, Natalia Gaitán, who is here today. We are fully committed to football being a safe place for the development of our girls and we also committed to supporting from the government the resourcing of women's football.” Die Unterstützung und die Bekräftigung von Frauenrechte im Sport ist das eine, die tatsächliche Umsetzung jener Rechte ist laut Dr. Mahali Phamotse, der Jugend- und Sportministerin von Lesotho, eine andere:

“So, I am saying to you the laws are there in place but then what are we doing about them? Can we trust or entrust the enactment of laws in such situations? So, I would agree with Mr. President. You said, women have to be in places of power, in places of governance, so that the laws can be enacted. We put them in place, so that is the work of the government to make sure that the laws of a governing whatever activities there are going around the activities but then what are we doing about them.” (The Honourable Dr Mahali Phamotse / S140_Z3403-3508)

Um die erlassenen Anti-Diskriminierungs-Gesetze für Frauen zu gewährleisten, ist laut Dr. Mahali Phamotse eines der wichtigsten Punkte Frauen in Führungspositionen zu befördern. Frauen müssen in den jeweiligen Organisationen in Führungspositionen sitzen, um die Bedeutung der Frauenrechte zu stärken und durchzusetzen. Ein weiteres gutes Mittel die Frauenrechte im Sport zu gewährleisten ist eine Frauenquote, die schon im ersten Kapitel der vorliegenden Arbeit von dem schwedischen Generalsekretär Håkan Sjöstrand erwähnt worden ist: „In our statutes they said that the underrepresented gender should not be less than 40% represented in all forums we have [...]“. Ein weiteres Beispiel, dass sich auch Männer für Frauenrechte mobilisieren und sich einsetzen müssen, stellt auch David Sabir, der Generalsekretär der Bermuda Football Association (BFA), während der FIFA Women's Football Convention (2019) klar:

“My mother was my first role model and the first person to identify that I had football in me and this is for every mother and for every mother of every footballer, no matter how great, they all have the same feeling that I'm going to share with you today and that is when I was born or when I was ready to come into the world, I'm certain that my mother I said to my father or anyone else nearby "Come and feel my baby kick", every mother. Never have I heard mother say come feel my baby, slap me, punch me, backhand, jump shot. No. She said, "Come feel my baby kick", whether you believe it or not, football is in our DNA. So, it is not football is in the DNA of boys, football is in the DNA of all of us. So, this is why this moment is so important for us, trying to figure out why we are in 2019 and talking about the disparity of football between men, women, boys and girls.” (David Sabir / S106_Z2648-2658)

David Sabir spricht sich klar für die Frauenrechte im Fußball aus und versteht nicht, weshalb im Jahre 2019 immer noch über Unterschiede zwischen Frauen und Männer im Fußballsport gesprochen wird. Es ist laut David Sabir ein Recht für alle, an dem wunderschönen Fußballsport teilnehmen zu können – irrelevant ob weiblich oder männlich. Wer Gefallen am Fußballspielen gefunden hat, soll auch ohne Probleme das Recht besitzen, den Fußballsport auszuüben. Mia Amor Mottley, Premierministerin von Barbados, appelliert während der FIFA Women's Football Convention (2019) auch an alle Teilnehmer*innen, gemeinsam für Frauen in der Gesellschaft und im Sport sich zu mobilisieren und einzusetzen:

“We don't only need to give money, but we also need to be able to give policy framework and instruction. We also need to be able to create the people who can mentor and support and literally take young kids, young girls, young boys who have been marginalized in their own households and in their own communities but who have talent and who will realize that talent alone unless their spirit is nourished, is not going to carry them. So, how do we as governments partner and provide the resources that are necessary to allow associations to focus not just on the talent of football but on the talent of being a good human being and being able to master the life that they want to live but are constrained because of the circumstances into which they are born or the circumstances into which they find themselves. It is only through these partnerships that set it common mission, the mission of being able to make our young people the best that they can be

that we can then see talent truly truly truly flourish.” (Mia Amor Mottley / S116-117_Z2918-2929)

Mia Amor Mottley spricht insbesondere die Bedeutung der Partnerschaften an, die immens wichtig sind, um sich gemeinsam für Frauenrechte im Allgemeinen, aber vor allem auch im Sport zu mobilisieren. Mithilfe von Partnerschaften ist es einfacher an der gleichen Mission und Vision Frauenrechte im Sport voranzutreiben und Frauen in ihrem Leben zu fördern und zu unterstützen. Unter Partnerschaften versteht Mia Amor Mottley unter anderem die Zusammenarbeit mit Gesellschaftsgruppen und der Regierung, um die Interessen und Rechte von Frauen im Fußball zu wahren. Mia Amor Mottley führt ihre Gedanken während der FIFA Women’s Football Convention (2019) weiter aus:

“What is important is for there to be a continuous group of persons and that is where the partnership with government is going to make the difference. I look forward to being able to work across the world with others because policy in a vacuum means nothing. What matters is people and the lives of people and I feel strongly that this kind of opportunity that we give our girls on this stage cannot be constrained by the usual disparities and gender discrimination that have attached itself to the other aspects of female participation whether in the workplace whether in the political arena whether in the home or whether on the field of sports. The ability to be able to remove the disparity in pay and emphasis and communication in every aspect is what is needed and it is almost unbelievable that all as we go into the third decade of the 21st century that we are even having this discussion about gender disparity in something as simple and as noble as sports.” (Mia Amor Mottley / S117_Z2935-2945)

Gerade so eine große Sportbühne wie es die Weltmeisterschaft 2019 ist, empfindet Mia Amor Mottley als eine große Gelegenheit, sich gemeinsam für den Frauenfußball zu mobilisieren und für ihn einzustehen. Es ist laut Mottley schwer nachvollziehbar, warum so etwas gesellschaftlich beliebtes wie der Fußballsport im 21. Jahrhundert immer noch so stark von Diskriminierungen gegenüber Frauen betroffen ist. Um jene geschlechterdifferenziellen Ungerechtigkeiten im Sport und im Fußball aufzubrechen müssen Diskriminierungen beseitigt werden, um auch in der Gesellschaft eine nachhaltige Veränderung von Frauen herbeizuführen.

Zusammenfassend ist zu sagen, dass sich die rechtliche und vierte Dimension vom *Empowerment* von Frauen auf die Gesetze zur Unterstützung der Frauenrechte bzw. der Beseitigung von Rechtsverletzungen und der Mobilisierung der Gemeinschaft für Frauenrechte fokussiert hat. Die Teilnehmer*innen bei der FIFA Women’s Football Convention (2019) haben sich für die Teilnahme von Frauen am Sport und am Fußball als Menschenrecht ausgesprochen und auch in ihren jeweiligen Organisationen dementsprechende Maßnahmen eingeführt, um die Frauen im Sport weiterhin zu stärken. Viele Aussagen von politischen Akteur*innen aus aller Welt bekräftigen die Frauenrechte im Sport, welches auch mittel- und langfristig die Rolle von Frauen in der Gesellschaft im allgemeinen beeinflusst. Mit einer

veränderten Rechtslage von Frauen im Fußball soll auch dazu beigetragen werden, ungerechte Geschlechterdifferenzen in allen Lebensbereichen aufzubrechen.

6.5. Politisch

In der fünften Dimension vom *Empowerment* von Frauen wird die politische Perspektive eingenommen. Vorab zu sagen ist, dass in dieser Kategorie mit Abstand am wenigsten Aussagen während der FIFA Women's Football Convention (2019) getroffen worden sind, die in den definierten Kategorien von *Empowerment* von Malhotra et al. (2002) einzuordnen waren. Ein Grund dafür könnten die offiziellen Stellungnahmen von vielen großen Fußballorganisationen (unter anderem auch der FIFA) sein, dass der Fußball apolitisch sei. Eine Unterorganisation der FIFA, die FERW (= FIFA Ethics and Regulations Watch) nimmt dazu folgend Stellung: „FIFA Ethics and Regulations Watch (FERW) strongly supports FIFA's stance on keeping football apolitical.“ (FERW 2019) Da auch die FIFA Women's Football Convention (2019) eine von der FIFA organisierte Veranstaltung ist, scheint es nicht zu verwundern, dass auch weniger inhaltliche Aussagen der Teilnehmer*innen über politische Systeme getroffen worden sind. Die FERW (2019) betont ausdrücklich und fordert alle Fans und Fußballvereine auf, die FIFA-Bestimmungen einzuhalten und gemäß dem FIFA-Ethikkodex zu handeln, um sicherzustellen, dass alle Spiele in einem politikfreien Umfeld stattfinden. Das erklärt auch, weshalb in den Unterkategorien von Malhotra et al. (2002) „Unterstützung für bestimmte Kandidaten oder Gesetze“, „Vertretung in lokalen/regionalen Regierungsstellen“, „Kenntnis des politischen Systems und der Zugangsmöglichkeiten“ und „Ausübung des Stimmrechts“ keine Zitate der Teilnehmer*innen der FIFA Women's Football Convention (2019) im Kategorienschema wiederzufinden sind.

Die vierte Dimension von *Empowerment* von Malhotra et al. (2002) bezieht sich somit besonders auf die Vertretung von Frauen in regionalen und nationalen Regierungsstellen und der Interessensvertretung für Frauen in effektiven Lobbys und Interessengruppen. Die Wichtigkeit von Frauen in hohen Positionen für das *Empowerment* von Frauen wurde schon im ersten Kapitel der vorliegenden Arbeit thematisiert (UN Women 2016). Marta Lucía Ramírez, die Vize-Präsidentin Kolumbiens beschreibt in ihren Ausführungen auch ihre eigene erste hohe Jobstelle im kolumbianischen politischen System als sie als erste Frau Verteidigungsministerin in ihrem Heimatland geworden ist. Gleichzeitig betont Marta Lucía Ramírez während der FIFA Women's Football Convention (2019) welche Verantwortung eine Frau trägt, die als „Erste“ in eine höhere Jobposition befördert wird:

“in my case - I had the opportunity to be the Ministry of Defense in Columbia. I am the first woman in that position, so far, the only woman and for me being first isn't a question of honor or vanity, it's a question of responsibility there. When you are first, you have a great responsibility to make sure you leave the door open for many other women, to follow in your footsteps. You really have a lot of responsibility there. You need to make sure that women can make the most of what you've achieved and they can make steps forward and we need to do that in sport also in football because this is a sport that supports the development of key values in society: integrity, character-building, loyalty, solidarity, ability to think as a team and think of society more widely and to put that to beyond our own individual interests.” (Marta Lucía Ramírez / S127_Z3187-3195)

Marta Lucía Ramírez führt in ihren Erzählungen aus, dass sie als Frau in einem hohen politischen Amt die Verantwortung trägt, die Interessen von allen Frauen im Land zu wahren und sich politisch für sie einzusetzen. Das bedeutet auch, den Zugang von Frauen zum Fußballsport zu sichern, da die vermittelnden Werte durch den Sport allgemein wichtig für eine friedliche Gesellschaft sind. Die vermittelnden Werte wie Integrität, Charakterbildung, Loyalität, Solidarität, Fähigkeit und vor allem als Team zu denken und nicht nur an die eigenen Interessen zu denken, sind in einer jeder Gesellschaft von großer Bedeutung. Auch an die Interessen von anderen zu denken und sich zu solidarisieren ist ein wichtiger Faktor, um die Gesellschaft zusammenzuhalten. Wie wichtig dieser Zusammenhalt bei der Interessensvertretung für Frauen in einer Gesellschaft als auch von allen politischen Akteur*innen ist, betont zusätzlich Dr. Mahali Phamotse, die Jugend- und Sportministerin von Lesotho, während der FIFA Women's Football Convention (2019):

“I have found it again here as the minister of sports and youth, girls too play football and then from there Mr. President, he said so many things that I think are important and for me to add on to that, I have my project started but it hasn't reached the level that I want because they're still not free, they should be free. Then it is under the trust of the Queen because remember my country is a Kingdom, you didn't say that, it is a Kingdom. So, that is under the trust of the Queen and then it is doing wonders because now girls are able to participate in sports, they can participate in sport and then we also have another program. In this program we are we are looking at the smaller children in the villages, there are children that don't go to school. You don't look for football girls only in the schools also in the villages, I have started that and the challenge that I come across trying to make these girls love the game is that” (The Honourable Dr Mahali Phamotse / S137_Z3455-3465)

Dr. Mahali Phamotse sieht in der gemeinsamen Interessensvertretung für Frauen im Sport und im Fußball durch den Präsidenten und der Königin von Lesotho einen enormen Rückhalt, Frauen in der Gesellschaft nachhaltig durch den Frauenfußball zu stärken.

Durch politisch-unterstützte Sportprogramme im Land wird der Frauenfußball politisch und gesellschaftlich gestützt und die Bedeutung des Fußballsports hervorgehoben. Wichtig, um diese Sportprogramme durchzusetzen ist laut Dr. Mahali Phamotse die politische Unterstützung von allen Beteiligten. Das gleiche gilt auch für die FIFA, die als Weltverband des Fußballs, die

hauptverantwortlich für die Wahrung der Interessen von Frauen am Fußball sind. Phillipe Le Floc'h, der FIFA-Handelsdirektor, lobt während der FIFA Women's Football Convention (2019) den FIFA-Präsidenten für seinen Einsatz an dem Frauenfußball: "[...] it was always a priority when Gianni Infantino was elected, president of FIFA. He clearly said that support on women's game is a top priority and this is exactly what we are implementing." Auch der FIFA-Vizepräsident, Vittorio Montagliani, unterstützt den Frauenfußball innerhalb des Fußball-Weltverbandes mit folgenden Worten:

"I think, it is a question of real opportunity, creating equal opportunity whether it be on the field obviously whether it be off the field and at times those opportunities don't exist. Sometimes for cultural reasons but sometimes it's institutional reasons and I think we need to identify where we can open those doors, so that those opportunities are there because once those opportunities are there, just what the vice president said, it was an institutional decision made before her, obviously that they couldn't be generals. Well, that changed pretty quick and so, I think we need to identify where those gaps are, changed that and I think by changing that there's still an educational process. Absolutely, by just changing rules, doesn't necessarily mean you're going to have the success. So, one is changing those opportunities and identifying them but also continuing the education process in those areas where it's really needed." (Vittorio Montagliani / S129_Z3226-3235)

Vittorio Montagliani betont, dass die Chancengleichheit innerhalb des Fußballsports wichtig ist, aber auch ein gesamtgesellschaftlicher Auftrag ist, Frauen in der Gesellschaft durch die Stärkung von Subbereichen, wie beispielsweise den Sport, zu stützen. Es sei wichtig zu analysieren, wo die Problembereiche im Frauenfußball liegen, um diese in weiterer Folge gezielt anzusprechen und zu lösen. Das ist nur dann möglich, wenn beispielsweise eine Dachorganisation wie die FIFA einheitlich für die Interessen der Frauen und in dem spezifischen Fall für den Frauenfußball entsteht und frauenspezifische Fußballprojekte unterstützt und fördert. Wie wichtig der Fußballsport für Frauen in einer Gesellschaft ist, zeigt auch Clarence Seedorf, ehemaliger niederländischer Fußballspieler, auf:

"I've been always inspired by this movement and the fact that I'm here supporting and will continue to support. I have three girls myself out of four that makes it even easier to understand their difficulties as well. What I do believe is that it's time to support each other really. It's not about women against men, it's about creating a better society, it is about joining forces, about giving each other that opportunity not going around with those glasses that are seeing women, colors and all kinds of stuff. We just need to help each other, support each other and to give them the opportunity. I have been listening very closely to these stories but also other stories around the globe that is happening and there's so many good people working on projects using football, using sports in general and I come back to the leaders. It's time to make this movement even bigger and faster. If, which is my mission to make my contribution to a better world and I think this is the movement that is going to make a huge impact and that's why I'm part of this. You need to always be part of the winning team, so I know this is a winning team." (Clarence Seedorf / S85-86_Z2123-2135)

Die FIFA-Legende und der ehemaliger niederländische Nationalteamspieler Clarence Seedorf, sieht es als gesellschaftliche Pflicht von jeder Einzelnen und jedem Einzellern an, die Interessen von Frauen innerhalb einer Gesellschaft zu wahren. Das ist nur dann möglich, wenn gegenseitig geholfen, unterstützt und die gleichen Möglichkeiten geschaffen werden. Dabei soll es irrelevant sein, ob ein Mann oder eine Frau die Interessen von Frauen vertritt, da es letztendlich ein gesamtgesellschaftliches Interesse sein muss. Dazu fordert Clarence Seedorf besonders die Führungskräfte der internationalen Fußballorganisationen auf, sich noch intensiver um die Interessen von Frauen im Sport als auch in der Gesellschaft allgemein zu bemühen. Clarence Seedorf sieht in der Förderung des Frauenfußballs auch einen gewissen Beitrag zu einer besseren Welt an, die mehr Chancengleichheit und Gerechtigkeit mit sich bringt und deshalb auch mit aller Seriosität daran gearbeitet werden muss.

In der fünften und politischen Dimension vom *Empowerment* von Frauen sind inhaltliche Aussagen während der FIFA Women's Football Convention (2019) bezüglich der Vertretung von Frauen in regionalen und nationalen Regierungsstellen und der Interessensvertretung für Frauen in effektiven Lobbys und Interessengruppen gefallen. Da die die FIFA Ethics and Regulations Watch, kurz FERW (2019), betont, dass der Fußball ein apolitischer Bereich bleiben soll, sind im Gegensatz zu den anderen Dimensionen vom *Empowerment* von Frauen nach Malhotra et al. (2002) die wenigsten Zitate von den Teilnehmer*innen zu finden gewesen. Nichtsdestotrotz bezogen die Teilnehmer*innen während der FIFA Women's Football Convention (2019) vor allem zu der Interessensvertretung in ihren angestellten Organisationen Stellung und betonten immer wieder die Wichtigkeit, die Interessen in Sport, Politik und in der Gesellschaft für Frauen zu wahren. Das ist nur dann möglich, wenn alle gemeinsam, unabhängig von ihrem Geschlecht, die Interessen von Frauen vertreten.

6.6. Psychologisch

In der sechsten und letzten Dimension vom *Empowerment* von Frauen laut Malhotra et al. (2002) wird die psychologische Perspektive eingenommen. Diese Dimension von *Empowerment* von Frauen wurde durch die inhaltlichen Aussagen der Teilnehmer*innen während der FIFA Women's Football Convention (2019) in zwei zusammenfassende Kategorien aufgeteilt: (1) dem Selbstbewusstsein, der Selbstwirksamkeit und dem psychischen Wohlbefinden von Frauen und (2) dem Inklusions- und Anspruchsgefühl von Frauen im System, ein kollektives Bewusstsein für Ungerechtigkeit und dem Mobilisierungspotential für den Frauenfußball.

Eine von der UEFA (2017) durchgeführten Studie untersuchte die Auswirkungen des Fußballsports auf die psychische und emotionale Gesundheit von Mädchen im Teenageralter. Die Erkenntnisse der Studie sprechen eine klare Sprache: Bei allen Untersuchungen wurde festgestellt, dass junge Fußballerinnen ein höheres Maß an Selbstvertrauen, Selbstwertgefühl, eigenes Wohlbefinden und Motivation aufwiesen als Mädchen, die überhaupt keinen Sport machten. Die Ergebnisse zeigten auch auf, dass der Fußball im Gegensatz zu anderen Sportarten das emotionale und psychische Wohlbefinden von jungen Frauen am stärksten förderte. In qualitativen Interviews sprachen junge fußballspielende Frauen darüber, wie der Fußball ihnen geholfen hat, Probleme zu lösen, mit dem Druck in der Schule bzw. bei der Arbeit besser umzugehen und alltägliche Schwierigkeiten einfacher zu meistern. Auch die Freundschaften, die sie durch die Teilnahme am Fußball geschlossen hatten, reichten über das Fußballfeld hinaus und entwickelten sich zu wertvollen sozialen Stützen in ihren alltäglichen Leben der jungen Frauen. Karina LeBlanc, die ehemalige kanadische Nationaltorhüterin, spricht über den Einfluss des Fußballs auf ihr Leben während der FIFA Women's Football Convention (2019) wie folgt:

“I used to be the shyest kid in the world. Yes, it's true nobody ever believes it and what changed my life was this ball in football. I moved from Dominican at age 8 and it was a small island in the Caribbean where unfortunately girls didn't have the opportunity to play. I moved to Canada, right finally got my chance and the truth, the reason I even started playing football was I was invited to a sleepover. I just wanted to connect to people and make friends that would change my life forever.” (Karina LeBlanc / S36_Z897-902)

Karina LeBlanc erzählt über ihre Erfahrungen im Kindesalter, in dem sie ein sehr schüchternes Kind war. Der Fußball half ihr, ihre Schüchternheit mithilfe ihrer Teamkolleginnen zu überwinden und es ihr allgemein leichter fiel Freundschaften zu knüpfen. Neben den sozialen Vorteilen, die der Fußballsport für Karina LeBlanc mit sich brachte, erzählte die ehemalige Torhüterin während der FIFA Women's Football Convention (2019) auch, inwiefern sie gelernt hat mit Niederlagen im Leben besser umzugehen:

“I was the only one to be cut. So when I was cut it was devastating but I remember driving the car after my crying and my mom being like "It's OK" and my dad was just like driving, he just seemed so angry and I'll never forget him. He pulled me aside and he turned his head and asked, what you are gonna do? And being cut was the best thing I ever did. Before practice after practice and then I finally earned it and I remember just going in working and got called into the national team within a couple of years of being cut. I told young girls to dream big, like crazy big, work hard never ever let anybody tell you can't do anything and to believe in yourself. I think that's one of the biggest things is that the world will tell you what you can't do but when you know where you wanna go, when you know who you wanna be, believe in yourself, don't make anybody shake that.” (Karina LeBlanc / S35_Z876-885)

Als Karina LeBlanc in ihren Karriereanfängen es nicht in den Kader der Nationalmannschaft schaffte, war sie am Boden zerstört. Doch nach einem Gespräch mit ihrem Vater, der ihr neuen Mut verschaffte, generierte LeBlanc neues Selbstbewusstsein. Karina LeBlanc wusste genau, dass sie noch härter an sich arbeiten müsse, um ein erfolgreicher Fußballprofi zu werden. Für die ehemalige kanadische Nationaltorhüterin war das ein Knackpunkt in ihrer Karriere, der zwar mit einer großen negativen Erfahrung begonnen hatte, aber durch ihre Leidenschaft zum Fußballsport und ihrer harten Arbeit letztendlich doch in die Nationalmannschaft von Kanada schaffte. LeBlanc appellierte während der FIFA Women's Football Convention (2019) an alle jungen Frauen, sich nicht wegen einer Niederlage im Leben entmutigen zu lassen, sondern mit viel Willen, Leidenschaft, harter Arbeit und Selbstbewusstsein sich zurück zu kämpfen. Eine Weisheit, die nicht nur für den Fußball, sondern für das ganze Leben gilt. Auch Mia Hamm, eine weitere ehemalige Nationalteamspielerin der USA, sprach über ihre Erfahrungen und Lehren die sie aus dem Fußball gezogen hat:

“I'm a living testament to what this game can do and bring and influence because it has connected me to so many amazing people, it is challenged me physically, emotionally, mentally to give more, to be more. It has allowed me to establish a foundation to help and assist people. So, it's not just a game. It's about to the core who you are and what you feel you can give.” (Mia Hamm / S100_Z2494-2498)

Mia Hamm beschreibt inwiefern der Fußballsport ihr Leben positiv beeinflusst hat. Einerseits in physischer, emotionaler und mentaler Hinsicht, aber auch in sozialer Hinsicht, in dem sie während ihrer Karriere so viele neue Leute kennenlernen durfte. Die ehemalige US-amerikanische Nationalspielerin nennt sich selbst als lebenden Beweis, dass der Fußballsport nicht nur eine körperliche Tätigkeit ist, sondern für sie persönlich als auch für viele andere Menschen so viel mehr im Leben ist. Weshalb Mia Hamm (S101_Z2530-2533) in ihren Worten während der FIFA Women's Football Convention (2019) immer wieder betonte, wie sehr sie für den Fußballsport einsteht und mit ihrem Herzen verbunden ist: „I'm a woman footballer, I will always be a women's footballer, I will always be an advocate for this game whether I'm wearing a blazer or a badge or a credential. This game has so much to bring to so many people and I'll carry the banner proudly as long as I can.”

Ein weiterer wichtiger Faktor im psychologischen *Empowerment* von Frauen ist auch das Inklusions- und Akzeptanzgefühl innerhalb des (Fußball-)Systems. Dazu gehört auch, Ungerechtigkeiten, die Frauen im Fußballsport erfahren, aufzuzeigen und gemeinsam aufzubrechen. Eines der größten Ungleichheiten zwischen Frauen und Männern im Fußballsport ist das Gehalt, wie schon mehrmals in der vorliegenden Arbeit angeführt. In dem

viele professionelle Fußballspielerinnen nicht vom Fußballsport leben können, obwohl sie die gleiche Zeit und Arbeit investieren wie ihre männlichen Kollegen, werden Frauen vom Fußballsystem aufgrund ihres Geschlechts diskriminiert. (UN Women 2007) Laura Youngson, Mitgründerin von einer fußballorientierten NGO “Equal Playing Field and Ida Sports”, verliert während der FIFA Women’s Football Convention (2019) folgende Worte über die Lohnungerechtigkeiten der Frauen im Fußballsport:

“We look at Equality: [...] I look at some of the salaries if there's a salary at all and I was like ‘Are you kidding me? And you get out of bed for this? And you are trying to be a profession?’ For me this is something that we have that there's work to be done to equal up the playing fields.” (Laura Youngson / S77_Z1934_1937)

Die Löhne, die wenn überhaupt innerhalb des Frauenfußballs gezahlt werden, sind für Laura Youngson völlig inakzeptabel. Gerade wenn viele Frauen versuchen, den Fußball professionell auszuüben, ist das eine große Zumutung mit dem Fußballsport ihre Existenz zu wahren. Marta Lucía Ramírez, die Vize-Präsidentin Kolumbiens, schlägt in die gleiche Kerbe wie Laura Youngson und sieht in der Lohnungerechtigkeit zwischen männlichen Fußballspieler und weiblichen Fußballspielerinnen in ihrem eigenen Heimatland ein großes gesellschaftliches Problem. Während der FIFA Women’s Football Convention (2019) führt Marta Lucía Ramírez ihre Gedanken über die finanziellen Verhältnisse im Fußballsport in Kolumbien aus und insistiert auf weitere Investitionen in den Frauenfußball:

“We need to invest in women's football because it's completely unacceptable to see the salary gap that we see between women footballers and men footballers. In Colombia for example, the average income for men is around \$3500 but women earn maybe \$1200 and so that's completely unacceptable to have that gap. We're talking about professionals here and if you're going to employ a doctor of example, you don't pay them half because it's a female doctor and not a male doctor. We need to see the same in sport and so, we really have that challenge ahead of us” (Marta Lucía Ramírez / S128_Z3211-3217)

Die existierenden Gehaltsunterschiede zwischen Fußballern und Fußballerinnen ist laut Marta Lucía Ramírez mehr als ungerecht. Das durchschnittliche Einkommen in Kolumbien liegt bei männlichen Fußballern bei ca. 3500 US-Dollar, hingegen weibliche Fußballerinnen weniger als die Hälfte weniger verdienen, nämlich lediglich 1200 US-Dollar. Diese Lohnungerechtigkeiten zeigen auf, dass das System des Fußballsports professionelle Fußballspielerinnen diskriminiert und benachteiligt. Gianni Infantino, der FIFA-Präsident, plädiert während der FIFA Women’s Football Convention (2019) auch auf eine grundlegende Systemveränderung innerhalb den FIFA-Strukturen. Die Strukturen in der FIFA und im Fußballsport müssen grundlegend geändert werden und dafür setzt sich auch die Fußball-Dachorganisation unter ihrem Präsidenten Gianni Infantino ein:

“Well, 50% of the world population or even a bit more are women. For 112 years of history of FIFA and football, this 50% of the population had been left a little bit on the sideline. It's time to put in place the structures, it's time to give the right place to women in football and to women's football, it's time to move to action rather than just to speak about it and actually, it's also just great, it's just fun, it's just I mean go and watch a game and it's truly global.” (Gianni Infantino / S144-145_Z3619-3623)

Gianni Infantino sieht es auch als gesellschaftliche Pflicht an, den Frauenfußball zu fördern und weiter in ihn zu investieren. Denn es geht nicht nur um die Geschlechtergerechtigkeit im Fußballsport an sich, sondern auch um einen anti-diskriminierenden sozialen Raum des Fußballs zu schaffen. Der FIFA-Präsident Gianni Infantino betont: “women's football and women in football mean social equality and it's important to say that with facts again not only with words. Discrimination towards women is certainly something, is certainly a topic that we need to address as well seriously and we can address it through football”. Auch David Sabir, der Generalsekretär der Bermuda Football Association (BFA), setzt sich für den barrierefreien Zugang von Frauen an den Fußballsport ein und appelliert an die soziale und sportliche Verantwortung aller Teilnehmer*innen während der FIFA Women's Football Convention (2019):

“we must also ensure that all girls and women who have an interest and a desire can also play football. To all the women and the men today and around the world, legendary Bob Marley said, “Get up - Stand up”. “Stand up for your rights”, he said. Get up - stand up united and we stand together to bring about this global change. This is a call to action. This is an emergency to 911 but 9 + 1 + 1 is 11 players on the field. Let the power of football lead to actions and build upon the foundations that will lead to greater participation for women and girls in football.” (David Sabir / S115_Z2868-2874)

Der freie und barrierefreie Zugang von Frauen in den Fußballsport muss laut David Sabir ohne größere Hindernisse möglich sein. Dafür müssen sich alle Beteiligten zusammenschließen und die ungerechten Geschlechterverhältnisse innerhalb des Fußballsystems aufbrechen. Die Beteiligung am Frauenfußball ist nämlich stark davon abhängig, inwiefern das Fußballsystem Frauen unterstützt und stärkt. Diesen Zusammenhalt für den Frauenfußball, den viele Teilnehmer*innen während der FIFA Women's Football Convention (2019) ansprachen, ist immens wichtig, um die Ungerechtigkeiten für Frauen im Fußballsystem aufzubrechen. Um das Kapitel mit den Worten von Sarai Bareman, der Frauenfußballdirektorin der FIFA, abzuschließen:

“we have to work together, we have to support each other, we have to make sure that every single opportunity that is given to young boys through football is also provided for young girls and this is the way it should be. (Sarai Bareman / S9_Z237-239)

Zusammenfassend ist zu sagen, dass in der sechsten und letzten Dimension vom *Empowerment* von Frauen laut Malhotra et al. (2002) die psychologischen Vorteile des Fußballs hervorgehoben wurden. Einerseits wurde anhand der Aussagen der ehemaligen Fußballspielerinnen Mia Hamm und Karina LeBlanc nachvollzogen, inwiefern der Fußball ihnen mehr Selbstbewusstsein, Selbstwirksamkeit und ein gesundes psychisches Wohlbefinden gegeben hat. Anhand jener Zitate während der FIFA Women's Football Convention (2019) wurde aufgezeigt, wie wichtig der Fußballsport für Frauen sein kann, ihren Lebensalltag besser zu bewältigen. Obwohl der Fußballsport so viele Vorteile mit sich bringt, ist das Fußballsystem für Frauen in vielen Teilen der Welt nicht zugänglich und wenn, dann erleben sie aufgrund ihres Geschlechts systemische Diskriminierungen. Diesem Kapitel legte auch einen Fokus auf das kollektive Bewusstsein für jene Ungerechtigkeiten im Fußballsystem, die Frauen erfahren. Laut den Teilnehmer*innen und ihren Stellungnahmen zu dem Thema, sollte sich jede Frau im System inkludiert fühlen und falls das nicht der Fall ist, sollte kollektiv dieses Problem angesprochen und gelöst werden.

7. Fazit und Ausblick

Die vorliegende Masterarbeit behandelte die Forschungsfrage: „Wie kann der Frauenfußball zum *Empowerment* von Frauen beitragen?“ und hatte das Ziel, die positiven Vorteile des Frauenfußballs auf das *Empowerment* von Frauen in einer Gesellschaft aufzuzeigen. Als Analyseeinheit wurden die Aussagen der Teilnehmer*innen bzw. Expert*innen während der FIFA Women’s Football Convention (2019) herangezogen, die über ihre persönlichen Erfahrungen mit dem Frauenfußball berichteten. Um die Forschungsfrage zu beantworten wurde mithilfe der *Empowerment*-Dimensionen von Malhotra et al. (2002) und der Qualitativen Inhaltsanalyse nach Mayring (2015) ein Kategorienschema entwickelt, welches die Aussagen der Teilnehmer*innen der FIFA Women’s Football Convention (2019) ordnen sollte. Insgesamt gab es sechs verschiedene *Empowerment*-Dimensionen: die (1) ökonomische, die (2) soziokulturelle, die (3) familiäre bzw. zwischenmenschliche, die (4) rechtliche, die (5) politische und (6) psychologische Dimension. In dem sechsten Kapitel der Datenanalyse, wurden die relevantesten Aussagen der Teilnehmer*innen der FIFA Women’s Football Convention (2019) in die jeweiligen *Empowerment*-Dimensionen eingeordnet und beschrieben. Im vorliegenden Unterkapitel sollen die Ergebnisse und Erkenntnisse innerhalb jener sechs *Empowerment*-Dimensionen im Kontext des Frauenfußballs noch einmal kurz zusammengefasst werden:

In dem ersten Unterkapitel wurde die (1) **ökonomische** Dimension von *Empowerment* von Frauen und dem Frauenfußball analysiert. Diese *Empowerment*-Dimension fokussierte sich auf die hohe bzw. hochbezahlte Jobposition von Frauen, die ökonomischen Interessensvertretungen für Frauen und den freien Zugang zum Arbeitsmarkt im Kontext des Fußballsports. Viele Teilnehmerinnen bei der FIFA Women’s Football Convention (2019) sprachen stolz darüber eine hohe Position innerhalb ihrer Organisation bekleiden zu dürfen. Mit Fatma Samoura, der FIFA-Generalsekretärin, oder Sarai Bareman, der FIFA-Frauenfußballdirektorin, sind nur zwei von vielen zu nennen, die in ihrer Organisation eine hohe Position einnehmen. Ein anderer Fokuspunkt in der ökonomischen *Empowerment*-Dimension waren die ökonomischen Interessensvertretungen für Frauen im Fußballsport. In dieser Kategorie sind neben vielen Aussagen von den weiblichen Teilnehmerinnen bei der FIFA Women’s Football Convention (2019) auch viele männliche Teilnehmer zu nennen, die sich verstärkt für den Frauenfußball stark machten und auch größere Investitionen in den Bereich forderte. Viele Aussagen der Expert*innen bekräftigen die Wichtigkeit von weiteren Investitionen in den Frauenfußball und Frauen im Fußball, um Frauen den Zugang zum Arbeitsmarkt Fußball zu sichern. Den

Teilnehmer*innen war bewusst, dass die ökonomische Unterstützung des Frauenfußballs auch für Frauen allgemein in einer Gesellschaft vorteilhaft wirken kann.

Das zweite Unterkapitel legte den Fokus auf die (2) **soziokulturelle Empowerment**-Dimension. Einerseits äußerten sich viele Teilnehmer*innen der FIFA Women's Football Convention (2019) über den Zugang zu Bildungsmöglichkeiten bzw. zu sozialen Räumen in denen Frauen keine Diskriminierung erfahren sollten, andererseits erzählten sie über die Bedeutung von Medienbildern und den weiblichen *role models* die patriarchale Normen innerhalb des Fußballsystems aufbrechen können. Unter Bildungsmöglichkeiten wurde in der vorliegenden Arbeit die (Fußball-)Sportausübung bzw. der (Fußball-)Sportunterricht verstanden, die für alle Frauen ohne jegliche Diskriminierung zugänglich sein sollte. Beispielhaft ist hier Samar Nassar, Vorstandsmitglied der Union of Arab Football Associations (UAFA), zu nennen, die sich für die stärkere Integration des Fußballsports in den Schulunterricht für Mädchen einsetzte und sich Unterstützung vom Bildungsministerium als auch von dem norwegischen Fußballverband einholte, um ein qualitativ hochwertiges Fußballprogramm für Mädchen im Sportunterricht zu schaffen. Um Mädchen und jüngere Generationen für den Fußballsport zu inspirieren sind *role models* und positive Medienbilder von Frauen in der soziokulturellen *Empowerment*-Dimension sehr wichtig. Die ehemaligen Fußballspielerinnen Mia Hamm, Karina LeBlanc und Brigitte Henriques berichteten über ihre persönlichen Erfahrungen durch den Fußball und ihrer Rolle als Vorbildfunktion im Fußball. Alle drei Frauen waren sich bewusst, dass sie nicht „nur“ Fußballspielen, sondern auch eine große Repräsentationsfunktion für viele junge Frauen in der Gesellschaft einnehmen. Um Fußballerinnen auch inspirierend darzustellen, ist es von enormer Bedeutung, dass die Medienlandschaft Frauen im Fußballsport richtig in Szene setzt. Das bedeutet, Sportlerinnen, angelehnt an den Aussagen von Sue Campbell, der Frauenfußballdirektorin des britischen Fußballverbands (FA), mit allen Mitteln nicht sexualisiert darzustellen, sondern den Bezug zum Sport zu wahren.

Die dritte *Empowerment*-Dimension ist definiert als die (3) **familiäre** bzw. die **zwischenmenschliche** Dimension. Diese Kategorie behandelte die systemische Unterstützung und Entscheidungsfreiheit für Frauen hinsichtlich ihrer sexuellen Beziehungen bzw. der Partnerwahl, sowie den Initiativen gegen Gewalt bzw. Freiheit von häuslicher Gewalt von Frauen. Bezüglich des *Empowerments* in den sexuellen Beziehungen bzw. der Partnerwahl ist auf jeden Fall Fatuma Abdulkadir Adan, NGO-Gründerin von einer Frauenfußballentwicklungsprojektes und kenianische Rechtsanwältin, zu nennen, die durch den Fußballsport ein neues Selbstbewusstsein erlangt hatte, welches sie bei der Ablehnung der

traditionellen Ehe in Kenia bestärkte. Mit ihrer gegründeten Organisation will sie anderen Frauen eine Plattform bieten durch den Fußballsport genauso wie sie selbst gesellschaftlich *empowert* zu werden. Zusätzlich sind einige Aussagen während der FIFA Women's Football Convention (2019) gefallen, die Fußballprogramme zur Gewalt-Prävention vorstellten. Eine Aussage davon gehörte Franck Castillo, Generalsekretär der Ozeanische Fußball-Konföderation (OFC). Franck Castillo erzählte, dass eines der großen gesellschaftlichen Probleme im pazifischen Raum die häusliche Gewalt von Männern an ihren Ehefrauen ist. Innerhalb der pazifischen Gesellschaft wird laut Castillo die Gewaltausübung von Männern als akzeptabel angesehen. Das von dem Generalsekretär der Ozeanische Fußball-Konföderation (OFC) vorgestellte Fußballprogramm fokussierte sich auf junge Frauen und Männer, die durch den Fußballsport zusammen Respekt, Akzeptanz und Zusammenarbeit untereinander lernten. Ein friedliches Miteinander im Fußballsport beeinflusste auch nachhaltig die pazifische Gesellschaft, sodass die Zahlen der häuslichen Gewalt sanken.

In der (4) **rechtlichen** und vierten *Empowerment*-Dimension sind die Gesetze zur Unterstützung der Frauenrechte bzw. die Beseitigung von Rechtsverletzungen und die Mobilisierung der Gemeinschaft für Frauenrechte thematisiert worden. Viele Teilnehmer*innen während der FIFA Women's Football Convention (2019) sprachen sich für den Fußballsport als Menschenrecht aus, welches den Frauen im 21. Jahrhundert nicht mehr verwehrt bleiben sollte. Besonders viele politische Akteur*innen in Führungspositionen bekräftigen die Rechte von Frauen im Fußballsport, wie beispielsweise die kolumbianische Vize-Präsidentin und ausgebildete Rechtsanwältin Marta Lucía Ramírez. Die politischen Verantwortlichen in ihrem Heimatland setzen sich laut Ramírez voll und ganz für den Frauenfußball ein, damit der Fußball ein sicherer und inklusiver Ort für die Entwicklung aller Mädchen ist, den sie mit der Regierung auch zusätzlich finanziell unterstützt. Um für die Frauenrechte im Fußballsport einzustehen ist es laut Mia Amor Mottley, Premierministerin von Barbados, und vielen anderen Expert*innen von großer Bedeutung sich gemeinsam für Frauen im Fußballsport zu mobilisieren und sich dafür einzusetzen.

Die (5) **politische** *Empowerment*-Dimension von Frauen fokussierte sich auf Expert*innen-Aussagen bezüglich der Vertretung von Frauen in regionalen und nationalen Regierungsstellen und der Interessensvertretung für Frauen in effektiven Lobbys und Interessengruppen. Allgemein war es in der politischen Dimension des *Empowerments* von Frauen schwierig Aussagen der Teilnehmer*innen während der FIFA Women's Football Convention (2019) zu finden. Das hatte den Grund, dass die FIFA Ethics and Regulations Watch (kurz: FERW - eine

Unter-Organisation der FIFA) bekräftigt den Fußballsport als einen apolitischen Bereich zu halten. (FERW 2019) Nichtsdestotrotz bezogen die Expert*innen, wie beispielsweise Dr. Mahali Phamotse, der Jugend- und Sportministerin von Lesotho, oder Vittorio Montagliani, der FIFA-Vizepräsident, Stellung und bekräftigten die Wichtigkeit der Vertretung und Interessen von Frauen in ihrer Regierung bzw. Organisationen. Dazu ist es von großer Bedeutung, dass alle gemeinsam, unabhängig von ihrem Geschlecht, die Interessen von Frauen vertreten.

In der sechsten und letzten *Empowerment*-Dimension von Frauen wurde die (6) **psychologische** Dimension aufgezeigt. Die Teilnehmer*innen der FIFA Women's Football Convention (2019) sprachen darüber, inwiefern der Fußball sich positiv auf das Selbstbewusstsein, die Selbstwirksamkeit und das psychische Wohlbefinden von Frauen auswirkte. Karina LeBlanc, ehemalige kanadische Nationaltorhüterin, berichtete aus ihren eigenen Erfahrungen, inwiefern der Fußball ihre Jugend nachhaltig prägte. LeBlanc erzählte, dass sie ein sehr schüchternes Kind war bevor sie mit dem Fußballspielen anfang und der Fußball ihre Persönlichkeitsentwicklung stark beeinflusste, in dem es ihr viel Selbstvertrauen brachte. Um jene positiven emotionalen und psychischen Vorteile durch den Fußball zu schaffen, traten viele Expert*innen dafür ein, dass es wichtig ist, ein Inklusions- und Anspruchsgefühl für Frauen im Fußballsysteem zu schaffen. Deshalb sollte ein kollektives Bewusstsein geschaffen werden, wenn Ungerechtigkeiten im Fußball für Frauen auftreten und diese infolgedessen dann gemeinsam im Kollektiv zu beseitigen. So wie Sarai Bareman schon zuvor hervorgehoben hat, müssen alle gemeinsam zusammenarbeiten und sicherstellen, dass jede einzelne Möglichkeit, denen männlichen Fußballern gegeben wird auch für weibliche Fußballspielerinnen geboten wird.

Wichtig hier zu erwähnen ist, dass viele Aussagen der Teilnehmer*innen der FIFA Women's Football Convention (2019) öfters auch zu anderen *Empowerment*-Kategorien von Malhotra et al. (2002) eingeordnet werden hätte können. Die Kategorien dienten als Hilfsmittel, jene Aussagen systematisch zu ordnen und diese logisch zusammenzufassen, um das *Empowerment* von Frauen durch den Fußball nachvollziehbar zu machen. Es ist wichtig zu betonen, dass weder die Kategorien als starre Einheiten von den anderen Kategorien abzugrenzen sind, da viele Kategorien auch ineinander übergehen können, noch die Aussagen der Expert*innen lediglich immer nur in einer Kategorie wiederzufinden sind. Das Kategorienschema hatte das Ziel, die Aussagen der Teilnehmer* der FIFA Women's Football Convention (2019) zu ordnen und sie in einem nachvollziehbaren Sinne bezüglich des *Empowerments* von Frauen wiederzugeben.

Wie in den theoretischen Grundlagen betont, fokussierte sich die vorliegende Arbeit auf die kollektive und psychologische Kraft, auch genannt als das interne und externe *Empowerment*. Zur Wiederholung: die psychologische Macht fokussiert sich auf eine Bewusstseinsveränderung der Individuen, hingegen die kollektive Macht sich durch eine gemeinsame Interessensvertretungen und Solidarität mit anderen auszeichnet. Eines der besten Beispiele zur psychologischen Macht während der FIFA Women's Football Convention (2019) lieferte Fatuma Abdulkadir Adan, die ihren *Empowerment*-Prozess und ihr *hidden pathway* durch den Fußball in ihrem Heimatland Kenia darlegte. Die kenianische Rechtsanwältin und NGO-Gründerin erklärte, inwiefern der Fußballsport ihr Selbstvertrauen stärkte, eigene Lebensentscheidungen selbst zu treffen. Bezüglich des externen *Empowerments* konnten viele Aussagen der Teilnehmer*innen während der FIFA Women's Football Convention gefunden werden, die ihre Bemühungen zum *Empowerment* von Frauen in ihren Organisationen darlegten. Ein gutes Beispiel ist hier Håkan Sjöstrand, Generalsekretär des schwedischen Fußballverbands, zu nennen, der innerhalb seiner Organisation mithilfe von einer Frauenquote oder einer finanziellen Umverteilung zwischen dem schwedischen Frauen- und Männerfußball mehr Geschlechter-Gerechtigkeit in den Strukturen bewirken möchte.

Wie eingangs erwähnt ist für mich persönlich der Fußballsport mehr als nur eine körperliche Tätigkeit, der Frauenfußball hatte seit Anbeginn immer einen großen Einfluss in meiner eigenen persönlichen Entwicklung gehabt. Die Ergebnisse, inwiefern der Fußballsport Frauen in ihrem *Empowerment* fördern kann, ist somit aus meiner eigenen Perspektive gesehen, nicht überraschend. Der Frauenfußball hat mich durch seine vieldimensionalen Einflüsse zu einer starken selbstbewussten Frau gemacht, die ich heute bin. Auch als ich junge Fußballspielerinnen in meiner Funktion als U15-Trainerin geleitet habe, sah ich diese Energie und Stärke in diesen jungen Mädchen, die sie durch den Frauenfußball entwickelt haben. Mit der vorliegenden Arbeit bin ich stolz darauf, einen weiteren Teil hinsichtlich des *Empowerments* durch den Frauenfußball beigetragen zu haben. Ich bin mir sicher, dass die vorliegende Masterarbeit nicht mein letzter Beitrag für den Frauenfußball sein wird, dafür ist meine Antriebskraft und Leidenschaft, aber auch vor allem das Potential, welches in diesem Bereich steckt, viel zu groß.

Zusammenfassend ist zu sagen, dass es sich in der vorliegenden Masterarbeit um eine Fallstudie handelt, die in einem sehr spezifischen Kontext, der FIFA Women's Football Convention (2002), stattfand. Deshalb ist es wichtig zu betonen, dass die Ergebnisse nicht verallgemeinert werden sollten, jedoch einen guten Einblick in das *Empowerment*-Potential des Frauenfußballs

geben und durch die verschiedenen Perspektiven der Expert*innen in den unterschiedlichsten Regionen auf der Welt eine facettenreiche Übersicht bereitstellen. Die Ergebnisse der Arbeit haben gezeigt, dass der Fußballsport ein gutes Mittel sein kann, um eine Lösung der Geschlechtergerechtigkeit herbeizuführen und das *Empowerment* von Frauen durch den Frauenfußball in einer Gesellschaft zu stärken. Zudem ist der Forscherin an dieser Stelle wichtig zu betonen, dass die vorliegende Arbeit nicht aus den Zwängen der binären Geschlechterordnung, der Heteronormativität, herausgekommen ist. Das hatte den Grund, dass der Fußballsport in seinen Strukturen durch die Einteilung in den Frauen- und Männerfußballs die binäre Geschlechterordnung stark reproduziert, sodass keine andere Bezeichnung von den binären Kategorien „Frau“ und „Mann“ möglich war. Durch die starren Strukturen innerhalb des Fußballsystems, konnte die vorliegende Arbeit alternative Geschlechter-Rollen leider nicht im Detail berücksichtigen.

In zukünftigen Forschungen wird es wichtig sein, einerseits den Fußballsport weiterhin in seinen männlichen Strukturen aufzubrechen, um ihn zugänglicher für alle Individuen zu machen und andererseits, dementsprechende Strategien und Konzepte für einen inklusiven Fußballbereich herauszuarbeiten, damit letztendlich die Gesellschaft im allgemeinen davon profitieren kann. Auch wird es bedeutend sein den Fokus innerhalb des Entwicklungsdiskurses mehr auf die Subbereiche in einer Gesellschaft zu lenken (wie im vorliegenden Fall der Frauenfußball), da diese sozialen Bereiche großes Potential besitzen, gesamtgesellschaftliche Veränderungen herbeizuführen. Der Fußballsport ist einer dieser mächtigen Subbereiche einer Gesellschaft, die einen enormen Einfluss auf die Individuen haben, weshalb es immer wichtiger sein wird, diese Probleme innerhalb der Subbereiche anzusprechen und in weiteren Studien aufzuzeigen. Ein Paradigmenwechsel des Fußballs als „Männersport“ und hin zu einer Sportart, die so viele positive Vorteile für alle Individuen in einer Gesellschaft bereitstellt, würde viele Probleme bezüglich der Geschlechterungerechtigkeiten der Weltgesellschaft lösen. Es wird wichtig sein, auch diesen vermeintlichen Nebenbereichen einer Gesellschaft auf den Grund zu gehen, um eine veränderte Wahrnehmung von innen heraus herbeizuführen. Der Fußballsport ist ein einflussreiches Mittel in der Gesellschaft, um Geschlechterdiskriminierung aufzubrechen und das *Empowerment* von Frauen in allen Regionen der Welt zu fördern. Schlussendlich, um mit den Worten von Fatma Samoura während der FIFA Women's Football Convention (2019) abzuschließen:

“It will provide all of us with an opportunity to reflect on the challenges we continue to face in the women's game and how we can find solutions together to improve. It's an opportunity for us to determine the roles that each of us will play in driving positive changes through football and to lay

the groundwork for furthering diversity and equality both on and off the pitch. It is a crucial steppingstone to promote the women game and to make football a sport for everyone and to advocate against gender discrimination.” (Fatma Samoura / S3_Z74-79)

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9. Appendix

9.1. Transkript: FIFA Women's Football Convention

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34 **Fatma Samoura 9:50-20:40**

35

36 Look what has been achieved today! [French] Ladies, member of the FIFA council, ladies and
37 gentlemen, president of member associations. Ladies and gentlemen representing the six
38 Confederation including my counterpart secretary generals from the six confederation. It's a
39 pleasure and a real privilege to be standing before you this morning to celebrate the first ever
40 Women's Football Convention and this deserved round of applause football! [French] I am
41 committed personally via football in order to empower women because you believe that women
42 can live the dream and their passion thanks to that sport. President your presence here also
43 demonstrates your commitment to working in collaboration with the FIFA for greater diversity
44 in an industry that has been simply reserved for men for so long and thanks to my testimonial
45 right now, I would like to thank you and celebrate you for your nomination on the FIFA council
46 which was a very recent nomination, thank you very much! Today I'm going to speak from my
47 heart to tell you about why this event, why this FIFA first ever global convention on women's
48 football and the FIFA women's World Cup on Friday are so important, not just for me but for
49 all women and girls. Women make up half of the world population and yet our voice had not
50 always heard. We rent homes, we have children, we study, we work but our hard work is often
51 not recognized and even acknowledged. In 2017 the world was jolted awake by the #MeToo-
52 movement and as the momentum around the social media phenomenon grew, finally finally the
53 struggles, the problems and the battles that women face day in, and day out began to be
54 understood. #MeToo has been so important in putting women and our struggles in the global
55 spotlight. It marked a new dawn for female empowerment. Any provided women with an
56 opportunity to speak about what they had experienced in a safe place in a more attentive world.
57 Today I'm drawing from the energy of the #MeToo movement. I want this convention, I want
58 women's football, I want the women's World Cup to be a safe space for girls and women, where
59 your voice can be heard and where you can feel empowered. I want to harness the energy of the

60 millions of women and girls around the world who will tune in to watch the FIFA Women's
61 World Cup and be inspired by the world class players they will see competing. I want them to
62 see 24 nations who will battle in, out of the pitch for the World Cup glory to see the levels of
63 experience of this women's and be inspired too. I want them to say, "Me too, I want to be
64 involved in football". Today I'm following in the footsteps of a trail blazing lady, Alice
65 Millards. I determined French woman who formed friends first ever international women's
66 football team over 100 years ago. Standing before you as the first ever woman to hold the role
67 of the secretary general in the 112 years history of FIFA and I am pretty determined, and I am
68 a pretty determined woman too. I'm proud to say that I'm not the only determined woman in
69 football. We have thousands of millions more and over the next two days you will see some of
70 the strongest voices from the woman game exchange opinion and ideas with some of the
71 strongest voices in business, in development and humanitarian action and in politics. And what
72 makes this convention so special is that many of these voices belong to you as women. This
73 landmark forum takes place just over six months since the launch of FIFA's first ever strategy
74 dedicated to women's football. It will provide all of us with an opportunity to reflect on the
75 challenges we continue to face in the women's game and how we can find solutions together to
76 improve. It's an opportunity for us to determine the roles that each of us will play in driving
77 positive changes through football and to lay the groundwork for furthering diversity and
78 equality both on and off the pitch. It is a crucial steppingstone to promote the women game and
79 to make football a sport for everyone and to advocate against gender discrimination. By opening
80 up the event to political leaders, social influencers and distinguished global figures, we have
81 the opportunity to inspire more inclusivity and diversity. We will hear about the challenges our
82 community faces how you can overcome them and demonstrate the real and positive impact
83 that football has on the lives of women and girls. We will aim to develop an outcome document
84 at the end of today that will summarize the output from our discussion so that we can create
85 concrete recommendation from which we can and will improve the convention and the women's

football World Cup are so important for us women because this isn't just about women anymore, it's about leaving a women's footprint. These events are just the beginning and it is my duty to set the stage for the many young women who I must inspire, encourage and empower. There is plenty of room at the table and together we can shine so brightly. We are going to go now member Association and the Confederation present here to spread the love for women's football so that it reaches the furthest corners of the earth and traverses religion, cultural and social barriers, so that girls can get involved and get empowered through football. We are counting on men and I'm very delighted to notice the presence of so many of you here in this room, because without you the change cannot happen, and your support means a lot to us. We are counting on men presence here to support us in changing mindsets, so that in the future woman football is simply known as football. Ladies the saying goes that a woman works is never done. Well it's time to roll up our sleeves and get stuck in. Let's go it's time today to shine, thank you very much!

Noël Le Graët 21:55-30:30

Secretary General, ladies and gentlemen, I am delighted that man has been given the floor to address this very large room. I am impressed by the number of people who are here, they represent all continents of the world. All of you have come from far away in order to work on five different very important issues. Now I don't want to give lessons to anybody. In all countries people work in their own ways but there is one thing that I can say and this is in line with my experience in France and it is the following: women's sports are exceptional and they develop in a very positive fashion if they're probably worked upon. We went from 40,000 to 200,000 professional or professionally related football players. We have centers to train these people. 15 or 16 of them 4 boys and quite a few for women as well. Our idea is to increase the number of people linked to professional football associations but in order to develop French

111 football - women's football - we need to convince the associations because they all have many
112 excuses. They say we don't have enough spaces for them, we don't have enough money etc.
113 This is the case all the time. However, once the clubs actually decide to take on female players
114 there are 50 additional people who are associated to professional football. Nowadays we can
115 say that at high level women's football is wonderful to watch. We're going to begin the World
116 Cup in 2 days and we're going to see something wonderful. Progress has been fantastic just like
117 it has happened with boys. You can't compare different times. In 20 years, the technique, the
118 psychological preparation of the players and so on has changed. I have been lucky to follow
119 these developments in France since I have been the president of the FFF I have not missed a
120 single match even for young people and so I really witnessed the physical, technical, tactical
121 developments of the game including for women. I think that it is a good show, please imagine
122 the efforts that are made in order to reach that very high level. Not at half a good national team,
123 it is important also to have areas in which women and young girls can actually integrate the
124 game very easily. There are insufficient possibilities for girls and my vice president can approve
125 this to you. We have increased the number of people associated to professional football, female
126 one that is but we still need female referees. I think that we need to place the right professionals
127 in the right positions, I think that we need a little bit more love, a little bit more commitment to
128 the sport to this women's sport but I don't see any difference between a women's football and
129 men's football. The rules of the games don't really change. However, the physical side, the
130 psychological side of the game does change. In your clubs and in your countries, things are
131 changing for women's football very fast too and in a very positive manner. I know that we are
132 very lucky because we have many women in key positions in our federations, but I would
133 encourage you in your federations to employ more women. Why is this so important? Because
134 they have other capacities, they have wonderful capacities and Ms. Brigitte Henriques has been
135 working as a vice president with me for eight years now and this is a very important high-level
136 position and I think that this has been terribly positive. I don't focus on whether women are in

137 the right position. No, I focus on the fact as to whether the right people are in the right position
138 and I think that in our Federation we have approximately 50/50 in terms of parity. It is very
139 important for taking decisions. Ladies, I think that you have a bright future ahead you have the
140 ability and the opportunity to develop football in your regions. We still have a lot of work to
141 do. There are five different sessions here and many issues that you can discuss. I would like to
142 thank FIFA for organizing this type of event. Only a few years ago and we would not have had
143 as many people at such an event as this and so we can definitely say, Mrs. secretary general,
144 that we have done great work even if there still remains a lot of work to be done. I would also
145 like to thank those who chose Paris to speak about women's football to also have the kickoff
146 game here. Please be aware that our countries are different, our cities are different. I have been
147 able to exchange great deal with people from different countries when we move around the
148 world, we can learn a lot. Everywhere across the globe there are young people who require
149 educators and, in your countries, and everybody's countries we have to play a role to develop
150 the game. We need to be able to give the girls - young girls - the opportunity to play a game
151 and to participate in a game to which they did not have much access only a few years ago. We
152 cannot compare our situation today to that 10 or 20 years ago. Medicine was not the same,
153 qualifications were not the same and so on. We have developed a great deal. The fact is there
154 are very few financial means everywhere and we need to help young girls. We have the
155 federations need to provide support and, in your countries, I think that you need to identify
156 people who are really committed to the game. If you want to find volunteers, then you have to
157 really find the right people. I think that here at this event you will have the opportunity to discuss
158 with others in order to develop women's football. Thank you!

159 **Sarai Bareman 35:30-46:30**

160

161 Wow! Actually, I feel a little bit emotional looking out at this room seeing everyone here also
162 the purpose of women's football, it is so touching and I just want to thank everyone up front for
163 being here for showing up for being part of this. It means so much to me, to my team, to FIFA
164 having you guys here giving the importance to the women's game that it's so much deserved, it
165 means so much so thank you so much for coming. So, it's amazing time at the moment for
166 women's football and for women in football and as it should be the spotlight of the world is
167 upon us right now. We have made incredible progress in the last few years with more
168 investments, competitions, dedicated projects and development programs more about players
169 becoming household names and more women in decision making bodies all over the world of
170 football. The momentum we have right now leading into the 8th edition of the FIFA Women's
171 World Cup is absolutely incredible. But what we will all see in the next month on the playing
172 fields of the World Cup here in France and on the screens of the 1 billion broadcast viewers
173 that are watching from around the world. What is happening here at this level with the top 20
174 four national teams in the world. This is a far cry from the reality for the vast majority of our
175 211 FIFA member associations. The growth in the momentum of the women's game is
176 constantly moving, it's increasing, it's evolving but as many of you in this room today know,
177 we still have a long way to go. In October last year we released for the first time ever a global
178 strategy for women's football and the first pillar of that strategy which is extremely important
179 for the landscape of women's football today is to develop and grow. If I can summarize this
180 pillar in the most simplest way what it means is that every young girl, every coach, every
181 administrator, every referee, every player who is entering into football has a clear pathway to
182 participate in, play and enjoy the game of football whether it's on the field, in the administration,
183 in the boardrooms for women's football to truly thrive in a long term sustainable way every
184 element of the environment surrounding the woman's game needs to be well structured, well-
185 resourced with a clear pathway for everyone involved. Since I joined FIFA 2 1/2 years ago it
186 seems like 10 years ago now one of the most common questions that I've been asked is what is

187 the one thing that can be done to improve women's football or if there is one thing that we can
188 do to grow the game what is it. And I can honestly say after visiting so many of your beautiful
189 countries and after speaking to so many of the people involved in developing the game at every
190 level, I believe that there is not one thing alone that can make the difference because if we want
191 to truly make a viable long-term change and progress for the women's game we need to address
192 every facet of the ecosystem around it. Many people would argue, "Couldn't funding be that
193 one thing?". Finance and in some cases yes absolutely it can make a difference. More funding
194 would make an immediate difference of course it would. But what is most important for us to
195 make a difference is that what we do has a long term sustainable impact and in so many cases,
196 in so many of your countries what we're dealing with is a cultural change, a change of perception
197 that needs to take place and that means that finance is not the only answer and that is exactly
198 why FIFA has created the women's football strategy with a framework that includes five key
199 areas where we will focus our work. Developing growth which is the subject of this first session
200 this morning, showcasing our game which is our competitions, we had the biggest one coming
201 up the FIFA women's World Cup. I don't know if you notice we have the trophy here in the
202 middle of the stage this is the original trophy, this is the trophy that on the 7th of July the new
203 World Cup champions will be hoisting on the field in Lyon, amazing. And I had that such a
204 cool privilege to take that trophy around the world to the 24 qualified countries and to
205 experience the buzz in each country that has been created by the Women's World Cup is
206 incredible. So, communication and commercialization is the third area of our strategy,
207 governance and leadership is the 4th and finally educate and empowerment and you're going to
208 hear all about each one of these five areas today in our convention and we created this
209 framework for a really simple reason it doesn't matter where you are in the world or what level
210 women's football is that in your country. Whether you're in Samoa or Djibouti or Germany or
211 in Canada these five areas cut across all levels of women's football everywhere in the world.
212 Of course, under each of these five areas your objectives and targets may be different, and they

213 should be. The objectives and targets for a small island like Samoa should not be the same as a
214 massive country like Canada but the point is everybody can use this framework, and everybody
215 needs a strategy and a plan. You will hear later today from one of our confederations UEFA,
216 who have recently launched their own women's football strategy and presented it at their
217 Congress. Two days ago, CONCACAF also launched their women's football strategy at their
218 Congress. And the Congress the FIFA one we had it yesterday is the highest decision-making
219 body of these two Confederations and they examined and endorsed those strategies. So, it shows
220 that women's football is a priority also for our Confederations but having a strategy is not the
221 only key to success. For the women's game to truly reach the levels that we all know here what
222 it is capable of its biggest growth opportunity that is available now to football worldwide there
223 needs to be a good administrative structure around the game that everything that we do on the
224 pitch can be supported. There has to be dedicated people looking after the interests of women's
225 football at every level of our organizations. On the pitch technical experts, in the administration,
226 in the executive committees and I have to stress this now these people don't always have to be
227 women. This should be a dedicated budget that is allocated and ring fence for the women's
228 game and that is the reason why in the FIFA forward program we have carved out specific
229 funding that can only be accessed for very specific fundamental women's football activities like
230 Youth Leagues, National Leagues, national team participation. There also needs to be a
231 leadership in place in every organization that believes in the woman's game and the
232 opportunities that it presents and in this case I am extremely lucky because at the highest level
233 of FIFA I have the support of my president and my general secretary you've already heard from
234 her this morning and this makes my job and my teams job so much easier. Please, please those
235 leaders that are in the room today never underestimate the power that you can give to the people
236 in charge of women football in your country just by showing your support to them, it makes a
237 huge difference. And finally, we have to work together, we have to support each other, we have
238 to make sure that every single opportunity that is given to young boys through football is also

239 provided for young girls and this is the way it should be. The women's football division and
240 FIFA has been to every one of the six Confederations in the past 18 months to bring you all
241 together to meet with you, to support you, to understand you what are your challenges, what is
242 it like in your environment and the most incredible thing that I've seen in every single one of
243 those conferences is the passion and commitment and dedication from so many individuals who
244 are behind the women's game around the world and so many of you are in this room today and
245 it makes me so proud. I know that working in women's football is not easy since I arrived here
246 in FIFA to take up this role, I can honestly say it's been the most challenging experience of my
247 life. It's tough, but honestly it is so worth it. Just knowing that what we're doing every day in
248 our job is actually making a difference for some young girl or women out there in the world it's
249 the most rewarding thing that any of us in this room can ask for and how many of us can actually
250 say in this world actually that our work every day is making a positive impact on the lives of
251 someone out there. I know I can say that. But I also know that every single one of you in this
252 room can also say that and this is really special. I can't wait to hear from our panelists and
253 speakers today and also from you through our social media, Amanda and Alexa over there, so
254 don't forget the hashtag and with that let us hear now directly from some member associations
255 and individuals who are making a difference at home and their countries to develop and grow
256 the woman's game. Our first panel session is going to be moderated by one of the shining stars
257 of women's football. Who was recently transitioned from an illustrious career on the pitch to a
258 career off the pitch in front of you on the TV screens around the world. Please join me and
259 welcoming to the stage for our first panel session of the day, FIFA legend Alex Scott.

260 **Panel Discussion with Alex Scott, Doreen Nabwire Omondi, Lucía Mijares**
261 **Martínez, Rachel Pavlou, Michael Essien, Fatema Hayat 52:10-1:27:30**

263 AS: Doreen, I wanna start with you, because just watching that I wanna ask you about your
264 pathway from being a footballer into your role now at the CFF?

265 DNO: Well, I also begun playing football at a very young age at the age of 8 and just like you
266 seen in the in small video I also started playing in the streets with boys. We had no organized
267 teams for girls or women and so it was easy to come up with your own ball, make a ball out of
268 a plastic bag and then just play around with the boys in the streets and then later on I joined this
269 youth organization's [??website name??] It is the largest youth organization in Kenya using
270 sports for development and through [??] I learned so much. I just want to play football I wanted
271 to do more than football because their other projects that they engaged the players and I wanted
272 to do beyond just playing football. So I was involved in the HIV and AIDS project, I was
273 involved... I later settled on involving myself in coaching and other activities within the
274 organization and this later inspired me to want to do more than just playing football. So later
275 on, I joined Mother United Women FC which was semiprofessional and through it I got
276 opportunities to represent the organization in various stages. Later I moved to Germany where
277 I played semiprofessional again at Werder Bremen, later moved to FC Cologne and I went to
278 the Netherlands again. In the Netherlands I also got an opportunity to study and do the UFC
279 coaching license. So, this kind of give me an opportunity to balance what I wanted to do even
280 after playing football. Unfortunately, my career as a player was cut shorts in credit of a serious
281 injury where I completely ruptured my Achilles tendon and that kind of stopped me from
282 playing and so I had this desire to do more. I felt like it was already a responsibility for me
283 because I had already inspired so many young girls to come into football and to play when I
284 made it professional and so I really really wanted to stay in the game and do something.
285 Unfortunately, women football was not given much attention by our Federation then and then
286 in 2015 we had our election and then they came this new wave of team change led by our
287 president Mr [???] So I feel like this is perfect opportunity this is somebody who has great

passion for the game and he has very good agendas that would take our games to the next level especially women football and I feel like this is a good opportunity for me to come together with him and see if we can work around improving football and one of his biggest mandates was to improve and grow women's football. So, that is how I got into the wave as well and then we have a new administration since 2016 and right now we have grown. We have grown and we are making baby steps, yes, but we are definitely moving towards the right direction and our biggest goal is to see that we tap into every talent all around the whole country and assure that all the girls within the country get an opportunity and a chance to explore their talents.

AS: And I like how you said about playing in Germany as well. But you missed out the main thing, one of the first African players to go and play in Europe. Everyone, just an applause to that. So, yes obviously, you are such a shining light in this role model, but I love how you spoke about just then that you were seizing the opportunity while she was still playing, constantly learning and growing as individual. So, when that opportunity was there you were ready to take.

DNO: Exactly and I think it makes things so easier, especially when you're so passionate with the game and you been a player, you coming out, you want to adventure into administration or coaching and then you have the best support system in your Federation leaders like our president. He is so passionate, or our vice president and we have the full support. So even those players like my generation was completely wasted and most of these girls want to come in right now either in administration, in leadership. They want to come in as coaches, they want to come in as physios and this is an asset that we should put together and make sure that we put it in a good use.

AS: Yes, too right! And I just want to go to Rachel, she's already smiling because I know as a football development expert at FIFA you have been to Kenya and met Doreen over there. Tell us a bit about the knowledge while she was there.

312 RP: Well, I was really privileged to get the opportunity to spend a whole week with Doreen and
313 she took me around to meet such inspirational leaders and volunteers in the country and right
314 from my first day when I met Robert the general secretary and Doris the vice president and the
315 women's committee chair, it was obvious that the leadership wanted to say a massive change in
316 Kenya. They'd already written a women's football strategy before I'd even walked in the door
317 and it was really good and so I saw my time there is an opportunity to spend time talking to the
318 stakeholders in clubs, leagues players, referees to get an understanding of what the key priorities
319 should be spending the FIFA forward funding's, so we can make the biggest difference in
320 Kenya as quickly as possible.

321 AS: And Doreen, what did you take from Rachel's visit?

322 DNO: Well, first of all, she just talked about the strategy. OK, we had already come up with
323 something ourselves but one of the things I really really needed her help with was to come up
324 with a good strategy. So, when she asked if we had one in place, I shared and she was like
325 "Doreen, this is massive, you already have everything planned out!" And I am like, I thought it
326 needs a lot of improvement and she said "No, we are going to see Dawn(?) We have spoken
327 with a few stakeholders, you guys already know. It's like you're speaking the same language
328 from the top leadership down to the stakeholders. Everybody speaking the same language. We
329 have not had women's football exposed as it's supposed to be in the country but everybody
330 wants this, and everybody is pushing for it and so we just needed to go out and now start
331 implementing." Rachel really help to see that to give us the insight of what needed to be done,
332 go into school, start programs within the schools, make sure we leave no stone unturned.

333 RP: Alex can I just say that my memory of Kenya will stick with me for the rest of my life and
334 that was going to a club session and seeing these girls play on a pitch with branches and tree
335 trunks sticking out of the ground and they will weaving past these traits and branches to play
336 the game. Their shoes were all fault, the ball was falling apart, their beeps were either too small

337 or too big. They had no sport bras but they had the massive smile on their faces, they were
338 training with intensity and I just thought if we can nail this plan and this funding from FIFA we
339 giving all of these girls a massive chance and for Africa: watch out, because Kenya is definitely
340 coming.

341 AS: Michael, I wanna talk to you as well, because how Rachel this touched on. I wanna ask
342 you about the disparity between the opportunities in Ghana for the men and the women, just the
343 pathways?

344 ME: Well I will start by saying that a big thanks to invite me and giving this opportunity to be
345 here to talk about women's football and to support them as well. I mean growing up back home
346 and there was not many women's that play football like nowadays and I will not compare men's
347 football to women's football, but all I wanna say is women's football is growing, it is growing
348 rapidly and they need our support and everything we can to support them to progress in the
349 showcase their talent in the world.

350 AS: And that is the thing is setting up those regular opportunities and having those clear
351 pathways and how you said Rachel, so people are very successful. So, football is for all, but it
352 does take that clear plan and a clear strategy in fact. Fatema, I just wanna come to you because
353 you're on the executive board at the KFA also the chair of women's football committee. Can
354 you talk to us a little bit about your approach because it has been a rapid growth in the
355 development of the women's game in Kuwait? So, can you just touch on that for us?

356 FH: Sure, Alex. First of all I'd like to it all started 22 years ago when I played my first ever
357 football match on 11 inside pitch and it was my dream was to establish a women's national team
358 that I could one day play for and last year in May as we said I was elected as the first ever
359 woman on the Kuwait football association's board and chaired the women's committee. I knew
360 that that day it was our opportunity to live our dream and finally establish women's football in
361 Kuwait. The next step was to carefully select competent and passionate woman who had the

362 same vision and dream and that's what I did. Right after we hit the ground running, we knew
363 that we needed a strategy, a clear strategy and budget to move forward. So, we started assessing
364 the resources at hand, we put an initial strategy to start off with women's football due to the
365 heat of Kuwait. The temperature goes up to 55 degrees for four months a year at least and so
366 due to many factors one of them is heat, the availability of football halls at every public school
367 and the age group of our players. We decided to move forward with a futsal program for our
368 elite girls. We hired the best coach in the region one of the best in the world, established our
369 first ever National Football League with ten teams, formed a national team had three friendlies
370 all in less than a year. At the same time we went ahead and started building a foundation for
371 our football program, working very closely with the Ministry of Education cause we know that
372 most of the girls are in schools and started organizing festivals with the help of FIFA, organizing
373 small competitions for girls in elementary school that helped us form our under 15 and under
374 17 national teams who we aspire one day to see playing the 2031 Women's World Cup. So, a
375 clear strategy was defining both programs putting a pathway for both programs, also developing
376 qualified coaches and that's what we did. We developed certified coaches for both futsal and
377 football. Kuwait young girls who are over the age of playing were welcomed to sign up for the
378 courses. We also put together a very strong communication strategy to communicate and market
379 everything we were doing to the rest of the country. Kuwait is considered liberal country in the
380 Gulf but we're still in a conservative region. So, telling the story of why it's important for girls
381 to play football or just play sports but specifically football because the number one sport in
382 Kuwait. To put it in simple words I think we had the perfect components to the perfect equation.
383 We had the passion and vision of the woman football committee members, my amazing team
384 and the Kuwait Football Association. We also had the guidance and support of the women's
385 football division at FIFA and finally the funding from FIFA forward. So, we had all the factors
386 needed for our successful journey thus far.

387 AS: I love how also you said about having that clear vision, you have got that clear aim that
388 you're going to be at a World Cup, I love that and then I know you just touched on budgets and
389 the forward FIFA program. I know going forward tomorrow there's going to be another panel
390 event on that, but Lucía I just want to come to you to maybe touch on more and how that's
391 helped you at your Federation in Mexico.

392 LMM: Sure! Good morning everyone. So pretty much before I start with the FIFA funding, I
393 would like to discuss a little bit about to know people about my country, where we're from. So,
394 Mexico is... We have 127 million people live there and 85% of it follows football. So, we pretty
395 much have football in our veins, right? But on the other hand, we have this specific problematic.
396 First of all, 70% of the population simply do not move and one out of three kids is obese in my
397 country. So that means pretty much a whole lot of problematic in the social aspect and one of
398 the main things we thought about is "OK we're thinking about developing the game, men and
399 women becoming better football players", but we have no athletes or hardly any athletes
400 because the kids are simply not moving. So, what does that have to do with our sports non
401 development in Mexico? So we understood as a Mexican Football Federation that we needed
402 to go beyond the football pitch, we needed to go beyond the stadium grandstands and we needed
403 to go where everything started, where you and I were the same, where we are equals and that's
404 pretty much the schools. So, for us it was very important to access schools and while we were
405 at it we realized the sports ministry and the education ministry, they wanted to develop only
406 four sports of which neither of them was football. So we had a huge challenge and we really
407 needed to make a change and to change the conversation towards the social problematic we had
408 which was were number one ranked country in kids obesity and on the other hand we are 85%
409 of the population follows our sport but in schools is not allowed. So that's when we decided to
410 build a program which is called [??] with the FIFA forward funding and [??] literally means
411 "We all play and we all play together" and it's a new sports initiation program for kids from 6

412 to 12 years old where in equal circumstances, in safe circumstances, we teach kids how to move.
 413 How to have fun through the art of playing and we've done it for the last three years. Thank
 414 you, FIFA forward by the way, it's been fantastic. We are now in almost 700 schools and
 415 200,000 kids are benefiting from this movement and we're hoping to reach the 30 million kids
 416 we have registered in elementary school. So, it's gonna be a long way. Hopefully we're here see
 417 the results and I mean on top of that we want to use this to inspire kids to become a social
 418 vehicle where men and women are under the same circumstances. Always, you know. In a safe
 419 environment, where we teach them values inclusion, respect, fair play but above all that we are
 420 exactly the same way. When we have fun and if we play and if there's a ball around it then they
 421 can become a social impact. So, thank you again for the FIFA funding, it has been fantastic,
 422 and our main aim and philosophy pretty much is that if we play together, we all win together.
 423 That's the positive message we want to give through football.

424 AS: What would you say cause in England we do have one of the highest registered amount of
 425 players, one of but what has been the turning point would you say?

426 RP: That's a really big question. I'm really privileged to be in the room with colleagues that
 427 have shared that 20 year journey with me, Hope Powell, Kelly Simmons, Polly Bancroft, Kay
 428 Kossington and I bet if you asked all of those that give you a different answer because so much
 429 has happened over the last few years in England it really is amazing but if you ask me I think
 430 2015 and you know what happened in 2015 Alex because you were on the pitch that brought
 431 England with your teammates the bronze medal back from the Canadian World Cup. I
 432 remember vividly that it was what was happening off the pitch that changed everything and we
 433 just had a brand-new chief executive in Martin Glenn. He came to the World Cup as his first
 434 trip and he was bowled over by what he was seeing in front of him. He was getting in this
 435 general secretaries of other countries, telling him about the potential of women's football and
 436 he was physically seeing it himself and when he came back and he saw the fans reaction, the

437 broadcast partners, the commercial partners, he absolutely knew that he had to make a big
438 statement and what he said was that women's football would be a key priority for the whole of
439 the English Football Association and it would no longer be just a small group of people that
440 would develop it. So, we now have an army. An army of both experts in women's football but
441 the whole English FA supporting us to take the game to the next level and that for me was the
442 game changer.

443 AS: I was just thinking about the early speech from Fatema as well. Everyone just rolling up
444 their sleeves and moving this game forward but the important also, you just mentioned Hope
445 Powell in the audience of female coaches being role models also.

446 RP: Absolutely! I mean you know not only do we need to change the gender imbalance
447 balancing coaching but we need to ensure that those female coaches are represented of the many
448 communities that we now have playing football and so we need female coaches from different
449 ethnic minorities, we need female coaches that have different social backgrounds and we need
450 female coaches that get that the cultural changes that some of those girls have to deal with at
451 home and by taking those females onto coaching courses that really talk about what does the
452 novice beginner girl really need from her first experience in football and giving her the
453 confidence that young player to enjoy that first few session so she wants to carry on the game
454 for the rest of their life. They have such an impact on this, so important role models and I'll just
455 say here cause I think it's really important giving them the right environment those coaches to
456 go and have those first experiences to try coaching for the first time in a safe female friendly
457 environment with mentors that support them because no longer should women have to put out
458 cones, put the balls back into the bags and wash the beeps as they're only work that they have
459 to do in coaching actually. They have to get on the pitch and support the girls because they are
460 the key role models.

461 AS: Yeah round of applause for that everyone! Michael, you are smiling, I'm coming to you
462 next on that same topic because when you look at your home country in Ghana, there has been
463 so much great work that has been done but when you look at actually the total the number of
464 female coaches still only 2%. So what more can be done? Is it about getting more female role
465 models?

466 ME: I think I need to put in some words in there so that the ladies can get and do their coaching
467 budgets, but I think they need role models and all of that. I've known some of the women's and
468 when they finish career they move out of the countries and they live abroad and stuff like that
469 but I mean it would be very nice to see a lot of women when they coach back home and helping
470 the younger ones coming up. So, I think it's I would go down to the FA to encourage the ladies
471 to do their budget to help them as Rachel said to help that the younger ones. That would be very
472 good.

473 AS: Before we wrap up because going forward, we are going to be speaking about just the
474 importance of competitions and leagues. So Fatema, I just want to come back to you because
475 how important this next four weeks will be for Kuwait?

476 FH: It's very important. 20 years ago, watching my idol play in the 99 World Cup Mia Hamm,
477 it was impossible for me to even think about representing my country playing football and today
478 it's different. Girls and women back home know that one day they will play any World Cup,
479 they will be able to coach in the World Cup and honestly sit across of legends in a room like
480 this... This was all a dream for me but it happened but today we know that these girls can believe
481 in themselves, can play the game they want to play and is everybody's been saying we need
482 more role models and in Kuwait surprisingly football is the only sports right now that has a
483 woman on board, that has a League, the only sports out of 10s of sports. So, we have young
484 girls now telling their moms that they can't believe they could play not only in school but in
485 leagues. That they could represent their country one day. So, we're just happy and I think it's

486 the biggest World Cup to date. It's been reaching, I think every corner of the world and even
487 our TV stations are broadcasting the game. So, I think it's more relevant than ever and it's
488 reached a bigger crowd of girls than ever.

489 AS: And Lucía, for Mexico?

490 LMM: So, for us it's a tough World Cup, we're not in it. I believe and I would encourage
491 everyone here to build on the foundations. That's pretty much the basis of everything. Last year
492 was a very interesting year for Mexico, we did not get into the France World Cup, but we were
493 runners-up for under 17. So that speaks pretty much about the pathway we are building and
494 what Fatema says is correct. I mean now girls had more accessible, they see their pathway, they
495 have a vision and also as a Federation we do too. We were here next time to compete, we are
496 here hopefully one day to win it and to continue building that more girls that can dream about
497 kicking a ball. Now they can do and that for us is like a dream that is coming true in our country
498 and we're working really hard to make it happen for every girl in our country.

499 AS: And in doing for you it was different cause it was about having those regular playing
500 opportunities.

501 DNO: Yeah it was totally different being actually the first Kenyan to play professional football
502 or let's say sub-Saharan Africa to play professional football. It was really difficult cause I never
503 featured in the Africa Cup of nations. I never featured in the World Cup. It is every player's
504 dream that one day you get this opportunity to play at such a stage but that was not possible in
505 my time and moving forward right now there's lots of support system from FIFA, from
506 Confederations and I think at the regional level we should think of activities or competitions
507 that will ensure that players are exposed and I would bring in an example. Our secretary general
508 has been pushing so much for a club championship for this Africa region. So we're planning to
509 have it this year and so far four teams have confirmed, Uganda, Tanzania, Ethiopia and Kenya
510 and this will be the very first time we're doing it and for us it means that it is a step that we were

511 willing to take and hopefully it will inspire the other nations from this CAF region too to want
 512 to join in next year and then from the Confederations level... It would be great to see that we
 513 have the Club Championships, the Champions League for the whole continent which will mean
 514 that there's more competition for women. Not just waiting for the qualifiers for the Africa Cup
 515 of nations and maybe for the World Cup. So, if we have more competitions definitely this is
 516 going to bring about growth and development and there will be equal competition for all.

517 AS: And that's the thing, it is competition and we stress the importance of how visibility matters
 518 to create those role models for young girls seeing it and believe in it and that they can go on in
 519 achieve it. I just wanna bring on Amanda who's got some social media questions for us.

520 AV: Lucía, you said we need to go beyond the stadium and the grandstands to where the girls
 521 are and you said in the schools and I think when you describe the "how", what you did with the
 522 FIFA forward program and putting together [??] to me there's something really tangible about
 523 that and as we're sitting here today the "how" is critical and every member Association is gonna
 524 look different in what that "how" is. So, Rachel this question is actually for you. Jane Purdon
 525 is a woman in England. She just posted this, who runs an organization called women in football,
 526 and they've launched a campaign online called "#WhatIf" and it encourages people to take a
 527 pledge what if we did something big or did something small to move the women's game forward
 528 and the FA recently pledged that every school girl will get the opportunity to play football. Now
 529 we've seen how it's been done in Mexico but let's talk a little bit about how it might look in
 530 England? Rachel can you share with us some of your insights on how you're going to make this
 531 happen.

532 RP: Well, firstly I've been stitched up cause I thought we'd finished and I get another question
 533 and Jane Purdon just to give you context is a brilliant sports and football administrator back in
 534 England but more importantly she used to come to England lionesses matches abroad when we
 535 were really rubbish and she came to double the fan base that was there with her and her husband.

536 I never asked for a free ticket, so she's a good person. So, to answer the question in terms of the
537 schools: Yeah, it's a fantastic time for us. We're working with an organization called the "Youth
538 Sports Trust" in England to look at the way that football can support the educational needs of
539 young girls because in England for those who don't know, netball and hockey are the big two
540 sports in schools and we don't want to replace those sports because they're great in their own
541 right. We want to compliment them by finding time in the curriculum or extra curriculum to
542 deliver some football activity but that football activity it has to be aligned with the educational
543 needs of those girls. So, it's about character building, it's about confidence, self-resilience.
544 Everything that we need for those young girls to be prepared for the future and alongside that
545 it's about teacher training and it's about taking those young girls are really really engaged to be
546 the volunteers of the future and helping them to understand that their support of their peers in
547 schools can be really helpful to those teachers. So yeah, we've got a really fantastic opportunity
548 to work with these schools with doing it through funding that we've received from 2 sponsors.
549 So, I think the future is really bright and I think that we will be able to achieve this, and I'm
550 really excited about that opportunity.

551 AV: Yeah thank you for sharing that and I think that's a good challenge to the member
552 associations in the room to think about how do we implement and the differences between our
553 member associations but I think the sparks of ideas each one of you today has really shared
554 something really powerful and inspirational that hopefully everyone in the room can take
555 something away and apply in their own member associations. Alex, back to you.

556 AS: Thanks, that wraps and concludes the first panel event of the day. There's plenty more to
557 come but a big round of applause for our first panelist. Thank you very much! And just before
558 we all leave this stage, I just want to say, I hope that it's been a great kick start to your day and
559 just really how magical these next four weeks are gonna be and hopefully monumental in

pushing an encouraging change just on and off the field as well but have a great day everyone and will see you over the coming weeks as well.

Interview with Fabimar Franchi, Verónica Boquete Giadán, Mónica

Vergara Rubio 1:32:30-1:42:40

FF: These stats that we heard from Alex in the previous panel show the extent to which competitions are absolutely crucial for the development of women's football in CONMEBOL. We really feel this is how stars grow. That's how we need to ensure that people are able to become stars through these competitions. So, let's go straight to our experts for this session. We are going to start with Verónica. So, share with us little bit what your experience was like in participating in youth competitions for example in the under 19 Women's World Cup in 2004, when you won the Euros that same year. How easy was it to get there? What was the effect on the development - your career development - and what did you learn from the experience?

VBG: Well, I think that without a doubt taking part in those tournaments was a key moment in my career because I didn't really have any female role models, I didn't have access to information around the opportunities that I might have in the future. I didn't really know or really feel that being a professional footballer was an option at the time. So being part of these Euros and being part of the Women's World Cup is a real inspiration, it motivates you and then there is the sporting side of it, of course. That opportunity to play in these key matches gives you real experience. So that when you get to something like this to a Women's World Cup 2019 France you have experience and it means that the level of play is much higher.

FF: Absolutely! Without a doubt this is an experience that changes your life. It gives you a new perspective and it opens you up to all sorts of new opportunities. Mónica, let's move on to you now. How does this resonate with you and your players, what's the impact of these youth competitions on your players and also the impact on coaching staff too?

585 MVR: First of all good morning to you all, it's a real honor to be here with you and what I take
 586 from what Verónica said and what I share absolutely given the experiences that these top
 587 players are having. Well it's that real boost that you get. FIFA has this new strategy,
 588 Confederations have been working on this front and the idea there being to give girls a real
 589 vision for the future, clear pathway for them. In 2004 is talking very about this. There was an
 590 under 19 Women's World Cup and as a senior World Cup and now thanks to all these different
 591 strategies for development, we have all sorts of different programs for under 15, under 17, under
 592 20 and then obviously the senior national teams also and we're going to have an amazing party
 593 here in France in the next month. So, that's the 1st parallel that I pick up on because it is crucial
 594 to recognize all the ideas and strategies, all the work that's done behind everything that's
 595 happening. The most important aspect for me now is what comes out of these tournaments.
 596 These tournaments help players, help coaches, help female referees have a very clear vision of
 597 how they can develop. All girls know now that if they want to play in the national team there is
 598 an under 15, under 17, under 20 process that you go through in order to get there and that means,
 599 that straight away there's a connection with the players passion imagination, inspiration,
 600 determination, perseverance and also patience. They know that patience is involved because
 601 they know that things that are worthwhile take time and so they can go through each part of the
 602 elements of that process and so I think that pathway is crucial and I think that's a key element
 603 of what we get out of these tournaments because we were being able to develop young girls
 604 from an earlier age and we're creating that idea of development.

605 FF: I absolutely love everything that you've just said. We've heard also so passionate speeches
 606 and passionate comments on women's football and football is passionate and that women's
 607 football is not different in any way, it fills us with emotion Mónica share with us a little bit also
 608 about the strategy that you have for nurturing youth talent in the context of the Mexican League.
 609 What are the rules in place to protect the players?

610 MVR: Well, I'll told you specifically now about my country, about Mexico. We currently have
 611 a certain number, rules in place and structures in place thanks to our Association because they
 612 wanted to really develop grassroots football and then from there it became important to create
 613 an amateur league. So, we have an under 13, under 15, under 17 and under 20 league this kind
 614 and then a number of years ago thanks to all the work that had gone into all of this. Thanks to
 615 all these people who are so brave and open to all the doors and people showed great
 616 perseverance. Thanks to all of that. We now have managed to really realize the dream of having
 617 a professional League. So, it's only a couple of years now that we've had that league in place.
 618 How do we going to developing that? Well, we started by having a number of rules in place.
 619 So, we started with 16 teams in 2017. 2019 we have 19 teams and the age cap in 2017 was
 620 under 23 and at that point teams could only have two players that were from the senior national
 621 team and the idea behind this was to develop players from early ages, so that we could protect
 622 the youngest girls and so what we did was to ask each team to ensure that there were 680
 623 minutes of play for under 17 players and in matches they couldn't have longer than 180 minutes
 624 which meant that the youngest girls were then going to have a chance to actually go on the
 625 pitch, going to start, to get out there on the Azteca Stadium and that they were going to have
 626 that experience from a young age, from the age of 15. Currently there are certain changes being
 627 made to these rules because we are seeing that girls are growing alongside with the League. So,
 628 we started with this under 23, now it's an under 25 and actually it's being opened up, so that
 629 each team can have six players over that age and there's also the option for each team to have 6
 630 Mexican-American players also. So that's a way of supporting the development of women's
 631 football and we're hoping that that will be fruitful obviously and we'll see the impact on the
 632 senior national team.

633 FF: I absolutely agree, and I think everything we're doing here and saying, it's all about
 634 leadership and about creating a platform, a launchpad for our talents to be able to grow and be

635 nurtured. We have these development leagues for under 14, under 16 and we need to think
 636 about how, from the different positions were we in, how we can boost all of this, how can we
 637 boost the developing? So that's a wonderful example that you've just given us Mónica, thank
 638 you very much and just to finish, I would like to hear from both of you, from Mónica and
 639 Verónica. Can you tell us how you would like to see the youth tournaments develop for the
 640 good of the game? So, what changes you'd like to see?

641 VBG: I think more than changes, it's improvements that we need. So how can we improve the
 642 situation, how come we to more frequent tournaments, so that there's more access to girls, to
 643 women in all countries. I think that was a crucial aspect. Sarai's speech reminded us all, all of
 644 us that are here, all members of member associations that these tournaments can really change
 645 lives. There hugely powerful in a sporting level, on a personal level too and I think starting at
 646 the very basis. The very basis is the key at the grassroots, and I think it would be good to meet
 647 again in four years' time to talk about the great improvement we'll have achieved.

648 MVR: I would just invite you all to believe in women's football and to really give women's
 649 football opportunity to grow. How can I pick up on what Verónica has said or how can I give
 650 you a useful example? Well, creating these spaces, thanks to the efforts of FIFA, the
 651 Confederations, the member associations, for me this is all being reflected in the World Cup
 652 that I've just participates in and I was delighted to be runner up in that and this is the result of a
 653 huge amount of work and I really invite you like I said to believe, to believe in growth, to
 654 believe in development and you can see my experience. I have a wonderful mentor for the
 655 World Cup and that inspires me to be a part of all of this and I can see that there is real possibility
 656 in the future to contribute to the young generations and I can pass on some of the prizes that
 657 I've had from and the pleasure that I've got out of football. So, believe in women's football,
 658 believe in the people you have in your Confederations at the head of your Confederation and
 659 give them the spaces and the possibilities to develop because football can still grow a lot.

660 FF: Thank you so much for that there's been a true privilege and a real honor to have been here
 661 for this session representing CONMEBOL, representing girls from across South America.
 662 Thank you very much to both panelists, please a round of applause for them both, they have
 663 been excellent.

664 **Panel Discussion with Laura Georges, Mikael Silvestre, Brigitte Henriques,**
 665 **Jean-Claude Hillion, FFF 2 & 3 1:50:10-2:22:00**

666
 667 LG: So, Brigitte, I will start with you, so you have been travelling across the territory for a
 668 while, you have been meeting the districts, the leagues and you have a lot of energy. This year,
 669 I joined you. When we speak about this World Cup, your eyes shine. It is only one day away,
 670 so what does this represent for you? What does it mean for you to host den FIFA Women's
 671 World Cup for players, the fans and the development?

672 BH: Thank you, Laura. Thank you to all those and who have come here. Just one day before
 673 the kick-off. To me, I am living the dream. Today in France, we always feel like... We've always
 674 had as many 185.000 females linked to the federations committed to 2.000.000 and in 1950 it
 675 was actually banned for women to play football. When I started in the 90s there were only
 676 20.000 of us. So, we have actually really gone far. Yes, my eyes are sparkling with joy. So, the
 677 fact is if we have so many who are related to professional football nowadays, it is not thanks to
 678 me, it is thanks to others. Mr. Le Graet had a political drive for this and all the elected officials
 679 of our district have participated in pushing the game forward for women. On the field we have
 680 worked a great deal. I would like to thank to all those who have participated for so many years
 681 and pushing this game forward and please, all those who are here present from the Federation,
 682 please stand up in the room and we will give you a round of applause, thank you! Without you
 683 we would never have been able to achieve what we have. It is a dream, indeed. It is a true
 684 opportunity. Now we can actually start going faster, we have only caught up. We now have a

685 development strategy for the next 10 years, we will be able to create more teams, we will have
 686 a proper legacy. There are only a few who are educators, so we need to invest in more
 687 infrastructure, and I don't want to take the floor for too long here. But as Le Graet said, this is
 688 not faith. However, we all know that in some countries for many years, the women's game has
 689 not physically present. So, this World Cup is going to enable us to have a social impact. I think
 690 that joining men and women in these structures will give more facets to two points of view. It
 691 will allow the associations and the businesses to move forward. Basically, we are going to be
 692 more diverse. Thanks to the presidents of men and women, thank you.

693 LG: As you have said, our leagues and districts are the ones who are pushing forward the game.
 694 The districts are doing a great deal for women's football. Jacky, could you please tell us about
 695 what happened in Normandy?

696 FFF2: Yes, of course. This World Cup is an opportunity. It brings us more women professionals
 697 or all people who are associated with the clubs and basically, we ask ourselves "What can we
 698 do for these young girls and women?", and so we set something up. We worked on one specific
 699 category the [??] and we allowed them to play football. But what does that mean? We organized
 700 a football competition by creating platforms which would allow them to regularly progress, to
 701 practice the game. In order to play however you do need support and that is why now we have
 702 training for the trainers. We were talking about diversity, indeed and this training program was
 703 provided to all those who wanted to provide the services to the teams, we need 6 trainers or
 704 sports staff. So now we have a specific budget heading in order to provide pedagogical material,
 705 so that the young girls can progress properly and of course, it was important to also to participate
 706 in the World Cup. We have given the opportunity to all these young girls to go to the match of
 707 Spain against South Africa. We wanted to allow these young girls to go to a match, a women's
 708 football match in the context of the World Cup. So Saturday they're going to be witnessing this
 709 but maybe in 15 years they will be adults and they will be sitting in your seats in this particular

710 room and they will be able to say "Yes, in 2019 I actually participated in the Women's World
711 Cup". This project is also required to Technical Support, so we have technical experts from the
712 Normandy region, and we have also organized all the moderation and the support services
713 required for this project. As Brigitte said we all have wonderful ideas and wonderful dreams
714 for the women's football today. Thank you.

715 LG: Thank you very much for being so enthusiastic about it all. Jean-Claude you organized the
716 under 21 games at Brittany.

717 JCH: Yes, we were lucky. We organized a World Cup in Brittany, we had 5000 spectators for
718 the finals, and it was a wonderful experience. I think many people in Brittany were able to
719 discover women's football and it did have an immediate impact on the number of people
720 associated with the football of 15% and it created great euphoria in the context of the under 20s
721 World Cup. I really feel that we did something important because we were able to attain a
722 certain level of the public that we have not been able to reach beforehand. People from certain
723 areas, from the less privileged areas with immigrant backgrounds and so on. We also focused a
724 lot on the support for the disabled and we were able to reach certain types of public as I said we
725 had 22 stages where we were able to bring together thousands of children both girls and boys.
726 We organized futsal, five member teams, CC football and basically we provide all sorts of
727 games for people with disabilities what enabled us to be in contact with people from the less
728 privileged areas like counselor states for example and this was a very important for us now. It
729 was important for us to reach this public. So, we have a young lady here who has a really
730 invested a great deal in these projects, so thank you very much, Elouise. Elouise is here present
731 in this room. We have also organized events for this week. Approximately 3000 schoolchildren
732 will be transported by bus in order to go to some of the matches and we will be able to allow
733 14.000 to watch the matches. We will continue watching women's football. I am sure that the

734 summer of 2019 will be just as wonderful as the summer of 2018 and Brittany and people will
735 be encouraged to watch more and more women's football.

736 LG: Yes, the fact is that we believe that everybody has access to football in France but here it's
737 not true. As some people are disabled, some girls do not have access to the sport and so on and
738 so your work is admirable. You have worked in collaboration with the clubs, with youth clubs
739 and so on in the various council of states and so well done. [??FF3], we were in your region
740 with Brigitte. We played on the beach with 1200 girls tell us about it.

741 FF3: In 2002, 17 years ago we decided to get young girls to play on the beach and 1200 girls
742 that played on the beach last season and with the city of Nantes, we managed to encourage these
743 girls to play on the beach. They loved it and at the end we had a gala match where former
744 international players played on the sand too including Bridget of course. It really was a great
745 celebration. On the 17th of June we're going to be taking them to Rennes. We have rented 10
746 buses; they will be wearing the French football shirts. When they played on the beach recently
747 and they played not only in the French football shirts but also in this football shirts of the 24
748 nations participating in this World Cup. So, to these are games on the beach or we have invited
749 people associated with the formal football associations and others, there are 40%. However,
750 that do not associate with formally with associations and 35% are and so basically, we have
751 encouraged a 500 new players that to associate themselves formally. There were 386 players,
752 but we have also gotten 900 leaders involved in the district of Loire-Atlantique. We have new
753 educators on our team, and they're involved in women's football. We also have 231 clubs and
754 amongst these clubs we have 75 women's sections, 5 new ones will be created in September, so
755 we will have 80 in total at that time and once again we allow the under 6 to the seniors to play
756 they can have an 11 member teams. They can also have 8 member teams and they are very
757 proud, the Loire-Atlantique region supports the French team and whether it be club celebration
758 or anything other type of event, we always express our support for the French team thanks to

759 the distribution of football shirts against the backdrop of our flag and recently we have received
760 so many emails telling us that to carry on and you have given us lots of joy.

761 LG: So, your testimonials all have something in common. They all say that places have been
762 created for women, for girls and that celebration such as these allow young girls to improve.
763 Now tell us a little bit about the ticket sales. We have sold many tickets, not only by the district.
764 How have we managed to beat this record?

765 BH: When FIFA gave us the opportunity to organize this World Cup, we thought "Wow!". 52
766 matches, one month of competitions, 20,000 seats and then we have to fill stadia of 20,000 to
767 50,000 spectators, we got really worried, we got "Oh my goodness". How are we going to do
768 this? So, thank you to Germany, Canada and all the other federations who have helped us forge
769 a vision and a strategy. So there are nine main cities that will be welcoming people and thanks
770 to Mr. Le Graet, Mrs. Fillon, Laura, Frederik [??name], who is president of the legacy section
771 of women's football. In our Federation, we have been able to achieve a great deal. In June
772 recently and there were many people in France who had no idea that this Women's World Cup
773 was going to take place and so what we did was we wanted to encourage the families and so on
774 too or to promote the celebration of this World Cup. So, we have 16,000 clubs here who have
775 allowed this promotion to take place and along with Laura and myself over the three past years,
776 we have traveled across France in order to promote the game. We received the support of the
777 elected officials of the various towns. We had a win-win situation here; we were telling the
778 elected officials that there is a wonderful event that was going to take place in France. That
779 there was going to be 1 billion spectators as said Mr. Infantino and we were telling the elected
780 officials and the clubs that they were going to be able to associate themselves to these events
781 and that this would create a legacy. So, we were able to sell them this win-win situation but let
782 me tell you this was a challenge. We have sold a one 930,000 tickets out of our 1 million
783 objectives. Over the past year so many people have joined us in our efforts. In France we don't

784 have the same system for ticketing and ticket distribution as in the Euro 2016. What's my idea?
 785 When I was a player, when I went to the US the stadium was full, there were young girls who
 786 were playing and I was thinking "Wow this is what I really want from my own country" and in
 787 2011 when I was voted in and along with Mr. Le Graet we went to the World Cup in Germany
 788 and we saw how these stadia would completely full, the level of professionalism of the female
 789 players and so on. It was wonderful! We also learned a lot from Canada that was highly
 790 professional too and I would like to thank all those who were involved and who helped us
 791 achieve our objectives. Thank you!

792 LG: So yes, full stadia that is one of the big objectives of the Federation. So, what do you want
 793 as a legacy? So, what legacy do you want?

794 BH: Thank you very much Fatma to have accepted to represent our territories. There are all
 795 those who will be participating in the LFA tomorrow. They have participated in the creation of
 796 this legacy they made, contacts with the clubs they managed to have access to these young girls.
 797 Thanks to the breaking down of cultural barriers. We had to help our clubs and that what needs
 798 to be done. As you know the sport changes. Many people just want to play the sport for the sake
 799 of it, no competitions. In France women's sports are not particularly well developed. So, we
 800 want to be able to push this forward, we want to raise the visibility of football, so that partners
 801 and sponsors can jump on the bandwagon. The fact is across the globe and there are many
 802 women who play football and in France this has not been the case. So, I think that we are acting
 803 as a proper driver right now. I think that the French Football Federation is going to become a
 804 real driver to push women's football.

805 LG: Mikael, you are listening very closely. You have played in the World Cup; you have played
 806 really important competitions and so you know what this is going to mean for the young girls
 807 and women tomorrow.

808 MS2: Yes, we will be making memories in the stadia with the families. Families will come
 809 together, brothers, sisters, grandparents, parents. Those are the memories that we will be
 810 keeping for life. In 1986 I remember what the French team did in Mexico and my idol Platini
 811 had to go onto the penalty stage and it was very difficult. Nowadays the women's teams are
 812 highly qualified, and I think that it is going to be a great show and I think that it is going to be
 813 an opportunity to celebrate French women's football. I would like to thank the leagues president
 814 and all the staff. So, I live abroad and so I am not following this quite so closely as I could have
 815 over here. I do believe that it is important to fill the stadia and in 2003 I participated in a
 816 competition in which the stadium was full and I think that it is really important because it creates
 817 a fantastic atmosphere and it's a real opportunity to make memories. Now let me tell you
 818 something about the legacy. It is important to have educators. We want to promote vocation; it
 819 will boost this momentum. My daughter plays for West Ham, she played in the US amongst
 820 others and I think that her ability to have reached this level as well as doing her homework and
 821 so on has been thanks to the coaches. I think that we need to give the means to the leagues, to
 822 the schools and so on to train good trainers, so educate as we call them. So, what I want to say
 823 is I support the French team, I support all the other countries as well and I would like to thank
 824 all the participants.

825 LG: OK, so you live in England. Which team is your daughter going to support?

826 MS2: My daughter is kind of split between England and France, but I think she will follow my
 827 footsteps and support France.

828 LG: Now to you, gentlemen, what do you think the legacy of this Cup is going to be here?

829 FFF?: We feel that it is very interesting. Last year it was fantastic until we hope that this year
 830 is going to be just as good, the last year we came forth, but my greatest hope is people truly
 831 enjoy the events.

832 FFF?: I want to 61,000 young girls to be related to the professional football associations
833 compared to 58,000 now. I think we need to think about what is going to be done next. At the
834 moment we have the World Cup that is here OK but this is going to create a demand and so it
835 will be important to think about what we will do in future in order for little girls to want to
836 continue being interested in the game as well as young women or women and mothers to send
837 their daughters to football classes because the fact of the matter is, women have a real place for
838 leadership in French football. I don't think that women are should simply accept the underdogs
839 positions in the clubs. That is the legacy that French football will have as well as the worlds
840 football scene. We want to have women leaders on a national level, on a regional level and so
841 on because I think the women have a true role to play in the heart of football.

842 LG: Thank you very much and I think that is really touching. Even more touching that a man
843 is saying these things. So, Brigitte, are you going to be following all of this?

844 BH: Of course! So, I would like Mikael daughters to support France because England has so
845 many medals already and that is why I have my little token medal here it is a good luck symbol.
846 In 2018 the French team was fantastic, it kept France really excited for very long time. We have
847 gained a lot already nowadays in France everybody knows that there is going to be a match.
848 We have 135 countries that are bought broadcasting rights, TF1 and Canal+ are going to be
849 broadcasting the event and I feel that whether it be amateurs, elected officials or professional
850 footballers and so on, to have really jumped on board to be able to participate what is a real
851 human adventure here. I think that is a great achievement. Laura participated in this human
852 adventure. We had one year left to mobilize everybody and Laura was a professional player,
853 she was credible, she was well known. It was wonderful she still had one year in her career. I
854 had played in the US, I had traveled a lot and so on but if you have an ambassador such as Laura
855 who has participated in three World Cups, it is amazing and that is why I'd like to highlight the
856 fact that even if you are at the end of your career that professional players are all passionate

857 about the game and you form part of the generations that have incredible talent and have reached
 858 a very high level in the game and it's thanks to you that so many people want to go to the stadia,
 859 that the media are interested in the events and they're interested in this because of the high
 860 quality of the game. In 2011 we were able to exit our anonymous status because in 2010 we
 861 had many problems and what I want to say is: Yes players, your passion is contagious and you
 862 need to communicate to the others that women want to win trophies too, like young girls want
 863 to do the same and I do hope that this particular World Cup will be a true driver for women's
 864 football and all countries. Thank you!

865 LG: Yes, this World Cup is not just one month of competition. It is an adventure for both men
 866 and women and I really urge you to live it to the full and I want our World Cup to be the
 867 opportunity to enjoy a fantastic atmosphere and I wish you all the best and welcome to our
 868 country. Thank you!

869 Karina LeBlanc 6:45-15:17

870
 871 When something is taken from you, sometimes it's when you forget how badly you want it. I
 872 think we all have something unique; we all have something that is like an inner greatness within
 873 us. When I tried it for first ever big team it was the BC team in Canada, because Canada is
 874 different provinces. I remember going to tell my friends and we were on the car and I tried out
 875 and I was the only one to be cut. So when I was cut it was devastating but I remember driving
 876 the car after my crying and my mom being like "It's OK" and my dad was just like driving, he
 877 just seemed so angry and I'll never forget him. He pulled me aside and he turned his head and
 878 asked, what you are gonna do? And being cut was the best thing I ever did. Before practice after
 879 practice and then I finally earned it and I remember just going in working and got called into
 880 the national team within a couple of years of being cut. I told young girls to dream big, like
 881 crazy big, work hard never ever let anybody tell you can't do anything and to believe in yourself.

882 I think that's one of the biggest things is that the world will tell you what you can't do but when
883 you know where you wanna go, when you know who you wanna be, believe in yourself, don't
884 make anybody shake that.

885 Hello world, this is so exciting. First and foremost, if you have ever played for your country,
886 please stand up because we are all legends in this game. Stand up and a round of applause!
887 Wuuuuuh, women's football!... and men. Thank you very much! I remember when we in
888 December Sarai and her team called us into a room and it was the draw of the World Cup and
889 we all sat in a little circle when we're like "Uh, what's this gonna be about" and then they
890 revealed to us this idea, that we're going to be superheroes and I was like "A superhero?" but
891 thinking outside the box and seeing what's happened I'll tell you the direct moment, I knew it
892 was real. I was with my niece, five years old and we watched that video together and we
893 watched it and she said "Auntie KK, I want to be a superhero. Let's go play football!" and she
894 ran out and everything on the field and she's never really touched the football before but she's
895 like "Am I a superhero yet?" and I was like "You absolutely are!" It's the power of doing unique
896 things to showcase the game. I used to be the shyest kid in the world. Yes, it's true nobody ever
897 believes it and what changed my life was this ball in football. I moved from Dominican at age
898 8 and it was a small island in the Caribbean where unfortunately girls didn't have the opportunity
899 to play. I moved to Canada, right finally got my chance and the truth, the reason I even started
900 playing football was I was invited to a sleepover. I just wanted to connect to people and make
901 friends that would change my life forever. I would go on to play in five Women's World Cups
902 and on this day, four years ago, we had the opening game in Canada and I'll never forget the
903 rush, the adrenaline rush because before World Cup and I know France this is what's gonna
904 happen, you have this like anticipation and the world is ready and you think you're ready but
905 on game day, everything goes through you and we played that game and I remember, we made
906 it interesting for the fans we scored in like the dying minutes of the game and I'll never forget

907 the celebration because the world celebrated, Canada celebrated but most importantly the young
908 girls celebrated. Four years later here I am today acting fancy as the head of women's football
909 for CONCACAF and we just released our strategy two days ago. Yes, and it's so important to
910 have a plan because when you have a plan, you become vision clear on where you wanna go.
911 We know that through women's football, we can improve lives and change lives. I'm living
912 proof of that and one of our pillars is communicate. Communicate to commercialize. We created
913 an own Instagram channel, if you wanna follow us but the most important thing is that on all
914 those channels one of our most popular views was actually not the field and the result but the
915 girls having fun because people want to see and understand and feel the success of women but
916 even more importantly right now in this Women's World Cup, we have three teams, two of the
917 top five in the world. USA number one, Canada number five but more importantly, we have the
918 Jamaican women's football team and I tell you why that's important because these women have
919 changed the conversation, not only in their country but in all the islands. Young girls now can
920 see a black girl who looks like them from a small island played in the same streets like them,
921 had little hopes, played with the same broken boots, go on the biggest stage and represent the
922 region. The Jamaican women have already won before they even step on the field. The fact is
923 when you start to showcase the stories, good and bad, when you start to use the athletes, I'll tell
924 you every single athlete who stood up here knows that they did not play the game for the 90
925 minutes. Every single woman I've ever talked to who has played for their country knows that
926 one day stood in that field and they put that flag on their hearts, they were doing it to inspire
927 the next generation. That is why women play football and that is why you need to use the voices
928 of the players, use the stories, the failures. You saw my failure, I got cut. I got told that I would
929 be nothing. The shy girl who was meant to do nothing found a voice through football. There
930 are young girls in your country right now who need you to give them that voice, who needs you
931 to give them that opportunity and when you do it, trust me you will commercialize the game.
932 We as players or former players... Sometimes I still think of myself as an athlete. OK sorry, the

933 players that will play in this World Cup, I promise you they're not just thinking of a minute they
 934 play. I promise you they're not only thinking of winning the World Cup. I promise you they're
 935 thinking of inspiring a generation. That is what we did in Canada, that is what will be done here
 936 in France but most importantly if you do not give young girls and women the opportunity to
 937 play, to have voices, to understand who they are because I'll tell you what. There are people
 938 who believed in me before I even saw in myself but it's up to you. It's up to you to leave a
 939 legacy, it's up to you to take notes and listen and be the game changes in the game and not just
 940 show up here and be like that was powerful and leave and go back to your old ways. This is a
 941 defining moment in women's football, this will be, and I say this after us hosting the biggest
 942 ever Women's World Cup in Canada. This will be the biggest, the deepest, the most significant
 943 Women's World Cup ever and you need to use this in every single one of your countries whether
 944 or not you are playing. So, I tell you this is just the beginning because it's not only up to us, at
 945 FIFA, at CONCACAF but it's up to you. Every person who sees them giving a young girl an
 946 opportunity. Now I'm supposed to introduce the fans, so FIFA has this fan movement which is
 947 as we all know the game would be nothing without the fans, agree? Yeah so, I'm gonna
 948 introduce a quick video and then introduce some two awesome people.

949

950 **Panel discussion with Amanda Davies, Barbara Slater, Kate Johnson,**
 951 **Shoko Tsuji, Philippe Le Floc'h 30:20-1:02:35**

952

953 AD: Barbara, let's start with you. Karina was speaking so eloquently about responsibility of
 954 everybody in this room to use this moment and take it forward. What do you see as the
 955 broadcaster's responsibility role at this moment in terms of the women's game?

956 BS: Well, I think it is to give the FIFA Women's World Cup respected investment it deserves
 957 and certainly from a BBC point of view, we really wanted to do that. So, every single match

958 will be live, will have major network coverage. For example, over the weekend all of the
 959 matches will be on our flagship channel and I think one of the really important things as well is
 960 that were covering this is a tournament. We're not just covering it to follow if you like the
 961 domestic interest. We want to leave at the end of this great event superheroes which you've
 962 heard being just discussed not just England, Scotland but actually global superstars and so I
 963 think our investment is to tell the whole story frankly just as we would the men's game and
 964 many of the techniques were bringing here from the presentation stadiums, telling the back
 965 stories is exactly what we were doing at the men's World Cup. So, we're seeing those at the
 966 investment that the coverage that we're going to make and the buildup that we've already
 967 provided is increasingly on the path.

968 AD: You have branded this whole summer of women's sport, change the game. That is not a
 969 name you will have come up with lightly. Tell us the thinking about behind it?

970 BS: Well, this summer I think in the UK is almost a kind of a perfect storm where built actually
 971 around this event because it's absolute showcasing flagship. Actually, there are many other
 972 events where women athletes will shine, and we just felt this was a moment to provide a
 973 platform. So, there is a trails campaign behind this. That is on the scale of the BBC's Christmas
 974 campaign because the potential here is for this to be the most fantastic springboard. We've had
 975 football and we've seen great indeed the championships in 2015 a fantastic springboard. I mean
 976 we reached in the UK an audience of 12.000,000+. What was most telling about that 12 million?
 977 Is 48% said to us they had never watched a women's football match before. So, imagine if we
 978 can increase those audiences, imagine how we can spread the word and actually really engage
 979 new people and build their enthusiasm.

980 AD: Yeah, I've got plenty more about the BBC's campaign to come. We're going to move on to
 981 Kate but just before we hear from Kate, we can have a look at one VISA's FIFA Women's

982 World Cup campaigns... A lot has been made about VISA's investment in women's football.
983 What is it about women's football that has driven that?

984 KJ: I like to say that we've been investing in women's football since the beginning. We became
985 a sponsor of FIFA in 2007 and part of that decision to become a sponsor of FIFA was the
986 Women's World Cup. So, you know at the same time right now there's we've all talked about.
987 So we heard in Fatma's speech, in Sarai's speech, you know this moment it's really critical to
988 be standing up and brands leaning into that and sharing voice in that and you're seeing a really
989 powerful movement in all of that right now. So, for VISA I mean half of the world's population
990 is women. VISA is everyone, everywhere we stand for acceptance, inclusion, diversity. You
991 know standing women up is just good business sense and this moment in time was one that we
992 were really excited to lean into.

993 AD: Philippe, let's come to you. You must be rubbing your hands with glee when you hear the
994 likes of the BBC, the likes of VISA talking about this and this opportunity for the women's
995 game. How is FIFA going to maximize that?

996 PLF: Indeed, we are happy to have to see our partners really exploiting of engaging with the
997 fans which to be honest was not always the case in the past. It is interesting to see in the last
998 couple of years that the difference between what is done now and what was done in the past
999 when the men's World Cup was by far the only crown and then there were the other events and
1000 it is very good to see that our broadcasters not really putting at first behind it as possible. So,
1001 when Barbara can talk much better than me about what BBC is doing but we have I would take
1002 without singling anybody out but for example the FOX which is one of our partner broadcast
1003 in the US is bringing more people to France for women's World Cup that they had in Russia for
1004 the men's World Cup for example. So of course, the US is an excellent team that playing here
1005 that we're not playing in Russia but I think is actually is not by coincidence likewise commercial
1006 for VISA is a perfect example for that, investing much more in supporting. Yes, they have the

1007 rights but the amount of investment and engagement and activation they do behind the World
1008 Cup is second to none and this is a big difference between now and the previous years.

1009 AD: Shoko, let's come to you because if we're talking about broadcasters bringing the same
1010 number of people for the men's World Cup as the women's World Cup. Might could you tell us
1011 the difference of the spectrum? Just to explain a little bit more.

1012 ST: First, just to get some context. The history of our company goes back to 2009 when
1013 Boavista Football Club in Portugal was relegated to the third division and our co-founder Pedro
1014 who is also huge Boavista fan lost opportunity to follow his teams not just on TV, on websites,
1015 on apps, there was just no way for him to follow his favorite team and that's when the co-
1016 founders realized that there was a huge issue to be addressed. They created technology enabling
1017 content holders to stream matches from anywhere and they credit MyCujoo, a hub for long tail
1018 football content around the world. So actually our first partner that ever believed in us was a
1019 woman's football team from Switzerland and since then today we stream over 150 women's
1020 competitions in the world, from countries such as the US, Brazil, Japan, Thailand that will be
1021 in the World Cup but also from countries such as Bhutan, Mongolia, Indonesia where traditional
1022 broadcast of the woman's game is not reality.

1023 AD: So, Barbara is MyCujoo welcomes by you or your worst nightmare in terms of
1024 competition?

1025 BS: No, not at all. I think it's fantastic and in many ways, we're doing exactly the same. So,
1026 we're covering things at both ends of the spectrum. So, yes for network you make a certain
1027 investment, we have a portfolio events but what we also do is have an amazing streaming
1028 capacity. So, I'm not sure how many of you are familiar with the coverage of the 25 Olympics
1029 when actually we were able to stream every single sport. So, we actually have the capacity to
1030 do that every single day. So, we can't quite compete with your number of hours but certainly
1031 we've streamed about 2000 additional hours and actually that has been an extraordinary

1032 opportunity for women's sport and we work very closely with the FA actually and use that as a
 1033 brilliant showcase for actually offering depths and choice and range. So, BT for example
 1034 another broadcaster we partner with are the broadcast of some of the live WSL matches will
 1035 they've allowed us to take additional pics. So, actually there is a volume of live football
 1036 coverage of women's football in the UK that is at this moment pretty unprecedented. So that
 1037 streaming is a huge asset and something that I think is really looking at how can you exploit
 1038 that more because you know you want to be covering it at every level but I think the opportunity
 1039 to see that right down maybe to levels at which you would not have seen in the past is of huge
 1040 value.

1041 AD: Is the audience there for it as things stand or are you at the stage that it's about getting the
 1042 potential eyeballs to then grow the interest?

1043 BS: Well, I think interesting with the event like this is, I use expression of many other people
 1044 have too: this is a springboard. It is a fantastic showcase to introduce people to the game but
 1045 actually what we want that interest to sustain. It's who's going to stay watching women's football
 1046 actually as we move into the domestic seasons of countries across the globe but if you don't
 1047 have a moment like this to grow that interest, to showcase the game at its very highest level
 1048 then I always think you're going to struggle. This isn't going to be overnight and again I don't
 1049 want annoy people with statistics but over the past five years in the UK the audience for
 1050 women's football has gone up 500%. That is unprecedented. I can't look at another sport and
 1051 see a trajectory like that. I think what people in this room have done because nobody can it do
 1052 it on her own, no single broadcaster, no single sponsor. Collectively there is a momentum. It's
 1053 interesting what people say what are you going to be on viewing figures this summer. I find it
 1054 so difficult to predict because there is this you feel you're on the cusp of something.

1055 AD: What has driven it? It is it the fact we've just been so behind the curve or something
 1056 different to that?

1057 BS: I think the standard of the game, it is top-class sport and I think what's interesting is if we
1058 were in that forum for other sports, we might not be having this conversation. There are many
1059 for example in the Olympic family where we have gender neutrality or equality. We don't cheer
1060 a female athlete less than a male athlete. So, it can be done. We can have an equal playing field
1061 if you like but I think there is been a tradition in maybe team sports were we've not seen that.
1062 So, for me it's about timing. It's a timeline, it's a journey. We just in women's football is it a
1063 slightly different point in that journey but it's catching up.

1064 AD: Kate, how do you keep it going?

1065 KJ: Yeah, I'm nodding my head. You know there has been discuss today and when I think about
1066 the role of the sponsor partner in that because as Sarai has said, it's not just one thing that's
1067 going to grow the women's game. It's not just one thing, it is everybody playing their part, being
1068 able to stand up the piece that they can really own and get behind and I think that's actually
1069 frankly what our advertisement talks about it. It's that one moment. So, for us it really was using
1070 this moment in time to talk about women's football to hopefully inspire men, women, girls and
1071 boys a moment but also for others. Other sponsors a call to action to stand up the game, stand
1072 up women and see the build happen from there because it is absolutely cyclical and I think for
1073 us when I hear about you know the increase offerings around OTT and knowing that fanbases
1074 are building where OTT is reaching too. You know what the BBC is doing and thinking about
1075 traditional broadcast how that's evolving. All of that as a partner is really rich territory for us to
1076 see the investment worthwhile in audiences that are completely growing, expanding and
1077 reaching into different markets. You know VISA is in over 200 markets and territories, so is
1078 football. So, you know it for us I think the more that football is consumed in those markets and
1079 territories, the more we're able to reach them better.

1080 AD: So, Philippe, if we're talking about evolution of broadcasting, of the commercialization of
1081 the women's game. How do FIFA go about making the most of that? Is the structure in place?
1082 Are you able to evolve at the pace the women's game needs you to?

1083 PLF: Yes and no is the short answer. We are in the position because obviously we work working
1084 closely with our colleagues in house to having a proper strategy. So, obviously there's this
1085 couple of pillars that we're working on and developing. So, the profile of the game and the
1086 player convention like this one is a perfect showcase of what we do. Karen was referring about
1087 the legends and she's a legend herself, trying to do to promote the game. We're having the best
1088 ever year which is celebrating the excellence in football where we now will have equal
1089 treatment with men and women in that. We will be investing a lot to develop the game itself for
1090 a program and all our other department 400 million dollars per year into developing football.
1091 We have a clear objective to 16 million women playing by 2026. So, we will be improving the
1092 game, our competitions. The fact that our partners commercialize and invest much more being
1093 at the global level like VISA or the domestic level in France when you see the roster of partners
1094 will have the old blue chip companies in the domain and investing heavily into the sport. We
1095 introducing the VAR system to have a better game, we're having fan zones which we never had
1096 before, we had a trophy tour worldwide that's arrive referred in this morning which is the first
1097 time we've ever done such a thing, we have doubled the price money, we giving money to the
1098 Association to prepare better, we increasing the portfolio of the game. Of course, the Woman's
1099 World Cup is a flagship competition but also a youth competition they were looking into, we're
1100 talking about new competitions. So, all these holistic approach to really develop a better product
1101 cause obviously you know my job is to go with my team stick on the market and commercialize
1102 the product for the good of football and obviously the better the product is the more we're likely
1103 to do something. So, this is the steps we're taking obviously I can see the cheekiness in your
1104 question where we have a set of existing contracts and to be honest I would echo what Barbara

1105 said. We have been not taken by surprise but the interest and attraction of women's football
1106 over the last couple of years has been phenomenal, it's been phenomenal and we have to follow
1107 it and we have to support it and the support may not come into changing drastically our
1108 commercial approach because this is something we'll do after 2022 and clearly we're having
1109 internal discussions about having different commercial structure. Today as you know very well,
1110 we're having a bit of a casual approach which we don't think is appropriate for the future. So,
1111 we're looking at having a standalone women's football commercial programs but in the
1112 meantime with our partners that again can you take Barbara and Katie as an example we were
1113 discussing backstage with Barbara the production effort and they will have here is phenomenal.
1114 What Kate and VISA are doing to activate and support women's football not only in France but
1115 around the world is all about. So, we are working deeper and wider with accessing partners to
1116 basically follow the interest and be able to supply the fans will so looking at everything we can
1117 do digitally to going to support. You know a lot of people say "Oh, you lose interest", but there's
1118 is fragmentation in conception but it's just a way of offering on different platforms what people
1119 need. So, we are working closely and if somebody's got interest, is connected will have
1120 something for them. Wherever you are in the world, whatever you want, whatever time it is we
1121 have something for you. We have thousands of hours of 10,000 hours of content we can really
1122 really supply the demand and the demand is increasing. What is also interesting is that and I am
1123 glad that the panel is today, I think Brigitte said something about this morning, we are gender
1124 agnostic. It is not woman's football for woman. It is as Barbara said a highly competitive game.
1125 These athletes are competing and basically there's a fan and there is the demand for that whether
1126 for man or women and this is what actually our partners want. Our partners want basically to
1127 address and engage with the world's population together in a gender agnostic way equally. So,
1128 we are really pushing that to make sure that we can service and be able to service of football
1129 and our fans.

1130 AD: I am going to come on to that point and how you cover women's football and how we
1131 portray it in a moment, but you mentioned standalone products. At what point will women's
1132 football be at the point it can be a standalone product, Philippe?

1133 PLF: Again, there is definitely interest, there is attention. So, we on everybody's radar now,
1134 we're getting a lot of people actually contacting us that having a specific interest and "I don't
1135 know" is the answer but definitely there's a growing interest. I guess the proof in the pudding
1136 will be when we can stack up numbers that are meaningful for a women's competition only.

1137 AD: Does it require a degree of bravery? I mean I think, Barbara you very much have blazed
1138 the trail in terms of broadcasting women.

1139 BS: Yes, we have been covering women's football and it has not delivered what we've described
1140 as slot average. So, the audience that you would normally expect to get for that, women's
1141 football hasn't achieved it but actually there is been a potential and in a way we're in a privilege
1142 position, where a public service broadcaster. We've actually been able to make that as a
1143 conscious decision because it's a kind of doing the right thing. That's not the case anymore. I
1144 think what's really important to understand is those lots of being earned on merit and I think
1145 that that's fantastic, but it's taken investment to get to that point and it's been the quality of the
1146 product as well. You know we are the broadcaster, were not the deliverer of the product. It is
1147 the product that is earning its way.

1148 AD: I can see, Kate is jumping in.

1149 KJ: As a sponsor we have made a concerted effort to invest in women's properties this year, I
1150 mean we've sponsored the UEFA women's and it's not a short term deal, it wasn't just to have
1151 it sit alongside the women's World Cup.

1152 AD: Was it an easy sell to people within VISA within the bigger picture?

1153 KJ: So, for us at the center of all these conversations whether it's the US soccer Federation
1154 partnership that we've also just announced in the US where we commit at least 50% of our
1155 funding to women. For us the centerpiece of all these conversations is sport and the power of
1156 sport to inspire and as a partner it is our job to hit on the centralized message that calls to action
1157 something in everyone that they can relate to. So, whether you're talking about the Men's World
1158 Cup tournament or the women's World Cup tournament or the Olympics, you have at the center
1159 of that a conversation around sport that everyone can relate to and that's really our job. It's our
1160 job to take that insight and to make it relevant.

1161 AD: And Shoko, in terms of MyCujoo, when you have the conversations, when people come
1162 to you and say "We were thinking of taking a leap to do this", "We want to broadcast the
1163 women's game" in the countries where it's not necessarily on interest in television at this point.
1164 What are the concerns? What are the considerations that people discuss with you?

1165 ST: First of all, live streaming is still quite a new concept for many of the countries, so they're
1166 worried about that it's really complex but what we tell them is that you can even live streaming
1167 match from a mobile phone. It doesn't have to be multicamera with commentary, it can actually
1168 be quite simple. It's really about getting your content out there. Sometimes we also receive
1169 concerns about Internet conditions but we've streamed content even from the most remote
1170 islands in the Maldives for example and Internet is improving if that's a concern, we can
1171 recommend equipment for them to overcome that and sometimes they're worried about being
1172 able to reach the audiences but we tell them that it's all about building value. You can just put
1173 your content online and think that your job is done but that's just the beginning. So, what we do
1174 get together with our partners is we try to find out where the communities are, what kind of
1175 content they are interested. Similar to what Barbara said earlier, we try to make the content
1176 relevant. So, we look for interesting stories, interesting players to feature and we make the

1177 content relevant, useful, interesting for the audiences is and that's I believe the key to growing
1178 in the market.

1179 AD: And is there a difference in how you would recommend people to cover the women's game
1180 versus the men's game?

1181 ST: Not really. It really depends on what their needs are for example if it's a country that has
1182 never done a production of the women's football game before where we tell them is for example
1183 first of all and even if it's just a mobile phone, it's really about getting your content out there
1184 but for example in Japan we work with the National League which is the domestic league in
1185 Japan and together with them like we work with the production company there and we tried to
1186 go with them beyond the 90 minutes. So, we tried to create created content for them, package
1187 it in an interesting way, try to make it engage. So, those are different ways in which we work
1188 with our partners.

1189 AD: So, what are the conversations you have, Barbara, in terms of...

1190 BS: I don't think that we are fundamentally doing anything different. Maybe a little bit more
1191 effort into bring to life the characters because I do think those role models having people and
1192 people want to follow individual stars, I think that's really important but we are bringing the
1193 full might, stories on the website, the power of social media, just to keep amplifying and telling
1194 stories. You know we're going to do player raters, we're going to do all of the if you like the
1195 added surround sound that we did from Russia last year, we will be doing this summer. Now,
1196 we know there's a differential in the audience. We know we're not going to get to necessarily
1197 the heights because some of those numbers were record breaking but I think the potential is to
1198 massively increase where we've been as I say you could argue that the men's game is at a point
1199 of such popularity, there's a degree of saturation. So, a sort of chart that was to show men's
1200 audiences would probably plateau. The women's sport is still, or women's football is still on an

1201 upward. So, the question is when is that gap gonna close but certainly the direction of travel is
1202 absolutely there.

1203 KJ: Yeah, I think I'd love to add, we actually looked at one of the insights within the women's
1204 game which is that actually female footballers in some ways are more accessible and so as part
1205 of our campaign we wanted to create a platform that the women could understand and figure
1206 out "How do I come to life in this?". So, you know we've partnered with 17 different team VISA
1207 athletes from 16 different countries. Each of those teams' athletes is asked to tell their story and
1208 talk about what their one moment is off the back of our platform. I wouldn't say that that's
1209 necessarily something that we could make their access as easily to men's footballers. So again,
1210 leaning into the advantages of what the platform offers was a really key insight for us.

1211 BS: There was one thing I wanted to add as well. If you're going to achieve the really really
1212 huge TV audiences often that audience needs to be gender neutral and what we do have at the
1213 moment is a majority of men watching women's football and that surprises some people. So,
1214 what we've actually also got to do is we have to persuade women to watch women's football
1215 because we actually have a male dominated audience. In that audience is an audience that love
1216 football but what we've got to do is make sure that we're bringing our women audiences.

1217 AD: How do you do that? Start young?

1218 BS: Well, I think it so what's interesting is we would say if you look back at the men's World
1219 Cup in Russia. It was a main event and a lot of a female audience or what we would describe
1220 as main eventers. It's the national conversation. They don't want to be missing out on something
1221 exciting, everybody's talking about it. So, they want to join in. I know there's a broad
1222 generalization but what I think is interesting is when is the tipping point that actually that will
1223 be the same for the women's World Cup? People will be going, joining with their friends and
1224 family where's our sort of party watching XYY and we had that last summer. You feel we're on
1225 the cusp of that. Are we there quite yet? I maybe not but that shared conversation that sense of

1226 community around a really really important moment, sporting moment, we were so close to
1227 that.

1228 AD: And it strikes me as a real opportunity within the women's game for the commercialization
1229 of teams as brands. Yes, we're talking about the players but we've seen the women at the
1230 moment going out on their own, commercializing themselves but actually so many people in
1231 this room, there is an opportunity to brand the team as it is making its way. Would you agree
1232 with that?

1233 KJ: 100%. I mean I think that's and I'm loving the threat of social media as a tool throughout
1234 this conversation at this convention because again I think one of the things we endeavor to do
1235 is both remind athletes there's a lot of patriotism right for our fans around the World Cup
1236 tournament and so then as part of that if we can actually empower the athletes and give them
1237 the tools to build their own unique brand within that, we can follow through that athlete their
1238 whole team. Right? It's our way of making sure that a market gets behind the entire team is
1239 within through that singular athlete. So, actually that's where you know investing in the
1240 individual team these athletes has been a really important part of for us and our build to the
1241 tournament both in the conversation that Barbara talked about that we're wanting to drive
1242 leading up to during and then in its culmination.

1243 AD: So, who at the moment is the biggest driver of changing this conversation? Is it
1244 broadcasters? Is it commercial entities? Is it FIFA? Who should it be gotta be?

1245 BS: It's gotta be a combination of all of those things and the federations in the individual
1246 countries as well. It is a massive partnership and that's what's required. That isn't one single
1247 thing that can do it on its own and what you've got to try, and hope is that there is a virtuous
1248 cycle. So, as this most exposure, there's more heroes and there's more young girls wanted to
1249 come and play the game. The standard goes up and its appeal and it's aspirational and actually
1250 it is only collectively that I think you can do that.

1251 AD: Philippe, how much if you could percentagewise... How much are the women's game is
1252 maximized in terms of opportunity, do you think at the moment in this commercializing of it?

1253 PLF: Difficult to say. What is clear is that all the existing models are based on a world that is
1254 not existing anymore. I think you can see over the conversations this morning is that there's a
1255 momentum ongoing and that moment I don't think will stop. I think you the game has improved
1256 tremendously over the last year. There is, I think Fatma has referred to this morning to the
1257 MeToo movement three years ago that triggered something and I don't like to use it fashionable
1258 but this is again women's football, women's sport is on everybody's agenda, it is on everybody's
1259 radar for the time being. The women's World Cup is the biggest single women's sport in the
1260 world, and it will be an amazing show and it was always a priority when Gianni Infantino was
1261 elected, president of FIFA. He clearly said that support on women's game is a top priority and
1262 this is exactly what we are implementing. We will having for the best and biggest TV
1263 production ever, we will have with over 2525 cameras per game, we will have dedicated NGOs
1264 and team following the teams, we've adapted most of the setup we have in Russia which is to
1265 get the best sport production ever to the World Cup here. It will be a phenomenal place, nice
1266 cities, stadium will be full. You have Brigitte saying this morning, we will be cruising around
1267 another 50,000 ticket being sold which is probably one of the biggest numbers of ever reached.
1268 There is a momentum and I think by coincidence you will remember that but at 1998 was the
1269 threshold in the men's game where until 1988 footballers were athlete sportsman in the sports
1270 page and in the sport shows and that was it and post 1988 they became celebrities and fashion
1271 icons and everybody would chasing them for everything. I'm convinced personally that these
1272 women's World Cup will be a game changer. In the future we will talk about women's football
1273 before France 19 and there will be after. I think that there's a bright future ahead of us. How
1274 much we can capitalize, time will tell but definitely these times are changing, and we need to
1275 adapt all of us and as Barbara, Shoko and Kate said we are all in this together. We share the

1276 common interest to go and bring the beautiful game to the world audience that women should
 1277 be in. Again, we are all involved in engaging with as many fans as possible. I mean, totally
 1278 gender agnostic and we will use any means we have being broadcaster, in digital, in commercial
 1279 features. MyCujoo play their role in there by allowing people to access content they couldn't
 1280 see otherwise. It is great what they do. You can anything basically you want to see that you
 1281 couldn't see before potentially you can see now on MyCujoo and of course our job is to make
 1282 sure that we develop the game. You know, that is what Sarai's was hard to push the game as we
 1283 push anything else. Our role is to develop football everywhere in the world and again when half
 1284 of the planet is women as many women potentially should play football as men.

1285 AD: OK, I think that is a fantastic note to end, our times are changing. Philippe, Shoko, Kate,
 1286 Barbara, thank you very much indeed. It really does seem like this is such a fantastic opportunity
 1287 for the women's game now. We've just gotta make the most of it.

1288 Interview with Emily Shaw, Hakan Sjostrand, Jean-Michel Aulas

1289 1:07:00:1:39:35

1290

1291 ES: Jean-Michel, you have six titles in the Champions League, wow! Well done! From a budget
 1292 perspective there's been a true investment. At which points did you decide to invest in women's
 1293 football and why did you decide to do so?

1294 JMA: First of all, good afternoon to you all. This decision the decision to invest in women's
 1295 football was something that we did with absolute conviction. We all belief and then we also
 1296 had a good opportunity, there was a moment of opportunity in 2004. We have people who are
 1297 in their 33rd year and we had had a very good stage with our male footballers and in Lyon, we
 1298 had the chance to really pick up on and support the women's team. Of course, I jumped on this
 1299 opportunity that arose. Maybe I wouldn't say that it was an opportunity, it was perhaps a
 1300 solution. It was a way of passing on some knowledge and some subwoofers and realizing that.

1301 In terms of research and development something that we've already been involved in previous
1302 life and what we decide to do is we want to try and do something different in women's football
1303 and clearly it worked.

1304 ES: Clearly, what you did worked. Excellent leaders involved and you are clear leader from
1305 this point of view when it comes to club leadership. The investment clearly was very productive.
1306 How come to bring into this discussion, so we've just heard about the significant investment
1307 and the bold move from Jean-Michel to invest in the women's game. Can you tell us a little bit
1308 about your budget in Sweden?

1309 HS: Of course. The budget is important if you want to develop the women's football, but we
1310 generally have the same budget for both our women's team and men's team in the Federation
1311 and that's very important cause we also have the same resources. If you look at the stuff around
1312 the teams and the administration and for us equality is very important in that case. So, and we
1313 also have the head of the women's national team report directly to me and the same if you have
1314 the structure as the men's side and that's very important for us and of course when we look at it
1315 overtime, we have the income when we look at that comes more from the men's team cause
1316 when we look from a market perspective, they value the rights more for men's but that can't be
1317 the answer in the future. So, we also need to do our homework. So, even if we got more money
1318 from sponsors from some companies from the men's side, we can split and share them. So, that
1319 is very important for us and this year to be honest the bodies is little bit high for the woman's
1320 team because we play the World Cup. That's the truth but also when talking about in the future,
1321 it also very important for us, we've done our homework quite well because when I look back to
1322 the World Cup in Canada couple of years ago, there were only three sponsors who did
1323 campaigns around the women's team and this year is 18 sponsors who do commercial. That
1324 commercial aspects, they see the value and we have in our brand strategy and commercial
1325 strategy done our homework. So, that's important for us.

1326 ES: Yes, that is very impressive how are you manage the budget and treat it equally. Your
 1327 president, Karl-Erik Nilsson is also a huge advocate and a great example of a president of the
 1328 National Association who is pushing for the cause of gender equality and pushing and
 1329 promoting the women's game. Last year we had the Congress in Moscow in a similar hall with
 1330 all of the 211 presidents and members associations and he asked to say a few words as part of
 1331 any other business. Can you tell us what that was again and why he did that?

1332 HS: Yeah, that was something about the statues who should be under agenda and about gender
 1333 and these conventions and meetings are an opportunity to send some messages. For us it was
 1334 important to raise some areas and he raised some questions about solidarity payment, club
 1335 compensation and training compensation and we think this is very important to leave those
 1336 areas. If we really in a serious way want to move equality and gender in the right direction and
 1337 we can't point to someone else to make changes. We need to change, it's up to us because then
 1338 we can't always point on FIFA also because FIFA is a member driven organization and we all
 1339 a member in FIFA and that's our responsibility to raise these kind of questions and then we take
 1340 it further and I'm in Sweden sometimes we think we also have the right solution but that's not
 1341 the right but so if someone else have better solution and ideas we are totally free of prestige.
 1342 So, let's just take those question further and take discussion further.

1343 ES: And actually, as an almost as a direct consequence of that we actually as part of increasing
 1344 the financial contributions for the World Cup. We for the first time, we have decided to include
 1345 a club benefits program and on the matter of training compensation. These are also other sort
 1346 of regulatory mechanisms that we will be looking at FIFA and actually just for those of you in
 1347 the room who may be interested, we decided to create a professional women's football taskforce
 1348 at FIFA. Just to kind of deal with those specific topics and I'm pleased to say that Hakan and
 1349 Jean-Michel are members on this task force. There will be more women on the taskforce than

1350 men, so don't worry but so I don't know if Jean-Michel, if you wanted to just add a comment
1351 actually on the club benefits program.

1352 JMA: So yeah, there was a decision to adapt the club benefit programme to the landscape of
1353 the women's game to ensure that we are rewarding those clubs who are releasing the players
1354 but also rewarding those clubs that have contributed to the training of those players.

1355 ES: And Jean-Michel, the club structure. There are people here in the room or the people who
1356 working for women's football, it would be interested to know more about the club because your
1357 club has a women and a men section and I wonder whether you could describe how that works
1358 from an organizational perspective and how you find synergies across both of these sections?

1359 JMA: Well, we started with an initial idea for the infrastructure how it would look like. We
1360 worked on the basis of the infrastructure then staff, services. I am thinking about medical
1361 services, video services, training services and we decided this should be exactly the same setup
1362 for men and for women when it came to all of this infrastructure and so the training camp where
1363 we spent a lot of money on tens of thousands of euros and it's mixed actually for the professional
1364 boys and girls teams and we offer the same opportunities weather we are talking about the
1365 professional men's team who have won a lot of things on a high level but then also the women's
1366 team which is also competed at extremely high level on the European front. We make sure that
1367 we have pictures available both covered for men and women and for staff, we have exactly the
1368 same structures also. So, we have these full-time doctors both for the male team and the female
1369 team. We have three physios again full time for both parties and we have these facilities for
1370 physiotherapy for example and also other treatments that are accessible also to the women's
1371 team and they make use of these services and this actually helps because they set an example
1372 for the male team because they use these services much more because women might I am a
1373 little bit generalized but they are more structured, more disciplined, more reasonable perhaps
1374 and in terms of transport and logistics we have the same organization also. So, the women's

1375 team travel in the same way the men's team do and so there's no difference in terms of the
 1376 organization of staff and services for a high-level men's team and a high-level women's team.
 1377 So, the budget is initially, of course was a challenge but we made sure that we played our role
 1378 as investors, as entrepreneurs and we realized that is a continuous movement that really creates
 1379 value because if you reach at a high level of performance in women's football, there you manage
 1380 to attract more sponsors, you know considerable sponsors and this is even more important for
 1381 the women's team than it is for the men's team because like I said the higher quality that you
 1382 have the more attractive you are to sponsors and to others and so we found very quickly that
 1383 we have had some balance between the strategic investment and what we were seeing in return.
 1384 We shouldn't talk about women's football as being something wonderful, we should invest in
 1385 women's football. It is not just about words and we need to make sure that this is appealing to
 1386 all clubs actually. We have three pillars at the moment. So training, this is training for women
 1387 players also. We have an Academy for women and girls and then we have the male academy
 1388 so that's one part. Then the second pillar is obviously the men's team and then the third pillar is
 1389 the women's team and they're really pulling everyone up in terms of image, in terms of appeal
 1390 and also in terms of setting example.

1391 ES: So, a great return then on investment, on your investment, you could say?

1392 JMA: Yes, absolutely. A return on external investment but also return on our internal
 1393 investment. Our group is about 500 people and within the group, within the stuff everyone is
 1394 really fascinated and really excited by the performance of the women's team. So, we have this
 1395 external sponsoring but having a way some kind of internal sponsoring you might sponsorship
 1396 you might say and that's really appealing also and that's the last point to share. Through these
 1397 initiatives we are able to mobilize foundations much more we are able to set examples, much
 1398 more be role models, much more in a different way that we have done past with men's football.
 1399 It has its qualities, but it also has its issue and the foundation works a lot with female players in

1400 terms of investments, in external image and then there's a return on that as well. So, we get to
1401 return from that point of view. So, I think the big European clubs and US clubs too we are all
1402 doing everything we can as far as I can see to make the most of women's football.

1403 ES: I think if there any women players listening to at the moment online, they will really be
1404 very impressed cause it looks like you're giving their female footballers everything they can,
1405 everything they need to perform well on the pitch.

1406 JMA: Yes, could I perhaps say something I forgot something important. We built a stadium
1407 with a considerable investment, 60,000 spectators and this will be used for the final of the World
1408 Cup. We have our women's team playing in the 60,000 stadia beginning it was a big stadium
1409 but actually with time we're seeing that we have an average 25,000 people in the stadiums for
1410 every women's game when they play in the stadium and so we'll see for this semifinal and for
1411 the final of the World Cup their stadium actually will be fullest, completely sold out. So, this is
1412 a real reflection of the appeal of women's football and when you invest in the infrastructure,
1413 you allow women's teams to play at the highest level, to play as best as they possibly can, and
1414 this really attracts audiences.

1415 ES: That's lovely! Thank you very much and it will be excellent. I'm looking forward to coming
1416 to Lyon to watch this final game. Hakan, so the point of gender equality has been raised quite
1417 a bit and let's go back to the Swedish example now. So, we've heard about organizational and
1418 empowering women's football through organizational structures. How does the governance
1419 structure at the Swedish FA look like from a gender equality point of view?

1420 HS: OK strategies are really important but in the end its implementation what counts. So, that's
1421 really good and of course governors, you need to have a good structure and clear structure for
1422 that but firstly I think the most important thing is that people in leading positions, they need to
1423 take a clear stand for equality because in the end we are people, the people is so important but
1424 of course we have statues. In our statues they said that the underrepresented gender should not

1425 be less than 40% represented in all forums we have, and I think that's good and we achieved
 1426 that goals today. For example in our board, we have president, then we have six more members,
 1427 three of them are women, three of them are men and if we look to all our other committees in
 1428 the Federation, for example disciplinary and competition, we achieve the goals even there. So,
 1429 the representative is not less than 40%. Well, I have maybe something to do at the head office,
 1430 at the Federation. We are about 120 employees and we have 37% female employees. So, I have
 1431 little bit to work on that but of course we have our challenges also in the Swedish football. I'm
 1432 also coach for my girls' team and when I go around and see also football in general, we need
 1433 more women in different position in football overall both as trainers and in different position in
 1434 the clubs. So, when we identify that issue we start the project also and now we're raising that
 1435 project and drive that and it says that we call it +10,000 and until 2022 we will reach 10,000
 1436 more female coaches or leaders in different positions but still when you look at the young girls
 1437 out there, many trainers for the girls side they still come in jeans and when I look at the same
 1438 at the boys side, they have good well educated trainers and that's not good enough. So, we're
 1439 working with that and we also need more highest educated at the highest level also when we
 1440 look at the woman's football. So, we have our challenges also, but we work hard with it and it's
 1441 very important to have clear goals.

1442 ES: Impressive stuff. As a leader of a club and a leader of a National Association, what would
 1443 you say has been your biggest challenge in developing the women's game and what do you
 1444 think should be FIFA's next actions to grow the professional side of the women's game?

1445 JPA: I think, there plenty of challenges to face up in the future. Firstly, I think it's the mindset
 1446 that in terms of collaboration between FIFA associations and clubs. I think from that point of
 1447 view, we're on the right path because we need this cooperation, well defined cooperation to
 1448 ensure that women's football has the same possibilities and opportunities as men's football.
 1449 That's one aspect, that approach. I think we could move forward on the issue of calendar, the

1450 match calendar. This is a general topic, I suppose but we need to find a way to make it all and
 1451 to fit to bring together the needs of clubs, the needs of the associations and then the wider
 1452 organization of international competitions and we had some good discussions on this fairly
 1453 recently and I would be very pleased to say to our women players, we working hard to make
 1454 sure that they can perform at even a higher level. Another issue, by this World Cup coming up
 1455 excellent starts tomorrow on the pitch is what I would have previously said was the main
 1456 handicap that we faced which is the view of others. Today everyone is understood the women's
 1457 football is at the stage of foundation which can lead to greater progress and we need to ensure
 1458 that we give it credibility and that it can move forward and this is why I'm so proud to be here.
 1459 I don't want only to talk about what we've done in the past, I want to think about the future and
 1460 the courage and what we're going to do, how we're going to go into greater depth and extend
 1461 all these moments, make the most of these specific loans like the World Cup because there are
 1462 contributions from journalists and third parties sometimes that make you think we have to make
 1463 a real effort to have that parity and to really push forward this amazing sport, women's football.
 1464 I spoke to some journalists recently and we talked about actual playing time. In women's
 1465 football, we have about 10 to 20% more effective playing time than you have in men's games
 1466 and when you see that then you think "Well that we've got a lot to get across still". and that is
 1467 what I mean about the way other people, the way other people viewers and I think we need to
 1468 use our credibility to build on the image and of course my friend from the Swedish Association
 1469 has invested a lot and a lot has been invested in this because you need to make sure that your
 1470 credible and as from that credibility you say, how wonderful women's football is.

1471 ES: Thank you very much! You touched on a quite of few topics there which we will be
 1472 discussing in our professional women's football task force. Hakan?

1473 HS: I think sometimes we talk too much about what and how, but we forget "why". Why do we
 1474 do this? And the main and the only reason I see is because a better balance, it gives us a better

1475 football. That's why we are doing this and that's what I need to share that with some other
1476 nations also when we talk about this and so that's one thing, it's very important. "Why?" Talk
1477 more about why we do this, and we have a lot from a governance structure, we have committees
1478 for everything for men and we then we have only one committee for women. I think we need
1479 to do some changes about that. So, we have something nice and important work to do in the
1480 future.

1481 ES: A lot of work cut out for us for sure. I'm going to throw over to Amanda if we are ready?
1482 Do we have any comments or questions for two wonderful panelists?

1483 AV: How do you enroll other male allies and male advocates in the game?

1484 HS: The best advice I can give is start look at yourself. Are you doing enough? And don't forget
1485 that the truth is an underestimated strategy. So, let's walk the talk.

1486 ES: Perfect, I think where we've run out of time. So, thank you very much for highlighting to
1487 us the value of investing in the women's game. Please, everybody thanks them!

1488 **Nadine Kessler 1:41:20-1:53:00**

1489
1490 Wow! Now I understand what Sarai was talking about and I completely feel with you. I think
1491 there's no other way to open a speech. Dear friends, dear women's football supporters, thank
1492 you for the honor of addressing you today. Thank you for having me. It is truly inspirational to
1493 listen to so many incredible people within our sport. It is amazing to listen to the work of those
1494 that are leading our sport, it is amazing to be amongst all of you and I feel very very very
1495 privileged. So, it also does not come as a surprise that the women's game is in the best shape it
1496 has ever been. This is thanks to you who have championed this sport from the beginning to
1497 now. This is thanks to you have put their heart and soul into this sport and making football truly
1498 limitless opportunity for all and I mean everybody. There should be no limitations on football

1499 and women's football is football and this is exactly what we believe at the UEFA and this is
1500 also why we further committed to unleash the potential of the sport itself but also the role of
1501 women and girls in general. This is why we devised our time for action women's football
1502 strategy but about this, later on more. So much is being achieved today, at least my Twitter feed
1503 tells me so. Record investments on the one hand side, record attendances on the other hand side
1504 whether that be in club football, national team football, new benchmarks are set in countries
1505 like Spain, France, England, Sweden, the Netherlands, in Scotland and forgive me if I may have
1506 forgotten some and if even Prince William is announcing Steph Houghton as the captain of
1507 England for the women's World Cup, then we must do something right. The conversation the
1508 women's game creates these days is truly inspirational and it is important but we must be honest
1509 with ourselves, we still can do better and we can still do much more because this sport really
1510 needs to be built on a sustainable ground. We have all been talking change for a long time but
1511 now, now it's the time to create that change because ladies and gentlemen words are nice, but
1512 actions are great and it's time for action. Isn't it?

1513 "Time for Action" is UEFA's first ever women's football strategy. It is a five year plan, our road
1514 map and it is exactly there to transform those words into actions and those actions into success
1515 but no action in life, no success story in life neither that of an individual player of a football
1516 team or whatever we do, happens without belief. With a lot of belief, a dream and a vision
1517 behind it. Our dream for women's football is that women's football is a celebrated sports
1518 globally where every woman and girl can find a place to play and I really mean a sport that
1519 welcomes everybody and most importantly and let me stress that and let me put my players
1520 head on here, where players, coaches, administrators whoever is part of that sport is celebrated
1521 for who they are and what they are simply doing. Our core mission is to champion innovate and
1522 accelerate women's football for all and we mean truly for all and by all. Boys, men, girls and
1523 women, everybody who wants to be part of that sport and want to help us to grow it. To do so

1524 we will boost participation, transform our competitions, enhance the visibility and engagement
1525 of the game on all levels. I know this is a lot and trust me this project has given me and my
1526 team a lot of sleepless nights, many more grey hairs and I reassure your life as a player is more
1527 easy than this but without any ambitions we don't get anywhere in life and we are very
1528 ambitious. We didn't just want to create a nice colorful book for the bookshelves, we want to
1529 reach our goals and by 2024 we will have doubled the number of girls playing football, we will
1530 have changed perceptions for the better, we will have doubled the region value of our
1531 competitions, we will have improved player standards for those players on the bottom as well
1532 as on the top of the football pyramid and we will have doubled the number of women across all
1533 UEFA bodies. These targets behind me directly reflect the direction step through the UEFA
1534 overarching strategy and of course as well the direction set through the FIFA women's football
1535 strategy and this is exactly where good governance starts with alignment, with targets, with a
1536 plan and a process. The session today is called governing lead. Governance strategy planning I
1537 must admit it may sound a bit boring, but it is essential and this is not just the case because I'm
1538 a German who likes to plan her next breakfast. This is the case because it is essential the way
1539 we govern and lead women's football for its outcome, for its success and a good process in
1540 place behind such a strategy to support it, to create it, to implement it is exactly key to get there.
1541 On the screen behind me, you see the process we have taken within UEFA to get to our strategy
1542 and we quickly realize in order to build this board on a long term, on a sustainable crown, we
1543 really needed to gather everybody together - internally and externally. Internally this resulted
1544 in UEFA wide process and my colleague Emma Sykes and over the last six months I believe
1545 it's more than 100 people we've met. We had approximately 70 meetings to confront our whole
1546 organization with the topic women's football and to get the best strategy on ground we could
1547 possibly device and also to devise the actions to get there. So, when I say we have been talking
1548 a lot then I really mean that. These meetings led to 37 high impact initiative projects that will
1549 help us to achieve our objectives. Those projects will be led by 17 different units. Why am I

1550 highlighting this? Because this action means for us, we created a workforce that is way bigger
1551 than a woman's football Department. We shared our responsibility and accountability across
1552 our whole organization, and this is a really important factor to govern women's football in a
1553 very efficient way because women's football departments, the people in women's football are
1554 amazing. They are incredible, they're indispensable people but we can only do so much and like
1555 in any football team every player has to contribute his or her piece in order to make the bigger
1556 picture of success. Externally we of course also consulted all our stakeholders. We work with
1557 FIFA and our members with ECA and our clubs and we will continue to do so. With this strategy
1558 we simply want to provide a direction, align our goals but of course still encourage our members
1559 to continue their own pathways but a path can be very very difficult to follow. In particular if
1560 the top management is not on board, if the leaders in the organizations are not on board and this
1561 is probably another relevant aspect within efficient way of governing women's football.
1562 Securing thereby in bringing women's football on the top of the agenda is absolutely crucial
1563 and if I give you just our process as an example. We involved our president, our GS, all of our
1564 directors from the very first day on. We've consulted with various committees, we went to the
1565 executive committee, we went to the Finance Committee to also secure necessary budget for
1566 this project and I believe it's only fair to say that my two deputy general secretaries know this
1567 strategy probably better than I do. With this approach and by planning for the long term,
1568 women's football can improve the way it's governed. Planning is always the first way to
1569 professionalize the system, to continuously reflect on the actions taken the second. Ladies and
1570 gentlemen, this is how we govern women's football at UEFA through our women's football
1571 strategy. We see it is our responsibility to surprise the world with how far women's football can
1572 get. We have it in our hands and before I leave you this afternoon allow me to pose a few
1573 questions to think about in the end. Why would you only want to win one World Cup if you
1574 can have two? Why wouldn't you want to have double the number of members to talk to if you
1575 could and tell me please why shouldn't a little girl love football the same way as a little boy?

1576 Ladies and gentlemen, the time is right, and the time is now and it's time for action! Thank you
 1577 very much to both presidents Noel Le Graet and Gianni Infantino, thank you very much Fatma,
 1578 Sarai and of course also Brigitte. Thank you for your amazing work and also for the opportunity
 1579 to be here today and now I wish us all a very fantastic World Cup.

1580 **Fatuma Abdulkadir Adan 2:34:40-2:50:00**

1581

1582 Thank you so much and thank you for the invitation to be here. Really, I'm still astonished
 1583 because I never dreamed that one day, I will be addressing the first ever FIFA women
 1584 convention and this is a dream come true for a normal girl. I was born in northern Kenya, a
 1585 little-known remote area with my parents. My mom was 14 years old, my dad was 27 years old,
 1586 double her age and he kidnapped her on a motorbike. He was a teacher, he should not have done
 1587 that but I'm glad he did. Even now I'm an advocate. She made sure that this thing didn't
 1588 happened to me and for me that is the power of football. For me it was just a dream, I never
 1589 thought I'll be able to play or even stand next to the World Cup trophy, but inspiration is beyond
 1590 me. I'm standing here literally looking like a terrorist and I will say that with confidence because
 1591 of my dressing, my name Fatuma Abdulkadir Adan doesn't represent anything good other than
 1592 violence but that is not my story. When people look at me, they see a Muslim woman and they
 1593 think "Oh she's a terrorist". Nobody has chosen me, nobody touches me, nobody lays a hand on
 1594 me because my dad raised me to have a voice and to have a choice and to the man seated in the
 1595 room today... *applause* My challenge to you is what are you doing for your daughters, what
 1596 are you doing to your wife, what are you doing to your core colleagues were women. Do you
 1597 listen to them? Because some of us have shaky voice the way mine is now because I'm about
 1598 to breakdown and cry and it's not because we don't have ideas, or we don't have agendas. We
 1599 do! But at times we need a little space, we need somebody to hold our hand and walk with us,
 1600 to encourage us that we are able to amplify our little voice and make the difference. I picked up

1601 the ball by accident. When I was six years old my dad held my hand and we walked for over 3
1602 kilometers because we lived in a mad house. I'm laughing now, with no electricity, no TV. TV
1603 was a luxury. We had to walk 3 kilometers to watch a game of football when I was six years
1604 old. He would have just gone with the boys, why did he take me? And that is the day when he
1605 did a mistake that he regrets. I don't think he regrets now, he's all the way up in heaven and he
1606 should be so proud looking down upon me now. Why do I say this? He took me to school and
1607 every time someone came to propose, he'll always say "No, she's still a child" and every year
1608 somebody will come with the cows and will say "How many cows will be enough for my
1609 daughter. I don't think you'll be able to fill the number of cows that she's worth." It was not
1610 about the number of cows for him, there's about investing in medication and ensuring I have
1611 the voice and I'll be able to conquer the world and go beyond my village like I am doing right
1612 now. While I speak I know I speak for so many of us inside here because today the inequalities
1613 are so real but we are so good at literally you know flipping and keeping everything under the
1614 capitals because I'm not allowed to say something. Excuse me you cannot gag me. I have been
1615 gagged for the 40 years of my life; I am 40 years old today. Today there are things I'm not
1616 allowed to speak about because I'm a Muslim woman. You cannot, because there is no way in
1617 the round who can say "I cannot play football" and that is the power of knowledge, that is the
1618 power of knowing my religion. It's so empowering, it doesn't discriminate. What discriminates
1619 is culture. Don't sugarcoat it with religion and then throw it to me and expect me to accept it
1620 lying down. There were times where I asked myself "What gives me the power?" I was crying
1621 since morning and I was so scared, can I really do this? Will I be able to pull this off? No, yes,
1622 no, yes... Until when I walked up here, I wasn't sure I'll be able to speak one word. I had a whole
1623 written speech which was changed overnight and today morning and then I said "You know
1624 what? I don't need a written speech because this is my story. I'm going to own it and I'm going
1625 to tell it without a script". To the people in the room who love telling other people's story, please
1626 give me a chance to tell my story, myself because you don't know my story. You don't know it.

1627 I have lived 40 years of my life struggling and kicking every obstacle, every ball that is thrown
 1628 my way. At times it crushes me, yes but I'm able to pick up the pieces, rebuild my life and put
 1629 it back together and if I didn't have a dad who believed in a daughter. A mother who was married
 1630 at 13 and he never had a chance to go to school and say you gonna stick in school and you're
 1631 going to leave this dream not just for you but also for me then I will not be here today. She had
 1632 five children, she still looks younger than me today and I'm proud of my mom I know she's
 1633 watching in the village today, a very proud woman and maybe one day I'll play football with
 1634 her because it's a dream like any other. I remember 1990 the African dream and we almost
 1635 crashed the world with our football but then it was all of a sudden snatched. This was the men
 1636 football. I never had a chance to watch the women football because it was not there. You go
 1637 every village in Africa today, the World Cup, the women World Cup, nobody talks about it but
 1638 today that is different because I am here, I am a woman and we are making history, not just
 1639 here but from the village in northern Kenya to all the way in Paris and thanks to all of you and
 1640 thanks to Sarai. I'm saying thank you to you because when I said I want to bring 20 women
 1641 together from East Africa, you said... And on the last day the person was supporting us pulled
 1642 out, you came through for me, you didn't just come through for me but you came through for
 1643 20 other women like me in East Africa and we were able to hold the first ever women leaders'
 1644 summit for East Africa but how many of us can do that for each other? How many ways can
 1645 hold each other's hand and work together? I'm tired of the stories. There are a lot of issues, we
 1646 don't have safe spaces. There are still issues about payments and all this. There are issues about
 1647 investment because if I look at 15 years of my life, nobody trusts me with any money. Why?
 1648 Because I look like a terrorist. Number two I live in a village. Our organization is so small, you
 1649 need to grow but how do I grow if you don't make the investment? How will the women football
 1650 grow if we don't make the investment? So, we need to change the narrative because the time is
 1651 now. We cannot wait anymore. I have been standing on the sidelines for long. Hello FIFA
 1652 president, I don't know if he's in the room, but I said when I'm 40 years I'm not going to run for

1653 the local elections. No, that is just too low for me, I'm not going to run for member of parliament.
1654 No, Kenya is too small for me, Africa is too small for me. I'm going to be the FIFA president.
1655 Little did I know the elections are already held and I was not on the ballot, but my time will
1656 come. Even if it is not me, a girl from my village will one day run FIFA. Today as I stand here,
1657 I run an organization in Africa a development initiative which I started 15 years ago, I dropped
1658 my legal practice and picked up the ball. Everybody said "What is wrong with you? How dare
1659 you?". This was my dad because for him being an advocate was the best thing that will happen
1660 to me, but I had a passion, I just wanted to kick the ball. Yes, it was good to be an advocate,
1661 this was my other dream but my first dream was to play football but there was no space and I'm
1662 just a girl dressed the way I'm dressed. I'm not supposed to lift my leg because I'll break my
1663 virginity and these are things I'm not supposed to say but I'm going to say that because someone
1664 has to say them because lifting my leg and kicking the ball does not break my virginity until I
1665 sleep with someone. Sorry, I hope it's a safe enough space to say this because some things have
1666 to be said how they really are, and I have journeyed like every time and I want to hang my boots
1667 because nobody cares. It's been a lonely journey but look at the room today is full of people.
1668 We're talking about women football. I have to pinch myself to really ask, is it real? Because it
1669 looks like a dream to me but thank you so much for taking your time and being here because I
1670 almost ran away. Can I? Should I? Maybe the other important things to do. No, I was just scared
1671 to take this space, but I said "If I don't do it then who will? If not now, then when?" and I'm
1672 looking at the next four years and for me it is not a train. For me it's a flight and it is no longer
1673 a runaway, we have already taken off. If you're not on board, I'm sorry, you have lost an
1674 opportunity. The next four years is for us to scale. We are not going to stand in one place and
1675 that is why I chose not to be behind that thing that will hide my face, it will hide my height and
1676 the baby in my tummy who is five months old and through the football I started out with
1677 shooters go not to kill because the entire region is marked by violence and taking away those
1678 guns which we don't manufacture in Africa is not easy because all the companies are in Europe.

1679 I hope you can help us close them down because no bullet gives birth to a baby, it just takes
1680 away life and to a mother who is pregnant like me that is the most painful thing but I said "Yeah
1681 I can't close these factories because I don't have those powers but I will make sure no young
1682 person in Africa carries those guns" and you can all join me in doing that and together we're
1683 going not to kill someone. 15th of January something happened, something terrible, I'll say. I'm
1684 busy in the village doing what I do best, presenting a report on the conflict situation in Marsabit
1685 and what do the terrorists do? They come for my husband, the terror attack in Nairobi and all
1686 of a sudden, my life stand upside down. I'm going to be a widow like my mom, and you know
1687 what that means in Africa? What that means? Everywhere in the world because my status has
1688 changed and all of a sudden I get a call from someone and he says "Oh you're not even married"
1689 cause we didn't do the traditional wedding and you don't have a white necklace and I'm like
1690 what white necklace? We did a wedding. My wedding was during the day. It was not at night,
1691 there were no cows paid for me because my dad didn't want the traditional wedding. We did an
1692 Islamic wedding. Today I'm wearing a black necklace, I don't normally wear any accessories
1693 because I'm such a tomboy. I don't do makeup. I did make up for the first time today but this is
1694 a protest because I'm wearing this. I'm married to this man, I'm glad he survived the terror attack
1695 and we made a baby after that because I have a long way to go. We break the silence with
1696 football and literally for me giving the girls a voice and the choice is the most powerful thing
1697 through football. The minute you get to kick the ball and just be on the field and dressing tights
1698 like this and shorts, it's a long-sleeved uniform with a scarf on the head. It doesn't matter how
1699 we dress with the power of just being on the pitch and kicking that ball. It gives the girls
1700 confidence, it gives them a voice, it gives them a choice. For the last 15 years, we're insured 46
1701 schools that we work with. Not a single girl has dropped out. We've had 100% transition, it's
1702 possible but today as I stand here and speak, I look at a young girl who came to the FIFA World
1703 Cup with two others, two boys and another girl. She walked up to me when she was only nine
1704 years old and she said, "I want to play football" and I was like, I wish someone gave me a

1705 chance when I was your age. Today that young girl has conquered my space and literally she
 1706 has taken over my seat. I resigned from holding January 15th because I felt I have done my
 1707 part, it's time to hand over the button to the young generation. We always talk about it but do
 1708 we actually do it or do we just sit and occupy the seat forever? I don't want to be a Mugabe and
 1709 still run that organization when I'm 90 years old. No, the time is now I'm 40 years old I handed
 1710 over the baton after 15 years but Karina, I am looking at you because I'm following in your
 1711 steps. I have handed my boots because I've never played professionally. My professional is just
 1712 to play the football in the village and ensure the girls have a voice and they have a choice. The
 1713 women have a way to earn an income. The men don't beat the wife, it takes a whole village to
 1714 raise a child and the girls would be more empowered, if we invest in them now. To each one of
 1715 you in the room now, you can do something! Hold my hand and walk with me because I feel
 1716 shattered, I feel like a poor just been robbed and it has cracked into pieces after the terror attack
 1717 in Nairobi. I almost lost my husband, I have two young kids. One is seven years old, the other
 1718 is five years old. I have a husband who literally had to hide in that stable to survive the terror
 1719 attack. This has changed my focus completely and to each one of you, make the investment
 1720 real. Hold my hand, let's walk together, the plane has already taken off. Please if you're not
 1721 bothered, make sure you hang on the tail and let's take this the women football to the next level.
 1722 Thank you so much!

1723 **Panel discussion with Clarence Seedorf, Samar Nassar, Oumou Kane, Jean**
 1724 **Sseninde, Laura Youngson 2:55:15-3:39:10**

1725
 1726 CS: Hello! OK, so thank you ladies! You've all are really remarkable profiles which were gonna
 1727 enter a bit more in detail with your experiences etc. It is great honor for me to be speaking with
 1728 you, to have this conversation and discuss a little bit about the power of sports, the power of
 1729 football to make a change in society. Samar, you were in charge of the organization of the

1730 World Cup in Jordan. Can you tell us about the impact that the tournament had on the local
1731 women and girls?

1732 SN: Yes, of course. It's a pleasure to be here today, Clarence. The under 17 women's World
1733 Cup in Jordan was much more than an international FIFA women's tournament for us. It did
1734 raise the caliber of woman football in the region but it was envisioned by his royal highness
1735 Prince Ali, the president of the Jordan football Federation as a platform for empowerment, using
1736 the amazing power of football to create a social legacy for Jordan and the region. It was an
1737 opportunity for us to leverage the World Cup and build for the future of the sports and upgrade
1738 our facilities to international standard, providing safe ground for current and future generations
1739 of footballers. It was also an opportunity to elevate the women's game from the grassroots all
1740 the way to elite sports. Catapulting the games progression and giving the chance for women to
1741 truly shine and transcend cultural limitations and of course at the core of our mission was to
1742 build capacities and help women to grow into leadership positions. As CEO of the World Cup,
1743 we assembled a team that was predominantly women. Yes, we were biased towards women,
1744 we had 75% female stuff and all senior management positions were occupied by women. Giving
1745 them that opportunity to gain industry specific know-how and to prove their abilities on world
1746 stage and I'm so happy sitting here today knowing that three or four of the women that were
1747 working on the under 17's are here at the FIFA women's World Cup. Also, for the first time in
1748 Jordan we had senior architects and engineers that are working on infrastructural developments
1749 were women paramedics and doctors and even security forces. We had more than 300 female
1750 security forces working on the World Cup which was a first for us. Of course most importantly
1751 is if you want to leave a social legacy, you need the buy in and commitment of the community
1752 and all the projects, we initiated the three years leading up to the World Cup, were community
1753 centered and community focused and we had to partner with international organizations to
1754 ensure sustainability after the games. For example, we collaborated with the Ministry of

1755 Education, the Norwegian FA and some of the Nordic FA's to deliver training programs for PE
 1756 teachers at public schools. We also initiated a public-school tournament that's running till this
 1757 day. We partnered with the AFTP, UEFA, USA then other organizations to start football
 1758 programs for refugees in Jordan and when I visited one of these camps, I got a chance really to
 1759 meet an inspiring young lady. Her name was Shama and to this day I really still remember that
 1760 moment. Shama has piercing eyes and when you speak to her the question you about her
 1761 determination and her will to overcome the harsh reality she is living and it's really
 1762 heartwarming when you hear her talk about her hopes and aspirations and how football has
 1763 opened new horizons for her and for other girls in the camp.

1764 CS: What is her hope? What is she dreaming of?

1765 SN: Well, to leave the harsh reality she is living in. We enjoyed and have 1.5 Syrian refugees,
 1766 many of them still living in mobile homes. I'm sure she wants to, or she dares to shine and she's
 1767 using football as a vehicle to get her out of the harsh reality she is living in. We also use the
 1768 football as well the tournament and the hype of the tournament to launch social corporate
 1769 responsibility project, getting the private sector involved and we got around 35,000 youth to
 1770 attend the opening ceremony and the events of the under 17 women's World Cup and their
 1771 presence there was very important. There were families, men, women, people from all walks of
 1772 life coming to the stadium to support our women in their quest for recognition and these girls
 1773 out there, when they're on the pitch and Karina said that, somebody said that today, they're not
 1774 just playing for themselves or for their country, they are playing for all the women out there,
 1775 pushing the boundaries and changing misconceptions about gender abilities and gender
 1776 stereotypes.

1777 CS: Well, I can understand you have a lot, a lot more to tell and no, it's wonderful. This
 1778 movement of course is important in all parts of the world I compliment you on what you have

1779 done until now and hope that the things will continue to improve for all. Oumou, listening to
1780 what Samar has said, can you relate to any of these experiences?

1781 OK: Thank you so much! I'm very glad to be here today because it's a great experience for me
1782 and to represent my country and Mauritania is a country that played its part of Arabic site and
1783 African site. So, football was game that I see it's more than playing and winning. Before to be
1784 part of the Federation, I never imagined that I will work in the world of football. I am a human
1785 right fighting and fighting for women's right. You know women's in Africa and some part of
1786 the world struggling a lot, about a lot of situations. So, I took it as a way to use it to make up
1787 people more concentrate of what women are struggling. With the NGOs that I was running and
1788 I remember the first time we did it, it was in 2013 because I see so many women just like me,
1789 never get a chance, to get access to the school, get educated. A lot of situation women were
1790 facing, and I said to myself, "Why if we want to be heard there is, I know a game that everybody
1791 will more concentrate and to raise our voice, we have to organize football". We did it on the
1792 international women's days. 8th March 2013, I call some NGOs fighting for women's rights,
1793 we said "Yes, let's do it! We are going to play football to fight for women's rights" and said
1794 "We have to end violence against women!". This is how it started, and this is where I heard that
1795 there is some young girls playing football and hiding and I was really surprised. They took me
1796 to two places, and it's was real. They have some trainers, educational teachers at schools who
1797 took these two places where they practicing and hiding and I was very happy and I told them
1798 "We are not so good players but you will come and join us" and people were shocked. We put
1799 it on social media, Facebook. We said, "We are going to play football", people paid more
1800 attention that Mauritania see woman playing football. It's impossible and we saw the impact it's
1801 had from that moment.

1802 CS: You said something before about raping, about girls being raped.

1803 OK: Yes, exactly. This also sometimes happens about raping woman; it is always her fault when
1804 she's raped. So, women's football is not just for me, about competition, winning and no, it's
1805 more than that. I see the powerful of football to raise voices. I see women struggling but for the
1806 love of football these young girls that I met, the first time organize this game I thought "That's
1807 2013 and now I'm very happy to see them". That's when I came to see the president of
1808 Mauritanian Federation, we were organizing a game. I said, „I will go to see him and ask him
1809 if he can be part of this activity that you are organizing". This was in 2016 because from that
1810 moment we gave chances to young girls, people discover them and every international women's
1811 day, whatever we practicing, celebrating activity to raise women's voice, we used to organize
1812 football from there started people getting used to that and when I come to the Federation of
1813 Mauritanian football, I just understood if we want to make it real to organize competition, I
1814 have to take this where we started to make it real and I just loved when I arrived the program
1815 that they had... I said, "This is will be very good". I saw the program of FIFA, called "Festival
1816 live your goal". This is where I started "Festival live your goal", even at the Federation, I see
1817 that they were really afraid that people will talk badly about them and that they will organize
1818 competition helping women's football but this is where we started from there. When we
1819 organize the "Festival live your goal", we invited schools because I know that football in
1820 Mauritania want to be a reality when we see the clubs because they are not ready. They will not
1821 listen to us, they will not accept to have a woman's teams and I said, "It will just work with
1822 schools". This is where we had training. The first ever started he came and had a training for
1823 the teachers from schools to have some girls and this is where it started from there and we have
1824 competition now. This was my vision for short terms and I'm very happy to make it real in
1825 Mauritania football and from football to empower women, to make them be more strong and
1826 after that organized competitions and have a national team and I'm very happy that we did
1827 competition like three years ago. We started with under 20, under 15. This year we started with
1828 the same under 20 , under 15 and under 17 and just three months ago, we put in place the first

1829 time in the history the first women's national team of Mauritania and I know they will be women
1830 that will inspire a lot of young girls in Mauritania.

1831 CS: Wonderful! Jean, you're still an active player in England. You're very committed and as an
1832 active player being so committed, I remember myself as well as. I was an active player and I
1833 always found my time to dedicate myself for charity activities, foundation, etc. Please share
1834 with us the reason why you started your foundation. When did it happen? When did you get
1835 inspired?

1836 JS: Thank you, Clarence. I'm humbled to be here, but the most important thing is that I'm really
1837 excited at the same time to be here because it's the first time we've had something that I've
1838 dreamt of for a long time as a little kid. However, I feel like my vision has always been women
1839 football development. So, I feel so excited to be here. For me, I first heard about football or I
1840 first knew about it, when I was just eight years old back home in Uganda with my brothers at
1841 home playing every day in our compound but because I was a girl, they used to leave me on the
1842 side and I used to ask myself "What was wrong with me?", every single day, they leave me
1843 there. So, when I was going to Junior School, I was so happy thinking that it's going to be my
1844 first time to play football with young girls, other fellow girls but unfortunately got to the school
1845 and for seven years I never got the opportunity to play football because it was a girls school and
1846 I got to play all other sports but football was never one of them. So, I went to high school and
1847 for the first time the head teacher randomly introduced a women's football team and for me I
1848 was among the first people to go and join it but my first football coach was a teacher who was
1849 passionate about playing football and he was so good but he necessarily didn't have any football
1850 qualifications. Something that is important for development of young players and for me this
1851 was my first introduction at the football game that I love so much and I had ambitions of being
1852 one of the best players in the world but getting introduced to the game with someone who didn't
1853 necessarily have enough qualifications. So, I went to a school that was a bit more into sports

1854 and for me it was the first time I go to play alongside coaches who are qualified and when I
 1855 finished my A levels, I had to make a very big decision and I was just 17 years old by that time
 1856 to decide if to go for an opportunity in the UK for a football trial or to stay in Uganda and
 1857 continue with my education a human resource management degree that had been offered then.
 1858 So, at the age of 17 I was on 2 crossroads. I made the big decision to go with football because
 1859 I thought at the time that I would never ever get the opportunity again and there was at the age
 1860 of 17 I left everything I knew back home in Uganda. I left my family, I left my friends, I had
 1861 never even traveled before, I had never got on a plane. So, I went to England and when I go to
 1862 England, I was so impressed by what I was seeing for the first time. I was saying incredible
 1863 things about women's football. I mean now it's bigger than it was then but for me, I was a young
 1864 black African girl from Uganda, it is something that I had never seen before. So, for me that
 1865 inspired me to start the Sseninde Foundation back home in Uganda.

1866 CS: That is really wonderful and when you start the foundation with all the work you need to
 1867 put in, organization set up, people getting involved. What was your goal? What is the purpose
 1868 of your foundation? What are you doing day by day?

1869 JS: So, in the foundation we aim to inspire young girls in communities to play football but also
 1870 to empower them through education and former skills training and that's one of our main goal
 1871 among other goals. So, we started the Sseninde Women's Development Cup, a tournament that
 1872 aims to inspire young girls to play football. Who have the passion but usually don't get the
 1873 chances to play in this tournament and this tournament is actually girls in communities who are
 1874 not taking part in the top level football that Uganda women Elite League. So, it's to give them
 1875 a chance and when we started the tournament then in Uganda, we had lots of girls taking part
 1876 and from the first edition, this year will be the 4th edition, we've had girls who have been
 1877 scouted through the tournament and they've got education opportunities in schools and
 1878 universities and also they've been scouted to play for the Uganda women Elite League but at

1879 the same time for me remembering that education is just as important as football because it's a
 1880 big sacrifice that I had met at the age of 17 because I know that education is important in the
 1881 social economic growth and it's important in improving literacy and also helping young girls to
 1882 be confident but also football at the same time it's good for young girls physical fitness, it's
 1883 good to improve their teamwork skills. So, for me keeping that at the back of my mind, years
 1884 later I managed to fight and with my determination to do my human resource management
 1885 degree in the UK. So, I didn't miss it out and with that we inspire and ensure that with the
 1886 Sseninde Foundation we have a women's football strategy which we actually shared with the
 1887 Uganda Football Federation, with the president and people who work there. So, that we put
 1888 together as a partnership try to help inspire young girls to play football and take it to the next
 1889 level and for us that has been key but we don't stop by just helping young girls but also women
 1890 because I don't want any other girl to ever have to choose between education and football
 1891 because they're both important and we all know that here.

1892 CS: Oh, you said it. Football sets the basis in the youth. So, we have all these qualities, all these
 1893 values and then most of them won't become a professional to play but we want to be preparing
 1894 them for life, right? And I think that education is for life. Football is for that period we can
 1895 enjoy but even then, football can be for life, if we just enjoy this as our hobby and I think that's
 1896 one of the messages that for sure we need to overshare with these young girls. That it's not about
 1897 becoming a professional player. That can be your dream but use it, enjoy it and get the education
 1898 through it, get the strength to prepare yourself for life. Thank you for sharing your story as well.
 1899 Laura, you're the one going up and down in the world, right?

1900 LY: Yes, we are.

1901 CS: Yes, so I mean just before we get into your story. Has anything inspired you from the stories
 1902 from these ladies?

1903 LY: For me it's very fascinating chatting with these three ladies and we had a chance to talk
1904 behind backstage. I think for Samar, I mean there's a nod to the work that she's done because
1905 we did some work in Jordan and we've been able to benefit from the leadership capabilities that
1906 she's developed with the Jordanian players who are now working on our team. So, thank you
1907 and then talking to Oumou and her story about just the challenges that you face and the different
1908 levers you can pull to unravel some of those challenges and then Jean, just fantastic. It's so great
1909 to see your passion and the fact that I don't know she's too modest to tell you this but she's not
1910 only a professional footballer, she's doing her UEFA B license, she's doing her degree and she's
1911 running a foundation.

1912 CS: Wonderful, wonderful! So, about yourself. I mean, I'm really ready to listen to what you
1913 have been doing to create awareness around the world and have this impact and improve the
1914 lives of girls and women. Please tell us about the details and your strength and energy in what
1915 you're putting in it.

1916 LY: So, it's quite a curious story and I'm here actually representing all the amateurs in the room,
1917 so I've never been a professional footballer, I just love the game. So, I get a lot of joy from
1918 playing and like you're saying it would be great to have to inspire this lifelong joy of the game
1919 whatever level you play and I was playing for a team and the men's team automatically got
1920 funded and the women's team didn't and I was like "Are we going through this again?" and it
1921 got me thinking like "Wouldn't it be great to show people the power of women sport?" and I
1922 think it was Carina who said earlier there's a great power in doing unique things to showcase
1923 the game. So, the idea that popped into my head, you know what? We are gonna go to the top
1924 of Kilimanjaro and we're going to play the world's highest amateur football game. We play 90
1925 minutes with a team of all women. OK cool and then the next question was like "OK so why?",
1926 why would anyone put themselves through 90 minutes at 18,000 feet with very limited oxygen
1927 to really showcase this the world and we came up with an organization "Equal Playing Field"

1928 and a slogan. So: "Opportunity. Equality. Respect", nothing more nothing less. So, there's three
1929 pillars. Opportunities: looking at the game, creating more opportunities for girls and women to
1930 play. One of the things that frustrated me is that there's different levels of access to kit, to
1931 training facilities quite often women we talked to not allowed on the men's pitch and I think it's
1932 probably cause we have like angry women feet that trash the fields, I don't know. So, you know
1933 equal up some of these facilities. We look at Equality: I haven't come from the game; I am not
1934 a professional footballer and I look at some of the salaries if there's a salary at all and I was like
1935 "Are you kidding me? And you get out of bed for this? And you are trying to be a profession?"
1936 For me this is something that we have that there's work to be done to equal up the playing fields
1937 and then the final one. We look at Respect: which is a very kind of intangible thing and we see
1938 that it's often reflected in the media. So, earlier on this journey I had a really interesting
1939 conversation with a journalist and I was saying "You know that there are more stories about
1940 horses than women in the sports pages" and his response "Yeah but people like horses" and I
1941 was like "Oh my God", right? We've got work to do. So, we're at the top of a mountain, we set
1942 out on this challenge, we had to crowdfund our way up because people didn't necessarily think
1943 we're going to do it. I believe we were known as the crazy mountain women at FIFA because
1944 they it came with all these challenges. We managed to break the record while we set the record,
1945 we then descended from the mountain we realized that we had this huge impact around the
1946 world. So, we were able to place stories across the globe and really inspire girls and women to
1947 be able to play and think "Oh wow! You've done this thing that no one else has ever done
1948 before. Maybe I can do that too" and since then we've kind of snowballed. That was only 2017
1949 and what we've been able to do since then is really work in the gaps between different
1950 organizations. So, we speak FIFA, we speak government, we speak corporate and we also speak
1951 grassroots. So, we do a lot of connecting with local organizations. So, what could organizations
1952 where women are often doing incredible things on the ground and will augment so will offer
1953 help with social media or access to different coaching and one of the biggest things, we do is

1954 connect women across the world. So, hey you've got an issue or a challenge that you're facing.
1955 I know someone in Costa Rica who is having a similar challenge. Why don't you talk about it
1956 and have this connection and understand how you can improve the situation? So, we act as kind
1957 of a facilitator to be able to get women to talk to each other and that peer to peer learning is so
1958 incredible.

1959 CS: I did it as well as a midfielder. Just playing the ball around and made a spider web. Yeah,
1960 I feel that we have something in common. I like it. I mean really, I hope we had much more
1961 time. Unfortunately, time is ticking but the messages have been very clear. I think the stories
1962 has been very clear. We have a house full of leaders here and at the end to make things happen
1963 the leaders need to take action, make decisions, listen to the stories and go in the direction that
1964 everybody wants and knows is correct, do the right thing. If you would have one message or
1965 advice to the leaders here in the room, what would it be? That one message? Samar, please.

1966 SN: I think what women need more than empowerment is opportunity. So, let's give them that
1967 opportunity and dare them to shine.

1968 CS: Good!

1969 OK: Yeah to be more open and to see what is happening all around the world.

1970 CS: Open your eyes, please.

1971 JS: I would say that all of us together here today, we should all be lobbyists who are going to
1972 do everything in our power to ensure that we do the right things to help in the growth and
1973 development of women's football and that's through supporting each other working as a team.
1974 So, that sponsors, funds, leaders, administrators, so that at the end of the day we create history
1975 with women's football being the fastest growing sport in the whole wide world that is in all
1976 continents of this Federations.

1977 CS: Fantastic! Great vision!

1978 LY: Mine is that actually equal playing field becomes obsolete. So, at the moment we're filling
1979 a gap that there's room to step into for the member federations and I've met women from lots
1980 of different countries who are doing incredible things already So, my ask would be find those
1981 women and support them cause they're already doing the things.

1982 CS: Great! Amanda, do we have some questions?

1983 AV: Oh, my goodness! What a powerful group of women! We do have some questions. Let me
1984 start with this question from Polly Bancroft. What advice can you give to other organizations
1985 for hosting women's football competitions to ensure a wide and lasting impact?

1986 SN: Well, at least when we hosted - when we bid to host under 17 women's World Cup, Jordan
1987 didn't have a lot of resources. We didn't have the expertise of hosting women's World Cup - a
1988 mega sport event - we didn't have the financial resources to host it, but we stepped out of our
1989 comfort zone and went for this competition believing in the impact it will have. So, I think
1990 when we focus on legacy what the community needs, I think this is what's important. Focusing
1991 on projects that will have a lasting legacy, partnering with organizations that can deliver well
1992 after the tournament is over.

1993 AV: Samar tell me then 10 years from now, we're looking down the line, you've hosted this
1994 tournament, you've put all the work into it and you're on the board of the Jordan Federation.
1995 You look down the line 10 years from now, where do you see women's football in Jordan?

1996 SN: Well, I would like us to see women football qualified to the World Cup and where we don't
1997 have to use football to send social messages. I liked what Laura said where equal playing fields
1998 will be obsolete. I would like to see that, and Jordan and I would like to see us meeting and
1999 talking about the pursuit of excellence rather than using sports for social change.

2000 AV: Love that! Laura, actually that's a good Segway. Yeah, one of the things I find so powerful
2001 about what equal playing field does and the work that you've put in, we've got these world

2002 records, right? And we're breaking world records in Mount Kilimanjaro, the highest elevation
2003 game ever played, the Dead Sea in Jordan the lowest elevation game ever played and one
2004 coming up which will talk about in just a minute but I have this tweet here, this post here.
2005 Because one of the things equal playing field does so powerfully and I feel like you're making
2006 these really local impacts, everywhere you go. You're hosting camps all around the world, right?
2007 And really inspiring, empowering and driving football for girls all around the world and I was
2008 interested if you could talk just a little bit more about the work equal playing field is doing in
2009 that respect.

2010 LY: Yeah, so it's really a big part of our work is working with local organizations as well. So,
2011 one example, last year in Jordan and we hosted in a clinical area that was very conservative.
2012 So, most of the girls that tended had never kicked a football before and I think the thing that
2013 we're able to do is sit between a lot of different organizations. So, it would have never happened
2014 if you hadn't had international NGOs, local NGOs, government, corporate, international players
2015 but also very key local players. So, people who were able to speak the language of football in
2016 that local context. So, we do a lot of work with actually the women who are often either on the
2017 national teams or play for club teams were working these sport for development organizations
2018 to empower them with the skills to be able to have a bigger impact on the ground. So, I'm
2019 definitely really proud of just seeing girls that have never even played before having this huge
2020 smile kicking the ball and running around and you can just see the power of football.

2021 AV: We have another member of equal playing field here in the room with us, Maggie Murphy
2022 who is standing with Ben on the floor. I wanna read this tweet to you all really fast before we
2023 get down there. Maggie says, she quoted earlier: "It's not just about words. We need to invest
2024 in women's football", and I just thought that was such a powerful quote you pulled from that
2025 panel earlier, but we've got Ben down on the floor with Maggie, take it away.

2026 Ben: Amanda, thank you. Maggie is director of communications for equal playing field. She's
2027 got one of those annoying CVs. Oxford educated, two world records in the bag and listen up,
2028 it's late in the day I know but every single person Maggie in this room could get a world record.
2029 Equal playing field in France gunning for their third world record and it's the biggest one yet,
2030 give me the details.

2031 MM: Well, so obviously Laura's talked about group of women they got together for the highest
2032 altitude. We brought it out a little bit bigger to Jordan last year but then I look around this room
2033 and there are so many people from so many countries and so many backgrounds and we're so
2034 fortunate to have the World Cup come up when will have these elite players on our screens for
2035 a short moment but we thought "Well, everyone's a part of this", women's football is global, is
2036 diverse, is incredible because you do have elite players, you have grassroots players, you have
2037 all religions ethnicities. So, we're going to try to break the Guinness World Record for the
2038 biggest game ever but to do that we actually need every single person in this room to come to
2039 Lyon at the end of June 27th to July 1st. If you have a couple of hours, we are looking for 3000
2040 players to come and join this game. So, 11 aside, roll on roll off, common joiners,
2041 equalplayingfield.com where you will find the details and that means you can also walk away
2042 with the Guinness World Records at the end of it.

2043 Ben: Let's get these numbers down from 3000 to at least say 2980 odd. Who here in this room
2044 would like to come and break a world record? Put your hands up, typically people from
2045 federations, maybe you can find players. Look at this, we've practically already broken the
2046 world record. So, see Maggie onto it if you are interested in that. It's for men and for women I
2047 understand it. Why is it important Maggie to break these world records? What does it do at
2048 grassroots level? Is it the whole aim, I suppose, any way to normalize young girls playing
2049 sports?

2050 MM: Absolutely! I think at the moment what we see from today, from these incredible panels
 2051 is how incredible and strong women are in order to play football, in order to realize their dreams
 2052 but in my life when I think about it, I want it to be as normal to see a bunch of girls playing
 2053 football in the park as it is today to see boys playing in the public. I want it to be unexceptional
 2054 for women to play football. So, you know, doing this Guinness World Record to show how
 2055 many countries and how many people are out there playing football despite the challenges,
 2056 we're hoping that we get rid of those challenges further on. One last thing if you Guinness
 2057 World Records actually just told us the other day that we could possibly be eligible for two
 2058 Guinness World Records. The second one would be for the largest number of nationalities in a
 2059 single game. So, if you have a really interesting nationality, please come and play cause then
 2060 you'll get to Guinness World Records.

2061 Ben: Great stuff, Maggie! Thank you very much indeed. We're gonna throw it back to Amanda
 2062 and hopefully get a bit more interaction from Clarence as well and by the way Amanda, we
 2063 should try and recruit Clarence but of course, he's busy at the time. He's only trying to win a
 2064 trophy.

2065 CS: I just leave Egypt with Cameron there and I'll come and play. No worry.

2066 AV: Thanks Ben, thanks Maggie. We actually found this fantastic tweet from Fatma who
 2067 posted, "I was delighted to present Miss Oumou Kane, who's responsible for women's football
 2068 in Mauritania and who I am proud to mentor with a FIFA pennant today as a symbol of
 2069 friendship and female solidarity!", we thought this was a really special moment to ask you about
 2070 mentorship in the game and having a strong female mentor. What that's meant to you? What
 2071 you've learned from Fatma and what thoughts you have about that?

2072 OK: I wasn't expected that, I'm very happy. It's when I participate at the first-time woman
 2073 football leadership at FIFA. My greetings to other fellows, I'm very happy. So, it was an exciting
 2074 moment, it really inspired us and today we are just like a family. We went back home very

2075 strong and we will be a real ambassador and we will fight for make a lot of women who want
2076 to play football, make a trail from all across the world and in Africa and I have my fellow and
2077 very happy that when they asked us you have to choose a mentor, I said I have one woman that
2078 really inspired me. She is close to us, Senegal, we share some culture and value and I was
2079 always following her, Fatma Samoura and I said yeah I know she's very busy but I will there
2080 and say that I want her to be my mentor. I just dared and I said, I will ask if she accept it's going
2081 to be fantastic but I will write her name because this is what I want, this is what I'm feeling and
2082 this is it and I was very happy. It was a big surprise when she accepted. My president knows
2083 about that the general secretary and I get to email and said congratulations Fatma Samoura
2084 accepted to be your mentor. I was very happy that she accepted me.

2085 CS: Another dream come true.

2086 OK: Yes, when you have something, don't be afraid and she's very fantastic. An inspiration
2087 moment when she came to Mauritania, we had our moment together. She is very simple, open
2088 mind woman, she gave me a lot of advice. We went together because we have a project, that
2089 we are very happy in Mauritania, School for projects. We are the first country who's going to
2090 pilot this and we went together to see international united nation program foods. We called
2091 people from UNICEF, we went to see the minister of Youth and Sports together. I was very
2092 happy and delighted to this moment. Thank you for this wonderful and amazing program IFA,
2093 FIFA, thank you so much.

2094 CS: Thank you so much for this story. I think, we still have another question here.

2095 AV: We have one more, but I do wanna make a comment about Sarai's opening speech. If you
2096 guys remember when she opened the day, she said one of the things when she took this job was
2097 that she would always make time. She will always make time for the other woman who wanted
2098 to ask her how she got to where she was or what she was doing and the power when we grab
2099 each other's hands and walk forward. I think it's something really special, so thank you for

2100 sharing that. Jean, you have been unbelievable on Twitter today and unbelievable in general.
2101 You posted this this tweet here: "Absolutely hard to put into words. History has been created
2102 today! Dreamt of this day since childhood where girls/women will get special days like today",
2103 what inspired you to post that and what do you think the impact and the legacy of today, this
2104 event, this coming together. Where do you think it will take us?

2105 JS: For me what inspired me for that Tweet is because earlier today I was sharing that link for
2106 everyone to watch and sent it in WhatsApp groups and one person commented that, "Oh, but
2107 everyone is telling their story", but then I said everyone is telling their story but in actual sense
2108 is not about our stories. It's for everyone to pick something from that story and use it to inspire
2109 a generation because for me as a little girl, I wanted to play football and I didn't get the
2110 opportunities to get the right coaching from a young age. So, how am I going to compete with
2111 people who have been training since 8 years old? Because nowadays legends are the ones who
2112 are played in the World Cup but there are women who have actually played the game, but they
2113 haven't taken part in those big competitions because they simply didn't have the opportunities.
2114 So, for me remembering those days when I was a little girl inspired me that because I won't say
2115 that I'm the greatest in playing football cause I haven't played in a World Cup, I haven't played
2116 in any major tournament but I created my niche which is to inspire young girls not just in
2117 Uganda but in Africa and young girls around the world because we all have the same dream but
2118 we need people to hear us and sometimes people don't get anybody to hear them. So, that is one
2119 reason why I made that Tweet.

2120 AV: Great thank you! To you, Clarence.

2121 CS: Alright, thank you, the stage is mine. I want to thank first of all of you wonderful to speak
2122 with. In backstage, we're gonna do that more later. I've been always inspired by this movement
2123 and the fact that I'm here supporting and will continue to support. I have three girls myself out
2124 of four that makes it even easier to understand their difficulties as well. What I do believe is

2125 that it's time to support each other really. It's not about women against men, it's about creating
 2126 a better society, it is about joining forces, about giving each other that opportunity not going
 2127 around with those glasses that are seeing women, colors and all kinds of stuff. We just need to
 2128 help each other, support each other and to give them the opportunity. I have been listening very
 2129 closely to these stories but also other stories around the globe that is happening and there's so
 2130 many good people working on projects using football, using sports in general and I come back
 2131 to the leaders. It's time to make this movement even bigger and faster. If, which is my mission
 2132 to make my contribution to a better world and I think this is the movement that is going to make
 2133 a huge impact and that's why I'm part of this. You need to always be part of the winning team,
 2134 so I know this is a winning team. Thank you for everybody! Again, Samar, Oumou, Jean, Laura,
 2135 thank you so much! Thank you, have a great day, have a great tournament, great World Cup.
 2136 Let's enjoy it and see you soon. Thank you so much, thank you!

2137 **Fatma Samoura 3:40:35-3:49:20**

2138

2139 I could not be more delighted with how this day went. It was honestly incredible, and I hope
 2140 that you guys feel the same way. All the people that I've spoken to on the breaks and the
 2141 speakers behind the stage. Everyone has just been so positive about what we're doing here
 2142 today, what is happening in women's football, what is going to be happening over the next
 2143 month here in France with the FIFA women's World Cup. It is such an amazing time and I feel
 2144 so inspired, just absolutely incredible. Thank you again for coming and if I can just quickly
 2145 recap about what we've done today, just to remind you. Although, I'm sure that after what you've
 2146 heard today there's absolutely no way that you can forget some of the speeches and the speakers
 2147 and the panelists that we've had. So, we started the day with developing grow which is the first
 2148 pillar of the FIFA women's football strategy, so important for us in the current landscape of the
 2149 women's game. We have the top 24 teams in the world that will be competing for this trophy

2150 this summer, this next month but for many of us this isn't a reality. We are a long way away
2151 from this and develop and grow that first pillar is so important to get there and we heard some
2152 incredible examples from Mexico, from the FA in England, from different countries and
2153 member associations around the world that are doing incredible programs that I'm going to get
2154 them there and this is their dream and what it shows you, what it shows every single one of the
2155 member associations here today is that you don't have to invent something new and I hope that
2156 you learned that from some incredible examples that you've seen here on this stage today. You
2157 don't have to invent something new, there are amazing things happening in women's football
2158 around the world. Alex took out that business card from her pocket when she moderated that
2159 panel. Exchange your business cards, get to know each other, learn from each other. That is
2160 what this type of forum is all about. Our second station of the day - showcase the game - and
2161 it's all about these competitions and there we got to hear first of all about the power of the youth
2162 World Cups. The under 17 women's World Cup in Uruguay and the under 20 women's World
2163 Cup here in France last year, for me were the first FIFA tournaments that I had been involved
2164 in since my position in FIFA and they were incredible, so amazing. Just to be there, to be in the
2165 stands, to see the impact that it was having on those players, the buzz that was created and the
2166 coaches as well. Monica, oh my God, what an amazing example of an incredible female coach
2167 who is leading the way and she's taking part in an amazing program. An mentoring program
2168 where she's been partnered with one of the best female coaches in the world because we need
2169 to give more opportunities to our coaches and that's what developing grow and showcase the
2170 game is all about. The third session for me was so awesome because this discussion about
2171 commercialization of women's football, from the moment I've arrived - before I arrived - has
2172 been an ongoing discussion for so many years and I loved what I heard from that panel with
2173 Barbara Slater, Amanda Davies, we had VISA. Oh my God, VISA are doing some incredible
2174 things this summer for the women's World Cup. MyCujoo, I know it's not a reality for many of
2175 the member associations in this room to have broadcast for women's football but MyCujoo

2176 gives you an opportunity to get women's football in front of the eyeballs of more people than
2177 has ever been possible before and you don't need to have a massive broadcast setup in order to
2178 do that. We need to raise the profile of our players and the women's game and how do we do
2179 that? We need to bring it in front of more people, in front of more young girls, in front of more
2180 women, in front of more fans like the fans we saw today and if you can't do a broadcast,
2181 everybody's got a mobile phone. Every single person has got a smart phone these days and you
2182 can use that and MyCujoo gives you that possibility. The next session - govern and lead - we
2183 heard from two incredible leaders, Jean-Michel Aulas, a president of the strongest club team -
2184 women's club team - in Europe. He is my absolute hero, incredible. The words that he said on
2185 this stage as a leader in football are so inspiring and I hope that you felt the same way and what
2186 is happening in Sweden. I mean there they don't even talk about women's football. It's just
2187 football. The resources they give are the same and Hakan is an amazing example of a man who
2188 is empowering woman and just treating them like equals. It's that easy. UEFA, CONCACAF,
2189 they've launched their women's football strategies, what an incredible strategy from UEFA.
2190 Nadine and her team, I know how difficult it was to get that strategy together. Fantastic,
2191 amazing! All examples of good governance and leadership in the game, it's so important and
2192 do I even need to say about the last session "educate and empower". I mean, I don't even think
2193 I need to say anything. I was actually sitting in the front row crying from what I heard on the
2194 stage and I think that's all that I need to say about that last session. It has been an incredible
2195 day, so much positivity, so much togetherness and it's so enlightening, it makes me feel so
2196 proud of being involved and to be part of this and to be able to support you and growing the
2197 women's game and it's not over yet. Tomorrow, we still have another day with some more
2198 incredibly powerful speakers. Tomorrow is we are the football family, the people who know
2199 and love football. You guys get to meet together with the politicians, country presidents, prime
2200 ministers, the UN agencies, civil society, social influencers because it's about so much more
2201 than what happens on the pitch. It's about what we can do for young women and girls all over

2202 the world through football and we're gonna talk to them about the challenges we have and we're
 2203 gonna ask them tomorrow, "How can you help us? How can you help us to overcome the
 2204 challenges that exist to grow the woman's game in all of our countries? What can you do to
 2205 support football but also how can football help you? How can football help the governments,
 2206 the UN agencies, the civil societies, the NGOs, the equal playing fields? How can we help those
 2207 organizations to grow the impact that they are making, so that every young girl can live and
 2208 grow up in a safe environment enjoy playing football, to kick the ball on this pitch?", and it's
 2209 so important to bring those two groups together and I want to encourage every single one of the
 2210 211 member associations that are here today, don't be afraid to reach outside of the football
 2211 family and seek that support and expertise from outside and we heard some incredible speakers
 2212 today from organizations that aren't inside the traditional structures of football but they're still
 2213 doing so much. They still doing so much! Foundations, they're everywhere and why shouldn't
 2214 we partner with them? We have the same cause; we're trying to push for the same things. So,
 2215 don't be afraid to reach out to those people. Tomorrow's gonna be another amazing and inspiring
 2216 day. Thank you so much for your attention here today. It's been such an honor and a pleasure
 2217 and for me so educating as well. I'm really truly humbled by this experience. So, thank you very
 2218 much!

2219 **Gianni Infantino 17:35-34:50**

2220
 2221 Dear ladies, in particular the ladies and also dear gentlemen, presidents, ministers, delegates,
 2222 council members, friends of football, welcome! It's a pleasure to have you here to welcome you
 2223 for the second day of this women's football convention on the day where we kick off the biggest
 2224 women's sport event in the world and one of the biggest sports events to accure in the world
 2225 and not only sport event but actually an event which has a huge social impact as well, the
 2226 women's World Cup in France. So, merci beaucoup la France. [French] So, dear ladies and

2227 gentlemen, I've been speaking and many of you were there at the FIFA Congress, a day before,
2228 yesterday. So, I hope I'm not going to bore you if I use a couple of minutes now again to speak
2229 to you but I think it's important. It's important of course for FIFA to organize such a convention
2230 but it's important that we organize such a convention not only to have the feeling that we did
2231 something but to do something. I think, you know me now a little bit, I am a man of action
2232 rather than words and I prefer to speak with facts rather than just with words and this convention
2233 again should not just be one more or should not just be something that we put them in a shiny
2234 yearly report of our activities again to make us feel better but it should be something that has a
2235 real impact. In what I've heard from day one, I couldn't be here yesterday but what I've heard
2236 was very encouraging and very positive. My friend David Dean was speaking about women's
2237 football being pure and innocent and that the joy he was breathing here yesterday was
2238 something that maybe we're losing a little bit in men's football, right? That is still the same
2239 when you see children playing, boys or girls. Give them a ball and they smile, their eyes are
2240 shining, their ears are smiling, everything and this is what women's football means. Now, you
2241 know probably that I have myself and I have to declare this year officially because I'm here in
2242 a... I have to declare a big conflict of interest. I have four daughters, so the pressure is very very
2243 high at home that I'm acting seriously about women's football and women in football. I need to
2244 declare this so that everyone knows I'm not at all objective in this respect but jokes aside. Of
2245 course, it is a top priority of FIFA. I remember when I arrived in FIFA in 2016, we had of
2246 course many ideas, many programs about football development, about the World Cup, about
2247 the VAR and of course women's football was part of the plans from the very beginning because
2248 it is important, because 50% or maybe even a little bit more than 50% of the world population
2249 are women. As I said in my house it's 80%, so, you know I can just say "Yes" and that's it but
2250 in the world it's 50% or more and I think it's about time for an organization like FIFA to be not
2251 only speaking about it but to be doing something about it and something serious and that's why
2252 as soon as I arrived we decided to create a women's football division in FIFA. A dedicated

2253 women's football division. Many people in FIFA, UEFA, in the other Confederation
2254 Association are speaking about women's football, of course. It's always nice as I was saying to
2255 put it in the yearly program all the activities with it but there was no real serious action about
2256 it. It was just a little bit of a copy paste of men's football. What are we doing for men's football?
2257 Well, an under 17. Well, then let's do an under 17 for women. What are we doing, a World
2258 Cup? OK, let's do World Cup for women as well but we need to have a proper and own identity
2259 for women's football and this can only be created if we have a dedicated section in the
2260 administration of division headed by Sarai that has been speaking yesterday as well who has
2261 with her team to push the development of women's football. It is not easy. Of course, is not
2262 easy. Football is a very male dominated sport, it is a very macho-dominated sport, especially in
2263 some countries but it's moving, it is changing, and the best is still to come and it will come
2264 sooner than what many things. So, this women football division has set up a women's football
2265 strategy for the first time in the history of FIFA. A women's football strategy and I'm happy to
2266 have seen that other Confederations have followed: UEFA, CONCACAF and have presented
2267 here in Paris to their member associations their women's football strategy as well because you
2268 need to have a strategy and then you have of course to implement it. It's not only about women's
2269 football it's also about women in football because who is saying that only men can be in football
2270 and that's why in FIFA one of the first things I did as well was to propose to the FIFA council
2271 to appoint a woman as secretary general of FIFA: Fatma Samoura, who is here with us. The
2272 general secretaries of FIFA were all in 112 years of history before the appointment of Fatma
2273 were all men of course and also men from basically three countries in the world, right? Three
2274 countries in Europe: Switzerland, Germany and France. It seems that nobody else outside of
2275 these countries could be charged with the administration of FIFA. Well, I think we've shown
2276 that the contrary is true because women's football and women in football mean social equality
2277 and it's important to say that with facts again not only with words. Discrimination towards
2278 women is certainly something, is certainly a topic that we need to address as well seriously and

2279 we can address it through football and through symbols and through facts and that's what we
 2280 did and for this reason as well in the management board of FIFA today we have four women.
 2281 Before 2016 the number of women in the management board of FIFA was zero. Things change.
 2282 In the FIFA council we have 6 women before it was one plus, I think two co-opted or one or
 2283 two co-opted, I don't remember. Now it's six. Is it enough? No, of course not but this step, it's
 2284 a progress. In our committees today we have 20% women representation. Is it enough? By far
 2285 not, certainly not but it's five times more than the 4% that we had before in our committees and
 2286 let's not forget that in 2016 we reduced as well the number of committees in FIFA from 25 to 9
 2287 and that's why the number of women in these committees is even more significant. So, we are
 2288 moving the administration, I think it's 43% of women representation. Again, it is not 50% or
 2289 51%, it is 43. We are moving, we are progressing, we are trying, we are making a step at each
 2290 time. We are investing as well in women's football when it comes to the prize money for the
 2291 World Cup from 15 to 50 million. Is it enough? No! Can you do better? Yes! But it's a step.
 2292 Almost three times more, it's a step. We're investing 500 million, half a billion US dollars in
 2293 the next four years for the development of women's football. It is also important; it is also
 2294 making a difference and it's important that we pass this message. It is for the first time as well
 2295 in the forward program, our development program, we earmark some amounts specifically for
 2296 the organization of women's football and girls football competitions. So, to all the associations
 2297 and the delegates presidents here, you know it. If you do organize girls and women's football,
 2298 you get the money. If you don't, you don't get it, and this has a real impact, and these are real
 2299 facts and this is again just the beginning because we want to do much much more. I propose
 2300 two years ago at the FIFA Congress and we discussed it then in the summits and in the council
 2301 the creation of a women's world League because national team football is the catalyst of
 2302 women's football and we will see it with this World Cup in France again. Unfortunately, this
 2303 project was little bit blocked. Let's say or put on hold. I can announce that will put it back on
 2304 the table with even more strength and force because we need to promote women's football as

2305 well and there is actually one feature about women's football that for me is one of the most
2306 important ones and that's why we need to bring back on the table the women's world league and
2307 we need to think about the Club World Cup for women's, for women as well and the feature is
2308 the following. If I ask you or what if I would have asked you in June last year: "Who will be
2309 the world champion of the World Cup in Russia of the men?", I'm sure that 100% of the people
2310 in this room or maybe 99% would've answered the usual suspects, right? France of course who
2311 was world champion. Maybe Spain, maybe England, Germany, some European teams and
2312 maybe one or two South Americans, Brazil, Argentina but nobody else. So, men's football is
2313 really at the top - national team and club - a European affair mainly and a South American
2314 affair. We're going to change that as well because our vision for the future of men's football is
2315 to make it truly global as well but speaking about women's football if I ask you today "Who
2316 will be the world champion of the World Cup here in France, the women's World Cup?", well,
2317 it could actually be: Yes, the usual European suspects Germany, England, France, Spain,
2318 Sweden but it could also be the US or it could be China or Japan or Australia or New Zealand
2319 or Brazil, maybe just the African countries are not yet at the top level but for the rest, the top of
2320 women's football is spread all around the world and this has to do with the fact that the
2321 development of women's football started at a similar time in many parts of the world while
2322 men's football started 100 years earlier in Europe and South American than in the rest of the
2323 world and we have to profit from this advantage because women's football compared to men's
2324 football is already truly global. It is already truly global and that's why in this World Cup - this
2325 women's World Cup here in France - we are targeting, and we will achieve it easily 1 billion
2326 viewers. 1 billion viewers make it the biggest event in the world after the men's World Cup. It
2327 is five times or six times the Super Bowl for those who know how what the Super Bowl is and
2328 how big it is. 1 billion viewers and this 1 billion people many of which will watch for the first
2329 time women's football in this World Cup, they will realize what it is and it's not just black and
2330 white copy of men's football, it is a true sport played by athletes, by players who have technical

2331 skills, have physical skills and people will realize that when they watch it because they will
 2332 watch it because it's a big event. Everyone speaks about it in many parts of the world. So, let's
 2333 tune in, let's see what it is, the stadiums will be full here in France, there will be a festive
 2334 atmosphere and actually what is presented on the pitch is real football, skillful football and this
 2335 would change once and for all, the way in which the world is looking at women's football. So,
 2336 I'm very proud about that. I'm very happy and proud that you came yesterday, that you came
 2337 today, that you are helping us in promoting women's football, in promoting women in football
 2338 and more generally in society because this is only something that we deeply need. Thank you
 2339 very much for being here and enjoy this convention, enjoy this second day, enjoy the opening
 2340 game today of the women's World Cup and enjoy France. Merci beaucoup, thank you very
 2341 much!

2342 **Roxana Măřăcineanu 36:15-43:00**

2343
 2344 FIFA president, dear Gianni Infantino, secretary general, dear Fatma Samoura, ladies and
 2345 gentlemen I am very pleased to be here today to speak to you this morning. Our topic is very
 2346 close to our heart, it is women in sport and more widely in society. A few miles away from the
 2347 kick-off of the women's World Cup in France and I am here to share a message of real will and
 2348 goodwill of our and our president, Mr. Emmanuel Macron who has made equality between men
 2349 and women a huge cause in five year mandate. I'd like also to share some personal messages
 2350 my own. I am a committed women, I am committed to the course of women, I am an athlete, I
 2351 have been a leader in sports organizations and now I'm the sports minister and thanks to the
 2352 sports, I have found my place in French society. The women's World Cup feminine is a huge,
 2353 global event and France is hugely proud to be organizing it. We do it with heart, wishing for a
 2354 great hospitality and showing our passion for football. We will welcome the best players in the
 2355 world to our county and will have thousands of people visiting our country for this great event.

2356 This women's World Cup is a huge opportunity for all of us, to show the great value of women's
2357 football, the skills of women in this sport and we will show young girls what these women can
2358 do and we will motivate, we will inspire whether we are watching on our screens or in the
2359 stadium. We want to convince other women to get involved in sports whether it's for pleasure,
2360 so they can relax for their health but also sometimes to make up for difficulties in life and give
2361 a sense back to our life. Sometimes it's about getting out of the home and meeting other women,
2362 other men. Doing sports is all about society, creating society. I also hope that we will lead
2363 women wanting to be referees or leaders or educators in our clubs, in our associations. The
2364 sporting movement needs this and Mr. President, you said this. It needs to be a new approach
2365 for the sport of the future, a different kind of sport. I would like football to involve more play
2366 and new challenges. The club must be open to everyone, shouldn't only be about competition.
2367 In my job everyday as a minister of sports, I work to find a place for women in this area and
2368 introducing rules so that there is greater parity in the leadership of association and this has led
2369 to a presence of 40% of women in these leadership bodies. We want more women in decision
2370 making roles and at the highest level too. We want women as presidents at the top and I want
2371 to go further with these parity measures going down into the leagues and the grassroots, in our
2372 clubs. We want to ensure that we found ways to encourage women to participate and to be
2373 involved. We need to work at the highest level as we're doing this at the women's World Cup,
2374 but we also need to work at the grassroots level too. We want to evolve people from all sorts of
2375 areas, social sphere, the economic sphere, etc. I work with my colleague, my secretary of gender
2376 equality, for women's equality and we work together on this. I'd like to thank everyone who
2377 devotes time and energy in increasing the visibility of women in sport, professionalization,
2378 women's performances and like I said the visibility of the sport in France and I am convinced
2379 that this is an excellent opportunity to lead to progress in the sport and also more widely in
2380 society, in our society and others. This is a huge opportunities, this opportunity forces the
2381 European bodies, international bodies, the French Association, education in France, the whole

2382 sporting movement to get behind it and it forces us as politicians to create opportunities for
 2383 women of all ages - girls of all ages. A few weeks ago, I denounced the unacceptable
 2384 homophobic chant that we have here in certain stadia. There is a culture in football which is not
 2385 acceptable at times. I discussed this with bodies that were working against homophobia with
 2386 fans, with different institutions, where we are all fighting against discrimination to which this
 2387 kind of chant really stigmatizes people of certain sexual orientation. Sports is too often,
 2388 especially in the media overly violent and there's no reason for it to be a fight in that way.
 2389 Players, viewers, spectators etc. there should be no judgment involved whether we win whether
 2390 we lose. We need to enjoy competition obviously; you want to beat others and you want to go
 2391 far as you can, but it should be about battling. Let's not forget, that sporting competitions can
 2392 be a real good cohesion for getting together, for being united, for sharing and I hope that we
 2393 will all do that on the 7th of July regardless of nationality, to celebrate the great success of this
 2394 wonderful beautiful World Cup taking place in France. Thank you!

2395 **Q&A with Mia Hamm 44:40-1:01:00**

2396
 2397 CT: Mia, it's exciting times for women's football, I'm sure you agree. When you just look at the
 2398 progress that has been made. I mean, your example: 20 years since you won the women's World
 2399 Cup, that was back in 1999 and you look at how far we've come. What are some of your
 2400 memories of that time back in 1999?

2401 MH: You look at me like I'm very old. I guess, we're playing with the stone ball back then and
 2402 so, we've come a long way... No. 20 years ago, I think all of us were so young and wide eyed
 2403 and the opportunity to play in the biggest venues in the United States was something that for
 2404 all of us was just a dream and Marla Messing and our women's World Cup organizing
 2405 committee believed that this could be and wanted it to be the biggest women sporting event up
 2406 today and just like this tournament, they dared to shine, they dared to believe that this could be

2407 the best ever and to be a part of that tournament. There are players here, my teammates Kristine
2408 Lilly, Cindy Parlow, Carla Overbeck and the teams, that competitors we competed against,
2409 we're all part of making that a huge success.

2410 CT: I mean that team is seen as one that really changed the face of women's football. Tell us
2411 about the pressure cause all of a sudden you were thrust into the limelight and you were just so
2412 iconic. How did you deal with it?

2413 MH: We loved it. I think every day we woke up and wanted to make our game better and we
2414 understood that to do that on the field, you were gonna get everyone's best and off the field you
2415 had to rise to the challenge and the character of the players on the team believed in each other
2416 and we believed in the game and the players that played and we wanted to give not only our
2417 game a voice but make sure they couldn't ignore the faces that were associated with it.

2418 CT: Since you've retired, you see many changes but what would you say are some of the key
2419 areas in which you feel that the women's game has changed since then?

2420 MH: This is such an exciting time in women's football. I think you see the level of the game
2421 has just sky-rocketed it so much is due to the fact that you see the investments being made at
2422 not just the national team level but the youth levels. The style of football that is being played is
2423 so diverse, it's so flexible. You know, you're not just playing one style of football, is all teams
2424 can kind of adjust and change on the fly and be able to adapt whatever the opposition is doing,
2425 and I'm really excited for this tournament. I think it's everyone's talked about it's going to be
2426 the most competitive and it will, and I think you see the small investment that's been made just
2427 what is done to the game.

2428 CT: You look at the buildup as well, it's been so exciting and some of the content that's been
2429 generated, that's been planted on social media, messages that are very empowering. How
2430 important do you think it is to have role models like yourself to empower the future generation?

2431 You know those young girls that are looking up to those stars now that are getting ready to
2432 shine once again representing their nations.

2433 MH: I think it's very important but for me personally and I know the players I played alongside
2434 of both on the women's national team and professionally. Every day they woke up, they were
2435 just authentic, they were who they were, and I think for us is we wanted to open more doors,
2436 but we felt a responsibility whether one person was coming to our game or 90,000. That anytime
2437 you can influence someone's life, you have a responsibility to make the most of it and I learned
2438 every single day how to act, how to behave, how to train, how to be a pro from the players I
2439 played alongside and played against.

2440 CT: When you look at the level of the game and how it's improved, I mean you spoken about it
2441 and just how much more technical and pleasing to the eye as well that it is. Do you think that a
2442 large contributed to that has been the key developments that we've seen at grass roots level, at
2443 that development phase of the game?

2444 MH: Absolutely! I think you know young girls were always playing but I think as they got to a
2445 certain age there wasn't an environment where they were encouraged to kind of continue and
2446 that is changed. There's still a lot we need to do and I know the people in this room are
2447 committed to making those changes but you see that small amount like I said that small amount
2448 of investment, the outcome and if we continued to grow that every single year. I mean these
2449 players in this tournament and when you walk around, I know in the US watch play, the
2450 confidence that these young girls have, they are making it impossible for people to ignore and
2451 that is been one of the wonderful things about social media is. Hey, if you don't wanna be a part
2452 of it, too bad, you're gonna miss it cause this is a movement and this game and these players
2453 have taken an ownership of what is happening and you're gonna see that in this World Cup.
2454 You're seeing it on soccer pitches all over the world and they are showing you how this game

2455 has changed their lives, how it's empowered them to do more, to be more and I think it's a
2456 wonderful statement.

2457 CT: You're saying the game needs some key partnerships, it needs investment, more investment
2458 but we're starting to now get a glimpse of the commercial value of a women's football. I mean
2459 they've been some groundbreaking announcements and key partnerships ahead of this Woman's
2460 World Cup. What does this say about the value of women's football, at the product as a whole?

2461 MH: I think what it says is what a lot of us in this room have said and felt for decades. That this
2462 game has a place, this game is marketable, this game is beautiful and that you just need to make
2463 the investment. We all go to the grocery store and if your item is in the top back corner rarely
2464 you are gonna choose that item but if we put it front in the center where someone standing there
2465 can see it, touch it, experience it, it makes all the difference and that's what you're seeing now
2466 and I applauded those that have champion our game from day one and who continue to do it to
2467 this day.

2468 CT: And it's interesting how everyone has a role to play in that. From the broadcasters, the
2469 media, the women themselves, ambassadors like yourself, commercially as well. Everyone has
2470 an important role to play in bringing it to the stage.

2471 MH: Absolutely! I think what you're seeing is that collaboration and having this conference
2472 means so much because for people to sit down and share best practices and really understand
2473 and get new insights and ideas on how to make their game better, how to make our sport better,
2474 is only going to help us continue to grow on every single level and as I said earlier, you're seeing
2475 that engagement from the players, you're seeing more sponsors step forward, you're seeing
2476 Confederations, you're seeing FIFA stand up and say "We want to make this change" and now
2477 it's our job to make sure that we continue that leadership.

2478 CT: And what's important as well is that we actually take the action as the FIFA president said.
2479 I mean a lot of engaging conversations; I mean this this convention has been absolutely
2480 outstanding in that respect but following on from this now is let's put it into practice.

2481 MH: Absolutely! I encourage and I am incredibly excited about what's happening in this room,
2482 what this tournament represents, and it can't be every four years. You know, just like you train
2483 for this one moment but it's a lifetime of blood sweat and tears and we need to continue that
2484 every single day to reinvest and refocus on what we know and believe is good and right and
2485 that will make a difference.

2486 CT: Before a ball is even been kicked, we can already say that France 2019 is going to be the
2487 biggest and the best FIFA women's World Cup ever. What would you say is the one thing that
2488 you're hoping will come as a result of this tournament?

2489 MH: More investment, more money, more time, more stories, that four years from now that
2490 you'll be hearing young girls saying, "I watched France 2019 and it changed my life". Just like
2491 in 1999 when we had people walk up and say "I did it for them", that we understand that the
2492 power that we have, here in this room with this beautiful game to change the course of some
2493 young girls life and I don't take that lightly because we can. I'm a living testament to what this
2494 game can do and bring and influence because it has connected me to so many amazing people,
2495 it is challenged me physically, emotionally, mentally to give more, to be more. It has allowed
2496 me to establish a foundation to help and assist people. So, it's not just a game. It's about to the
2497 core who you are and what you feel you can give.

2498 CT: You know, you look at the audience here. It's not just powerful women and women in sport,
2499 women in football but the men have such a critical role to play as well. You're working in the
2500 men's game at the Los Angeles football club and of course on the board of the AS Roma. What
2501 are some of the things that you've learned in your roles there and also what skills and
2502 experiences have you been able to bring to the job?

2503 MH: I've learned first of all that I have so much more to learn and grow as a person but what
2504 I've really enjoyed about these experiences is that I have been embraced and understand what
2505 my strengths are at the table. That I feel valued when I sit there, when I speak and not only for
2506 me and for future women that wanna be in similar positions but for the women that work in the
2507 clubs, that work at LAFC, that sit on the board at AS Roma, that feel that they have a voice as
2508 well and the other thing for me is, I need to be prepared, I need to know my stuff and that my
2509 responsibilities help shape the opportunities for tomorrow.

2510 CT: How important is it that we have former footballers actually moving into these
2511 administrative and governance spaces?

2512 MH: Incredibly important! First and foremost, they have a perspective and experience that's
2513 invaluable and whether it's on the field or off the field of how to organize. What made a
2514 difference to them as players that they can give that information and insight. So, we need to
2515 create or there could be an easier path for these players to assimilate to life off the field. So, we
2516 can keep that knowledge and growth and the investment that we've made in them as players
2517 continue to benefit the game long after their playing days.

2518 CT: And for those that are here, the former footballers that would almost like to follow the same
2519 career path with you after retiring, get into those particular roles. What would your word of
2520 advice, so your message be to them?

2521 MH: So, well I would say that relationships are incredibly important, is taking advantage of
2522 opportunities to meet people to really talk to them and get honest feedback about how you can
2523 be better. I've been very fortunate to have some doors open to me that I didn't think possible
2524 but it's also once you get there what you do with that opportunity. So, you know, I always felt
2525 I was one slide tackle away from my career being over and what could I do and what did I want
2526 to be after that was done and for me, I feel very blessed to still be involved in the game.

2527 CT: And finally, are we perhaps in the future going to see Mia Hamm venturing back into the
2528 women's game in some capacity?

2529 MH: I never left. What are you doing? I'm a woman footballer, I will always be a women's
2530 footballer, I will always be an advocate for this game whether I'm wearing a blazer or a badge
2531 or a credential. This game has so much to bring to so many people and I'll carry the banner
2532 proudly as long as I can.

2533 CT: Love it! And who's going to be crowned champions this year?

2534 MH: Yeah, who's giving me a ride home, I don't know, this tournament is so deep. Obviously,
2535 my heart is with the US, you look at the host country and how they're playing in France and it's
2536 so wide open and that is a great problem to have, that is something we need to celebrate is that
2537 there so we're seeing more and more parity in this game and it's really anyone's tournament.

2538 CT: OK, thank you, thank you so much!

2539 **Sahle-Work Zewde 1:07:30-1:22:30**

2540
2541 Thank you very much! Before beginning, I would like to congratulate president Infantino for
2542 his reelection by acclamation to the presidency of FIFA. This truly demonstrates the
2543 appreciation of your work over the past three years. Ethiopia will be glad to welcome you in
2544 Addis Ababa in the 70th FIFA Congress. I also wish to congratulate the first female secretary
2545 general Mrs. Fatma Samoura, she is determined and strong and has always campaigned for
2546 gender equality, I have known her for several years. President, you made a historic decision. I
2547 may even say that you took a risk when you nominated a female secretary general. This
2548 demonstrates that you support both diversity as well as geographic balance. I am glad to be here
2549 at the first congress for women's football and take part in the conversation concerning women's
2550 football. I am also very pleased to be able to be present at the kick-off match for the women's

2551 World Cup this evening. As you can see, I have grey hair and so I belong to the generation that
2552 believed that football was exclusively a men's sport. I can't even remember if I've ever been at
2553 the stadium to see a match. I have seen a few on the TV despite the fact that I have two sons
2554 who loved football but thankfully things have changed, it's a great deal. Women have a true
2555 place in this sport. However, there are still barriers to female participation in this sport and in
2556 the development of women's football. We are here to break those barriers down. I was just in
2557 Vancouver, Canada the last days at the beginning of this week, participating in the women
2558 deliver conference an international gathering focused on gender equality and women's
2559 empowerment. The discussions that transpired there are an excellent foundation for the issues
2560 to be raised why women's sports in general and women's football in particular are not receiving
2561 enough support and investment to flourish. Gender pickups and lack of equal gender
2562 representation are key issues of the day and they reveal so much about our societies around the
2563 world. We chose, we choose what we value and invest accordingly. In that process we often
2564 overlook women and girls that holds us women back in so many areas of life, sports included.
2565 Football a sport adult all over the world including in my country Ethiopia is a powerful unifying
2566 force that brings people from diverse backgrounds together in a stadium or in front of a screen
2567 to cheer for their national teams or chosen football club on a regular basis. For players it's an
2568 incredible platform for learning and growth. From a young age football instills the values of
2569 hard work, teamwork, handling loss, enjoying victory, professionalism and much more. This
2570 opportunity to learn valuable life skills while representing their neighborhood cities and nations
2571 in competitions should be equally available to both boys and girls. Women's football is young
2572 but growing. Even though everyone did in this room recognizes that the game representing half
2573 of the world's population is important, you have not put our money where our mouth is.
2574 Women's football does not enjoy the same level of support and investment that men's football
2575 does. This directly translates into an awareness gap that is affecting the ability of our female
2576 footballers to excel and be rewarded for their hard work. This is true in many other sports but

2577 as the responsible institutions began aggressively promoting their female players and seeking
2578 increased investment from advertisers the tide began to turn and now people are more aware of
2579 the female athletes. There is more interest in the sports and the pay and also these things are
2580 improving. I know that FIFA has made a strong commitment to furthering women's football.
2581 You have established a dedicated division, employed a strong female chief officer, increased
2582 prize money and introduced a club benefits program for women competing in this edition of the
2583 FIFA women's World Cup. I think that's all good news, but I still think that we can do more.
2584 I'm here today to put really further emphasis and to really encourage the president to go an extra
2585 mile in women's football, so that it has the same resources and benefits as the men's game, so
2586 that one day people will simply refer it to as football. No men's football, no women's football,
2587 simply football. I have recently learned that there are women's football teams whose
2588 performances far outshine those of men teams in the same countries but their pay and the
2589 support they receive is much less than the men's. This ought to change! We need to do much
2590 more than organized tournaments, we need to change mindset, smash terrorist types and fight
2591 prejudices about women, their role in society and their ability to play the world's favorite game
2592 which is football. We should look at the entire football industry in a new light, understand there
2593 are structural challenges and social norm barriers in play. This requires a campaign to shift
2594 mindsets and more aggressive efforts to work to promote the tournaments and players in order
2595 to bring in more viewers each year. It indeed requires a concerted effort. One of the major
2596 players in these efforts are media organizations and here I am addressing all of the members of
2597 the media in the audience and following online. The attention you give to women's sports,
2598 particularly women's football, needs to change. While scrolling through news channels a couple
2599 of weeks ago, I got a segment featuring an interview with a football coach for one of the big
2600 English Premier League teams. He was being asked about the possibility of winning three
2601 trophies in one year and the journalist stated that it has the first time and the history of the club
2602 but the coach rightly corrected him saying that it is the first time for men's team because the

2603 women's team has already done this triple, meaning won three trophies in one year. This story
2604 tells us three things. First the media needs to understand their power and do their homework.
2605 Secondly, men's football leadership and coaches can play an active role in advocating for
2606 women's teams and tournaments. They should in fact use their privilege and platforms to
2607 advocate for their fellow athletes and sisters competing, wearing the same national team colors.
2608 Thirdly, if we just do, if we set our minds to it, it's possible to pay attention to men's games,
2609 players and indeed change the status quo. Based on the aforementioned points, I would like to
2610 reiterate that we should take a chance and invest in women. Rising the status of the games, the
2611 pay of the players will help challenge the social barriers that continue to hold women back for
2612 equal participation. I'm confident that whatever we invest in women will pay off 100% because
2613 women are capable and worth the risk. Before I conclude, I would like to make 2 final
2614 comments. The first one is to recognize the African teams participating in this competition. The
2615 Cameroon, Nigeria and South African national teams will be representing their nations and
2616 Africa as a whole. So, we are rooting for you. I know that France would like to do the double
2617 and win their second World Cup with Les Bleus, their women's team but our African sisters
2618 will work to make that harder to achieve victory. I wish all the teams competing the best of luck
2619 and I hope the teams from Africa make it all the way to the final and why not win. It is possible.
2620 The second one is a message to the young women in the room. I'm standing before you today
2621 as the first female president of Ethiopia and unfortunately the only current female president in
2622 Africa. I know that this is very humbling and a wonderful honor and opportunity, but it also
2623 tells you how much more work we still have to do. If we are still saying the first in this, the first
2624 in that in the year 2019 but that is the reality. When I was asked to take up this position, I could
2625 have looked at all the reasons not to do it but I chose to trust myself and step up. However,
2626 getting here was by no means easy. I had to overcome many challenges and built a career in an
2627 extremely male dominated field of work. Therefore I'm here to tell you that change is possible
2628 and if you have resources and tools that were not available in my generation including our lived

2629 experience and wisdom, you can come together and have your voices heard, speak to each other
 2630 and for each other, magnify the voices among you and work for a better day for women's
 2631 football. Above all else, I want to ask you to do one thing: Be extremely good at whatever you
 2632 do, be so good and so brilliant that you are difficult to ignore. As the motto for the FIFA
 2633 women's World Cup says, "Dare to Shine" and I will add "Dare to be Extraordinary". Good
 2634 luck to all national teams participating, I thank you for your kind attention!

2635

2636 **Panel discussion with David Sabir, Noel Curran, Olivia Babsy Grange,**

2637 **Nawal El Moutawakel, Machacha Shepande, Franck Castillo 1:31:20-**

2638 **2:09:15**

2639

2640 DS: So, you all have some amazing experiences as champions of gender equality and the rights
 2641 of women to realize their full potential, so I'm humbled to be in your presence today but before
 2642 we go, I want to just give you something. As I look back on my years and the women that have
 2643 impacted my life and continued to impact my life, like my teachers every step of the way of my
 2644 education, my wife of 40 years who is the pillow of commitment and strength. My daughter
 2645 who keeps me connected to the younger generation. Executive members on the Association
 2646 board, two of which are in the room today who bring up fresh perspective to the debate of
 2647 football. Well, ladies and gentlemen, most importantly: my mom, my mother. My mother was
 2648 my first role model and the first person to identify that I had football in me and this is for every
 2649 mother and for every mother of every footballer, no matter how great, they all have the same
 2650 feeling that I'm going to share with you today and that is when I was born or when I was ready
 2651 to come into the world, I'm certain that my mother I said to my father or anyone else nearby
 2652 "Come and feel my baby kick", every mother. Never have I heard mother say come feel my
 2653 baby, slap me, punch me, backhand, jump shot. No. She said, "Come feel my baby kick",

2654 whether you believe it or not, football is in our DNA. So, it is not football is in the DNA of
2655 boys, football is in the DNA of all of us. So, this is why this moment is so important for us,
2656 trying to figure out why we are in 2019 and talking about the disparity of football between men,
2657 women, boys and girls. Now, you have been recognized as an international gender champion
2658 having stated diversity and inclusion are core values of the EBU and public service broadcasters
2659 represent: "We're committed to champion gender equality in our organizations and working
2660 with our members to ensure all our output reflects the diversity of the audience that we serve",
2661 that is a powerful statement. So, please tell us about your role at the EBU and what that has
2662 done to progress gender equality.

2663 NC: First of all, it's great to be here. The EBU is an organization we have 117 members media
2664 organizations across Europe and North Africa from big members BBC, ARD, ZDF to smaller
2665 members in various regions. We're absolutely committed to gender diversity. It is absolutely
2666 part of public service media's DNA and we're bringing that approach more and more to sport
2667 and to how we approach women sport but a point that I constantly make when I go out to meet
2668 our members and when I talk about this issue is this is not just about gender diversity, it is not
2669 just about equality. We also need to get to across the people that this is about business decisions
2670 and we shouldn't forget that this women's sport is growing, so many women's sports are
2671 growing. We had 500% increase in audiences in the UK over the last number of years. We've
2672 seen sponsorship deals grow by 40% and so it is absolutely a gender diversity issue but it is
2673 also an issue in terms of organizations that want to access their audience and public service
2674 organizations have obligations to access all their audience and for commercial operations there
2675 are commercial decisions here. So, I think that's a really important point for us to make. In terms
2676 of us at the EBU, we are investing more in women's sport, we will have some right
2677 announcements in that regard in the next period. We're setting up an expert group amongst our
2678 members in terms of how we develop. We are looking at how it is promoted because that's key

2679 is well, it isn't just showing the games, it's what the buildup is, it's normalizing, it's picking stars
2680 and giving them profiles. So, we're working with members in terms of how we can do that and
2681 we're going to have... We have an annual sports assembly of all of the big heads of sport, we're
2682 going to be looking at women's sport as a main topic at this year. So, we're trying to push this,
2683 we believe that we've seen huge growth, we believe it is an absolute obligation for anyone who
2684 believes in gender diversity and gender equality and we believe it is a good organizational and
2685 business decision and I can give you one example which I use. I'm Irish, so in rugby, the first
2686 men's international rugby game of Ireland was played in 1875. The first women's game was
2687 played in 1993. It's only been receiving coverage over the last 5, 6, 7 years. It is already doubling
2688 the share, the peak time share for the channel we show it on and that's a sport that is very strong
2689 in Ireland but there are similar sports all around Europe and the world and people need to realize
2690 that there is an opportunity to invest in women's sport, to grow women's sport, to work with the
2691 federations and to build those audiences further.

2692 DS: So, one follow-up question, so in the EBU is this platform working across all over the
2693 world?

2694 NC: This platform is in terms of gender equality, we have doubled the number of female
2695 managers, senior managers in the last 18 months. We started an initiative and that's important
2696 too. Who are your decision makers? Who's listing what the priorities are? And we will have
2697 some further announcements around further investment from members in women's sport. We
2698 have members like SVT, BBC who are doing huge campaigns around this event and I know
2699 we're going to talk about this event because it is so huge. So, it is but it's not something that
2700 media has been doing properly for long enough. We are in many ways and I'm absolutely
2701 prepared to say this a lot of us are late coming to the game here and I'm coming in a coordinated
2702 concentrated way, not in some patronizing way, coming in a focused way with plans and

2703 investments but we are coming, we're coming to this and we are getting behind it and the EBU
2704 is absolutely behind how we can promote this further.

2705 DS: We encourage you to keep going and keep it alive in terms of the mission. Olivia, as the
2706 Jamaica sports minister. Can you tell us about your own experiences but also the access to the
2707 women's game in Jamaica? For example, what have been the barriers and how is the sports
2708 ministry trying to overcome these together with the Jamaican Football Association?

2709 OBG: Thank you. I'm very happy to be here and I want to thank FIFA women's football for
2710 inviting me, Jamaica is very happy to be here. I must first say I am the minister not only for
2711 sports but also for gender and so women's football is of extreme importance to me and to the
2712 government of Jamaica and there are challenges. Women's and girls' football are a fairly new
2713 sport in Jamaica, and you know, women in sports do not get as much support as men in sports
2714 and so football women's football has its challenge in Jamaica. However, government leads the
2715 way in that in introducing our various sports competitions at the primary and kindergarten
2716 school level. We have insisted that in women's football at least three girls must play on the team
2717 with the boys. So, we're institutionalizing the fact that women's football must be recognized
2718 and be promoted, and we work very closely with the Federation, with Jamaica Football
2719 Federation to ensure that the support is there for women's football. You know, in Jamaica we
2720 called sports physical culture and we are a country that, we are music has penetrated all corners
2721 of the world, so our Reggae girls are here and we are very happy that they are here and so the
2722 challenges are many but we are equal to the task. We're determined to ensure that women's
2723 football in Jamaica rose and that from the early stage, kindergarten, primary that is under 12
2724 that we institutionalize it, so that in the later years our women's football will grow from strength
2725 to strength.

2726 DS: Brilliant, well done. Franck, you have been heavily active in the Pacific region, introducing
2727 projects which have been specifically targeting girls and women. Can you tell us about the

2728 challenges and how your projects have positively increased access to the game for girls and
2729 women?

2730 FC: Thank you. First of all, you need to understand the situation in the Pacific region. In 2014
2731 the UN did a research on violence toward women and you know, small Pacific islands, 62% of
2732 male admitted to committing at least one rape during their life. The UNICEF in 2015 did also
2733 research in five Pacific countries. 75% of adolescent boys believe it's OK to beat your wife. So,
2734 you can understand that this is a clear problem of perception. So, how do you change the
2735 perception of the community toward women and girls? So, you need to understand the culture
2736 in the Pacific. You cannot come with your western concept of gender equality, it doesn't work.
2737 So, you need to understand that in the Pacific - most of the Pacific country - the Pacific
2738 community leaders play an important role and if you do not get the support of the community
2739 leaders, you cannot put any program. So, we said, or our approach is to encourage the Pacific
2740 leaders, the community leaders to encourage girls to allow girls to play football and women to
2741 play football. This is one big issue in the Pacific region. 76% of death are due to non-
2742 communicable disease and we said to the Pacific leaders, "If you want to have a healthy women,
2743 a healthy mother, cause they play also an important role in the family, you need to encourage
2744 them to be physically active" and this is how we have convinced the leaders and we said also
2745 because we did a research in January 2011 parents won't send their girls to these programmes
2746 if it's a male coach. So, you need to encourage woman to become coaches and we have great
2747 results. So, we have started the program, we have designed a program where boys and girls can
2748 interact together in a positive manner. We have increased messages including respect, accepting
2749 the difference, working together and what are the results so far? We have reached 300,000
2750 children in the Pacific region and you know the Pacific is a small region with 48% of girls'
2751 participation. It means that you've got 150,000 girls involved in football and we have trained
2752 5000 teachers, 53% of women, so we've got more than 2500 female coaches and we've got great

2753 results on behavior change and perception change but let me tell you that two best results. In
 2754 2016 we have had under 20 women World Cup in Papua New Guinea and during the World
 2755 Cup, Papua New Guinea played against North Korea. I remind you that North Korea became
 2756 the world champion and one player from Papua New Guinea scored against North Korea. You
 2757 cannot imagine the atmosphere in the stadium. This girl has just started to play and probably
 2758 this girl would have never played football without a social development program, but this girl
 2759 has definitely changed the perception of the committee, girls can! The second example, I've got
 2760 eight active countries in the Pacific region. Eight project managers are female and it's not
 2761 because we wanted female to be project manager, it is because they have performed better than
 2762 males and they became role model and one of them is from Vanuatu and this is Rona, I know
 2763 she's in the room. Few days ago the president of Vanuatu football appointed her as deputy
 2764 CEO in a Football Federation and the president of Vanuatu football is our OFC president and
 2765 is our FIFA vice president and I want you to make a big applause because we can change the
 2766 community perception and this is how we can get ambassador to promote women's football.

2767 DS: Thank you so much, Franck. Very powerful, ladies and gentlemen, very powerful. Well,
 2768 as an Olympic gold medalist and sports minister, can you tell us about your experiences as an
 2769 athlete and the importance of having role models? You being one yourself, particularly being a
 2770 woman?

2771 NEM: Well, thank you David. First of all, I would like to tell you how happy I am to be here
 2772 with you today and I would like to say thank you to Fatma for the nice invitation and for the
 2773 warm welcome and also my IOC member who is with me here. So, happy to be with you here.
 2774 My name is Nawal El Moutawakel, the first ever Muslim to win a gold Olympic Games in
 2775 1984, few of you were not born maybe. My event or my first love was football when I was 12
 2776 years old, but it was inappropriate then for a young girl like myself to hit the ball. So, I switched
 2777 to track and field and I have chosen the 400 hurdles and to me the 400 hurdles was the race of

2778 my life. It has a beginning which is a start and finish and in between 10 hurdles and for me it
 2779 was a real school of life. It teaches you determination, passion, it teaches you self-confidence,
 2780 self-motivation, it's everything combined about the lesson of life and my record was 54 seconds
 2781 61 hundreds of a second, so it was very quick and it brings you all the sudden you go from zero
 2782 to hero from nobody to somebody from nothing to a real ambassador for the cause of women.
 2783 So, then I didn't decided to start working differently because there were not very many women
 2784 reaching that Olympic level in my country, in the continent of Africa and in many other Arab
 2785 states because I understood very quickly the power of sports and what sports did to me and
 2786 brought to me and then as time goes on I became IOC member and council member of the
 2787 International Federation and I moved on all the way to become first IOC vice president and I
 2788 was heavily involved in the strategic plans back in the 90s belonging member of the working
 2789 group of the IOC on women and sports and remember how the founder of the Olympic Games
 2790 in the previous century said [French] If this is not happen then we will be leaving half the planet
 2791 behind. That is why women should be allowed to move forward and I am grateful to FIFA for
 2792 having launched this initiative. I listened to the president during his opening speech. He spoke
 2793 of a revolution to which wishes to push forward and in the upcoming decades, I do hope that
 2794 by 2026 there will be 26 million women players in the world.

2795 DS: Thank you for your powerful comments. You are an inspiration to all of us and so many
 2796 women around the world, so thank you again. You mentioned school of life and I believe
 2797 football is the game of life. Everything about football we can connect it to everyday life. For
 2798 example, the earth is round - the ball is round. The ball is kept together by stitched panels and
 2799 if we buzz those panels then the ball becomes unplayable it is no longer a football. Similar in
 2800 life we have boundaries. Countries are divided by boundaries and if we break and disrespect
 2801 these boundaries then we have strife in life. Everything that we want in life, we want in football.
 2802 For example, leadership, honesty, integrity, fair play and the list goes on and on and on but

2803 appears at sometimes that these principles are not extended to all women and girls. Machacha,
2804 regarding the recent partnership with FIFA, how will the collaboration with the football for
2805 school's program impact access for girls playing football in Africa?

2806 MS: Thank you very much, David. On behalf of the African Union it is really really exciting
2807 and phenomenal for us to be part of this gathering of like-minded people working towards
2808 empowering women through football. So, I would really like to thank to the leadership for FIFA
2809 for inviting us to be part of this gathering. May also pay tribute to the excellent and stealing
2810 leadership of Madame Fatma in steering this organization to very high levels. Coming to the
2811 impact this will create, let me pack that question and look at why as African Union Commission
2812 we signed this memorandum of understanding with the CAF and FIFA. In African Union we
2813 have a broad agenda framework, we call it the agenda 2063 which among other objectives looks
2814 at the potential and empowerment of women through sport and also it is exciting plan that FIFA
2815 also has the women strategy to support and grow the game of football among women and girls.
2816 Within our agenda 2063 we have that aspiration that creates this partnership with the CAF and
2817 FIFA. Why? Because we want to leverage, we want to maximize the power of football, the
2818 power of sports cause football as a unique natural, emotional and universal appeal to attract,
2819 inspire, motivate and engage at different levels of interface and point of contact. We all know
2820 that football has no cone effects for development and peace, particularly when its strategies are
2821 designed holistically, to integrate values of sports and best practices. So, coming to the question
2822 as to how this will impact on girls' access to football. I want to park this question first in that
2823 dress, the fundamental issue: why is it that the member associations are not benefiting from the
2824 football that is existing in their schools. Why is it that schools are running their own structures?
2825 They've got their own development, running parallel with structures of their member
2826 associations and I'm saying this because I am a former footballer myself, a physical education
2827 teacher, the ministry of sports, for the Football Federation, for the national sports council and

2828 the African union. So, I am privileged to have had an experience from all these levels. So, we
 2829 need first of all to address the divide that exists between Association football and schools'
 2830 football. Once we address this situation then we can talk about girls having access. So, what it
 2831 means is that we need to bring together ministers of education, ministers of sports and the
 2832 Football Federation, the associations together to develop a common strategy, how we can roll
 2833 out and make sure that girls are able to access football in the school. So, we need to develop
 2834 strategy at that high-level cause there's been a divide at the high level and there's also a divide
 2835 even at technical level. So, we need to put these loose ends and then we can roll out this
 2836 program.

2837 DS: Thank you very much, Muchacha and I think the message has been resonated with all of
 2838 us. Let me go really quickly to Olivia. You must be extremely proud of the reggae girls. How
 2839 has their qualification impacted perceptions in Jamaica, and will this FIFA women's World Cup
 2840 create icons of girls? Will it be able to the girls who look up to? How important is that
 2841 overcoming social barriers?

2842 OBG: First of all, we are extremely proud of the reggae girls, they made history and you know
 2843 for a country of a population under 3 million and the fact that we've been able to produce the
 2844 fastest man in the world and some of the fastest women and now we have created for the first
 2845 time that a female football team would qualify for the World Cup. It has created waves
 2846 throughout the country and throughout the Jamaican diaspora and in the Caribbean, they are
 2847 icons and we are extremely proud of them and they have served to inspire many young girls
 2848 who know want to play football.

2849 DS: Absolutely and we wish them all the best for the tournament. Now really quick, we can't
 2850 forget about this FIFA women's World Cup. 1 billion broadcaster views expected globally.
 2851 What are your thoughts on the scale of this World Cup?

2852 NC: I think it shows just how much it's moving, how fast it's moving. We're in 38 territories,
 2853 we will be showing 500 games, 1000 hours, all games that aren't shown nationally can be
 2854 watched on our own online platform, it's huge. This will be probably the biggest, the most
 2855 watched women sport event in history and that's the pace we're moving out and that's why we
 2856 all need to get on board and get behind and support and invest and promote women sport.

2857 DS: I'm actually glad that you said we all have to get behind. I want to take this moment, I want
 2858 to seize this moment, I don't want this to pass. I'm gonna ask all the men here today, men all
 2859 around the world wherever you are, stand up! Please. All the men in the room, stand up! Stand
 2860 up for the outstanding work the women of football have provided to the world's most important
 2861 sport. Stand up and let the women of the world know that we will do, whatever we can
 2862 individually and collectively to help develop and grow their game. Stand up if you are
 2863 committed to educating and empowering women and girls so that they make govern and lead
 2864 their own pathway to a brighter future for all of us. Please join with me once again, join me at
 2865 making a show of this commitment by giving a round of applause to all the women in the world
 2866 who dare to shine now and in the future. Ladies and gentlemen, over the next few weeks here
 2867 in Paris and all over the world, we will be living football. However, we must also ensure that
 2868 all girls and women who have an interest and a desire can also play football. To all the women
 2869 and the men today and around the world, legendary Bob Marley said, "Get up - Stand up".
 2870 "Stand up for your rights", he said. Get up - stand up united and we stand together to bring
 2871 about this global change. This is a call to action. This is an emergency to 911 but 9 + 1 + 1 is
 2872 11 players on the field. Let the power of football lead to actions and build upon the foundations
 2873 that will lead to greater participation for women and girls in football. Ladies and gentlemen,
 2874 please give a big round of applause to our panelists. Thank you very much may you continue
 2875 to enjoy life and football. Have a great day!

2876 **Mia Amor Mottley 2:11:40-2:22:30**

2877

2878 General secretary, Mr. President, distinguished guests, all. I'm here today to speak about the
2879 resources of women's football but that's a topic that has words that are harsh to the years and
2880 even harsher in the reality of what they receive and to that extent I really want to speak to you
2881 about the need to appreciate what we want to do when we talk about resourcing. We're really
2882 just trying to make people's lives better. We really just trying to create opportunity for girls who
2883 have been ignored and who have been told that they are not good enough to be able to want to
2884 do the simple things of life and to enjoy and be the best that they can be and that is why the
2885 motto of "Daring to Shine" resonates so much with me because on this improbable journey that
2886 I and your own secretary general and the **president of Ethiopia** have taken, we don't simply have
2887 to be satisfied with the "Daring to Shine", we have to be determined to do and that's what
2888 resourcing is really about, being determined to do and to make that difference. We have
2889 contended that for so long sports and culture create the opportunities to make global citizens.
2890 Nobody asks you for a work permit when you're the best footballer in the world. Nobody asks
2891 Rihanna for a work permit when she's the best female entertainer and most powerful one that
2892 exists when she comes to Paris and does what she did two weeks ago but what we do ask is for
2893 them to recognize that one or two of us in 2018 and **being the first as the president of Ethiopia**
2894 **said, "It is not sufficient" and that we have known to create a mass movement of people and**
2895 **there is no better way to do that than for those glass ceilings to be broken in women's football.**
2896 **This event particularly for us in the Caribbean with the presence of the reggae girls will do so**
2897 **much to inspire every single young girl in the Caribbean that they too can be the best that they**
2898 **can be just as they have seen others explored on the stage and governments at the same time**
2899 **are trying to fight the battle of being able to make people the best that they can be. When chronic**
2900 **noncommunicable diseases cost us potentially 4 to 5% of our GDP, we have to find ways to**
2901 **fight the battle that allow us to be able to make each girl and each boy invested with the**

2902 commitment to be fit enough. We have to find ways to cause them to believe that during their
2903 teenage years they can navigate those years without wanting to smoke, without wanting to
2904 drink, without wanting to abuse their body, without wanting to be subject to behaviors that
2905 makes the investment that we making them as governments marginal and there is no better way
2906 to do it than through sports and through culture. Sports teaches them the values that you need
2907 one another on a team and to be able to work together and no matter how much of a star one is,
2908 you can't do it alone, we have to do it together. Equally within the realm of culture we teach
2909 each other to cure and one of the things that we found early on in our systems particularly in
2910 education is that if you want to reinforce messages, if you want to reinforce values, it is far
2911 easier to do it on the field than it is to do it in the classroom because children never forget that
2912 message once they learn it on the field, once they learn it among their peers. To that extent our
2913 governments in the region are more and more investing with associations and with non-
2914 governmental organizations to be able to deliver the kind of education for life, education that
2915 makes people productive citizens not just through the formal classrooms but through
2916 partnerships and through the development of programs that will see other kinds of support come
2917 to support our young people. We don't only need to give money, but we also need to be able to
2918 give policy framework and instruction. We also need to be able to create the people who can
2919 mentor and support and literally take young kids, young girls, young boys who have been
2920 marginalized in their own households and in their own communities but who have talent and
2921 who will realize that talent alone unless their spirit is nourished, is not going to carry them. So,
2922 how do we as governments partner and provide the resources that are necessary to allow
2923 associations to focus not just on the talent of football but on the talent of being a good human
2924 being and being able to master the life that they want to live but are constrained because of the
2925 circumstances into which they are born or the circumstances into which they find themselves.
2926 It is only through these partnerships that set it common mission, the mission of being able to
2927 make our young people the best that they can be that we can then see talent truly truly truly

2928 flourish. I come from a small country. We don't have a team in women's football this year but
2929 in the same way there was no female Prime Minister in Barbados before last year, we will have
2930 a women's football team at the highest levels again in this country, in this world but we remain
2931 inspired that's in our region Jamaica and the reggae girls are gonna stir it up in the words from
2932 Bob Marley and we have every confidence in the next few weeks that the messages from Paris
2933 are going to be punctuated with a rhythm that is going to see the rest of the world. We believe,
2934 however, that it is not important to be the first. What is important is for there to be a continuous
2935 group of persons and that is where the partnership with government is going to make the
2936 difference. I look forward to being able to work across the world with others because policy in
2937 a vacuum means nothing. What matters is people and the lives of people and I feel strongly that
2938 this kind of opportunity that we give our girls on this stage cannot be constrained by the usual
2939 disparities and gender discrimination that have attached itself to the other aspects of female
2940 participation whether in the workplace whether in the political arena whether in the home or
2941 whether on the field of sports. The ability to be able to remove the disparity in pay and emphasis
2942 and communication in every aspect is what is needed and it is almost unbelievable that all as
2943 we go into the third decade of the 21st century that we are even having this discussion about
2944 gender disparity in something as simple and as noble as sports. I hope that by having this
2945 convention Madam Secretary and the leadership that you have shown and being able to confront
2946 these difficult issues that you will be able to make that definable difference in the minds of men
2947 and women such that they encourage their children, their girl children in particular to
2948 understand that they can be the best that they can be by simply setting the goals and pursuing
2949 those goals by "Daring to shine". In this city a few weeks ago a young Barbadians girl who 10-
2950 12 years ago was just simply wanting to dream to be the best that she could be has now exploded
2951 on the world stage as the most successful female entertainer ever. We have the capability to see
2952 people shine. We have to give them the opportunity. What is the rule of governments if not to
2953 create opportunity? What is the rule of associations if not to create opportunity? And if we have

2954 that common mission of creating opportunity then if we fail to partner, to create that space we
 2955 have only ourselves to blame. I ask us to recognize that the moment is upon us to admit onto
 2956 girls that great great possibility of them "Daring to Shine", but there after being determined to
 2957 do all that they can do to bring along the others . When I was a young girl there were very few
 2958 other people in the world whose name I knew as Mia and I had a name that I recognized in
 2959 another person. She happened to be a footballer. Her name was Mia Hamm and I felt proud
 2960 even though I was not a footballer and even though I never met her that we shared the same
 2961 name. That is the power of example and the power of inspiration. I wish this football FIFA
 2962 tournament to inspire so many across the world over the next few weeks and I certainly know
 2963 that those who are Caribbean will want after they see the reggae girls hit the field this weekend
 2964 to believe that they too can be part and parcel of this great sporting event that has done more to
 2965 unite the world than any other political event can do. Thank you and god bless FIFA World
 2966 Cup and women's football.

2967 **Panel discussion with Carol Tshabalala, Sue Campbell, Vittorio**

2968 **Montagliani, Marta Lucía Ramírez, Jocye Cook 2:26:00-2:59:10**

2969

2970 CT: What a panel, what guests! We are so so honored to have you in our presence and of course
 2971 looking forward to hearing from all of you. Where should I start? Vittorio let me start off with
 2972 you. Great to have you here with us. Looking back at what transpired four years ago: the FIFA
 2973 women's World Cup in your home Canada. You're the president of course of the Canadian
 2974 soccer association at that time. Can you talk to us about the level of investment? Maybe
 2975 financial and human resources that went into this tournament that made it such a resounding
 2976 success.

2977 VM: Yes, first it is a pleasure to be here. You know, the women's World Cup 2015 in Canada
 2978 was a tremendous success on the field and off the field and you know the resources, first of all
 2979 that all three levels of government in our country had committed to it also obviously the
 2980 Federation had committed as well and I think one of the key successes of it was that I think it's
 2981 one of the unique things that I think I'm proud of in terms of our country is that women's football
 2982 transcends gender in our country and I think that's a standard that is needs to be put there
 2983 because you know, we saw for instance during the tournament whether it was children, whether
 2984 it was men, obviously women wearing the jerseys of our players and other players as well. US
 2985 team was very similar in that way and so I think for us you know the investment is one thing
 2986 but I think one of the things is the sort of the correlation between the investment and ensuring
 2987 that the sport doesn't just become an event. That it goes beyond the event, that it has a legacy
 2988 but the legacy always has to be the sport and it always has to be football. Ensuring that women
 2989 have that opportunity in football not only as players but as coaches, as administrators, as
 2990 executives and I think for us that was the key of the women's World Cup leading up to it and
 2991 also after. It has been the investment, has been made whether it be having you know 30 some
 2992 odd percent of the board of directors of the Canadian soccer Association are women whether
 2993 having provincial which are our regional areas have presidents that are women or board
 2994 members that are women, coaches that are women, administrators that are women and so I think
 2995 to me that is really where the investment needs to lead to. It's not about just the monetary
 2996 investment, obviously that's important but it is also where that monetary investment leads and
 2997 I think the women's World Cup we held in 2015 which you know set records for attendance and
 2998 TV audiences and all that and that's all great but I'm not gonna say useless but if you can't have
 2999 that grow into something more meaningful than it's just a three week event and I think what I'm
 3000 most proud about is that it wasn't just a three week event. That it's actually translated into a
 3001 legacy for women's football and for football in general in the country that the women's World
 3002 Cup was held in which was Canada.

3003 CT: So, the return on investment wasn't just a financial one?

3004 VM: Correct! You know football is not... You know, we were not selling widgets. So, the
3005 measurement of that investment can't always be the P&L line of your balance sheet and needs
3006 to be a lot more than that and I think what's really important as we move forward we just
3007 launched our women's strategic plan with Karina LeBlanc to who I spoke yesterday. You know
3008 and there was two key questions or statements made: If not now when? And if not you who?
3009 And so that's a challenge to all leaders - male or female - in our game to say "OK you know
3010 now is the time and we know how the game is grown tremendously. I think the women's game
3011 is going faster if you compare it to the men's game. You know when that started, whenever that
3012 started then the men's game has in terms of catching up. Technically, tactically, economically
3013 but I think now we're at a tipping point where it needs to and a lot of issues we need to address
3014 where the gap exists.

3015 CT: Four years on and we already talking about how France 2019 is just going to be bigger and
3016 better and your records are going to be set. If you zone in and we talk about CONCACAF,
3017 having of course launched your women's football strategy. How do you see CONCACAF
3018 investment in the women's game evolving over the course of the next few years?

3019 VM: Yeah, obviously we have a tremendous success stories of Canada and US, I think that
3020 speaks for itself. We have the investment that Mexico is made with a professional League and
3021 we also have some success stories. I mean Jamaica is an unbelievable success story and I think
3022 the former Prime Minister was here earlier but think we need to be frank and deal with this in
3023 a very candid way and we need to address those gaps because some of those gaps are cultural
3024 but I have a real problem with that word because I'm not sure how you can define not investing
3025 in the other part of the game, 50% of the game and using the word culture as an excuse. I think
3026 those barriers have to be broken not just in CONCACAF but throughout the world and to me
3027 that's the next frontier for us is breaking down those perceived cultural walls ensuring that the

3028 investment is equitable and that the opportunity is equitable because I think that's one of the
3029 biggest challenges throughout the world.

3030 CT: So, you know Vittorio talks about this rapid progression of women's football. In your
3031 opinion, what would you say is behind the success of the women's game?

3032 SC: Well, from our perspective, I think we've tried very hard to build on the work of a lot of
3033 what I would call individual pioneers. I think Rachel probably talked about that yesterday and
3034 some of them are in the audience but what we didn't have in England was a clear mission and
3035 strategy to take all of that energy and push it in one direction. So, not only have we really
3036 invested heavily in marketing and profiling the women's game and helping people to understand
3037 that football is for everybody. There was a perception that if you did play football it was because
3038 you were a tomboy and you were sporty girl but actually, we want every girl to play this game,
3039 we want every girl to enjoy this game. So, changing the way we profile the game and who can
3040 access the game and then you've got to combine that with an investment on creating the
3041 opportunity whether that's with programs like our Wildcats program which I know again I think
3042 path talked about yesterday which FIFA forward funding helped us with and continues to help
3043 us with or it's all the way through to our professional game. It's making sure those opportunities
3044 are accessible to all and that's a huge commitment we have at the FA in England that this is not
3045 just an opportunity for the few or for the ones who can get there, it's got to be an opportunity
3046 for all.

3047 CT: How is the FA continuing this momentum? I mean if you look at the game changes strategy
3048 for example. How are you continuing this momentum and looking at the future of the women's
3049 game?

3050 SC: Well, I think when you're looking to move the game on, you're looking for resources and
3051 I think we have two very clear strategies around resource. One is a business strategy and one is
3052 a moral purpose, a very clear moral purpose. So, our business strategy is really simple to

3053 explain. You know, half the population of, we've heard repeatedly this morning, are women. If
 3054 you want to look at sport in England, we are the fastest growing part of the sport. So, whilst the
 3055 men's game has gone into a sort of maintained structure, it isn't growing - here we are coming
 3056 over the hill and we're growing. We have the capability of bringing more people into the game.
 3057 We have the capability ability of bringing more people into the fan base. We can bring a real
 3058 dynamic new energy and in terms of business investment, the businesses that are working with
 3059 us are businesses that are commercial businesses that are concerned about equity or equal
 3060 opportunities within their own business frameworks. So, our biggest news sponsor Barclays
 3061 haven't given us the money as a sponsorship, they've given it as a part of their policy on equity
 3062 and equal opportunity. So, there's a really strong business case but then there is a huge moral
 3063 case for women and that is that you know all across the developed world where we're seeing
 3064 young women with greater physical problems around obesity, greater emotional issues and
 3065 challenges and football is the most powerful brand we have in sport but it's probably more
 3066 powerful than government to affect real change in society because it's spoken about in so many
 3067 homes and if we can normalize the fact that women play football, women coach football,
 3068 women referee football, women run football and we can bring that to life in a productive and
 3069 positive way then actually there can be no argument that you have to invest in this. This is not
 3070 a nice to do this is an absolute need to do for society and for the game itself.

3071 CT: Government certainly does understand and believe in the power of football as a whole. If
 3072 we take it back to the British government, would you say that maybe they will agree that it
 3073 really was worth investing so much money in sports and women sports in particular?

3074 SC: Yeah, I mean all governments are challenging and ours is not different to anybody else but
 3075 I think because we're passionate about what we do and sometimes we try to sell other people
 3076 our passion and we have to stand back and actually ask, "What is their agenda?" and the agenda
 3077 of our governments are about education, about health, about social integration, about

3078 community cohesion and if we can present our case very forcibly against those agendas then
3079 the government can see its value. I'm not sure they'll see its value in football for football but
3080 football is a power to affect change in young people's lives, bring communities together and
3081 reach out to those most in need of being part of our society then yes, I think most governments
3082 can't see its value.

3083 CT: Joyce, as the chief of the member associations division, I know that you're responsible for
3084 the rollout of the FIFA forward program. How is FIFA forward helping to resource the women's
3085 game?

3086 JC: So, first of all I want to say I'm very proud to be the first woman that's responsible for the
3087 FIFA forward program. The program, we have some big numbers. In the first cycle, the shorter
3088 cycle of three years 1.07 billion US dollars invested, in this cycle that started in January 1.75
3089 billion, 941 projects over 179 member associations, many of those who involving women and
3090 girls but in addition to that 81 specific projects purely focusing on women's football, women's
3091 empowerment. We heard yesterday from the various panels of how forward funding was. Sue
3092 has mentioned as well for England and the Wildcats. In Columbia we funded the professional
3093 women's League which has played an important critical role and I think you're going to speak
3094 about that a bit more. In addition, in Bermuda, we funded under 17 and under 20 women's
3095 football and the under 17 team qualified for the first time for the CONCACAF championship
3096 last year. So, a really impact but at the end of the first cycle, at the end of 2018, we took a long
3097 hard look at where we were, and we know we can do better, and we understand the program
3098 has to evolve. So, in this cycle, we got very specific measurable activities for women and girls.
3099 Clearly incentivized, clearly measurable. We've also put some conditions around the zonal
3100 association funding or 1,000,000 personal associates after five competitions of which one must
3101 be a women's competition and two must be girls' competitions. So, we're looking at ways
3102 constantly to incentivize, we work very closely with our member associations in addition. So,

3103 we're helping to build capacity, we work with the women's division with Sarai and her team
 3104 very closely. So, we're very mindful of the need. We're looking at legacy and impact reporting,
 3105 so we're measuring the impact. We've introduced into the IT player registration which now
 3106 includes women's footballers. We have a platform, a connect platform that enables the member
 3107 associations free of charge to monitor their grassroots stakeholders, men, women, boys, girls as
 3108 coaches, referees. We've also strengthened the referee's causes must include women. So, we're
 3109 incentivizing and encouraging and we work very closely day today on the ground with our
 3110 member associations as well, so as well as my team back in Zurich, we have regional
 3111 associations in 10 parts of the globe with development staff that very much understand
 3112 development in their regions working closely day-to-day with the members, helping them to
 3113 implement projects, encouraging them to think about women's football, girls football. We're
 3114 going to grow the number of regional offices and I'm pleased to say we're going to put up
 3115 women's officer in every single one of those offices, so they'll be on the ground working closely
 3116 day today with our members. So, we're going in the right direction, we can always do better but
 3117 we're really mindful about the women's game and the responsibility we have through the full
 3118 program.

3119 CT: And Joyce, the importance as well of resourcing all levels of the game. You know, from
 3120 grassroots come to the professional level and the professional football. What are one of the
 3121 ways that FIFA is working to professionalize the woman's game?

3122 JC: So, I'd just like to very briefly mention one of the projects because you know, I'm very
 3123 proud to be part of Fatma's team, one of four women in the senior management board. You
 3124 know, at 39 when I became disabled, I thought my life was over and football gave me my life
 3125 back. I never imagined that 19 years later, I would be going to FIFA as the chief of the member
 3126 associations division responsible for the largest development funding in football and one of our
 3127 projects in Northern Ireland is about kids, it's about empowering children in schools with some

3128 very strong measurable criteria that they want to meet by 2020. They want to have 90% of all
3129 children in schools playing football and forward is helping to fund that. So, those are beautiful
3130 Congress would have seen the film and there's a little girl called Ellie Brown, a disabled little
3131 girl and she tells her story and she says, "I never thought I could play football" and she's playing
3132 football and she's really articulate and she's really bright and I said we should bring on as a
3133 report for us, to report on the full program and I don't know what her ambitions are but I hope
3134 I am seeing me in this role that she will know that she too can become an administrator or
3135 whatever it is she wants to be. So, "Dare to dream"! But in terms of professionalizing the game
3136 we've established FIFA women's task force which is going to play and is playing a very critical
3137 role and that's of course also hugely important.

3138 CT: Professionalizing the game, Sue, I know that something that really stands out in England
3139 is for example the women's Super League. The first fully professional League in Europe,
3140 heavily subsidized by the English FA.

3141 SC: It's subsidized by us, but it's also heavily supported by the men's Premier League clubs that
3142 we have. So, these women's clubs are attached to of all invested in the women's game at
3143 different levels plus we've now got a new commercial sponsor but I think in order for that to
3144 become a sustainable commercial operation, it's nowhere near that at this moment is a heavily
3145 subsidized operation. We've got a lot of work to do and we've taken a very simple approach
3146 that says, first of all, let's get the product right. In other words, let's get the football on the field
3147 absolutely right. High level, high-quality, great competition, every match is a good match then
3148 we believe, commercial support will follow and it's already started and if we get those two
3149 things right, we'll start to be able to negotiate far better broadcast opportunities for the game
3150 and then you start to take movers towards sustainable professional League which is going to
3151 take five years, ten years before we are at that point but that's our ambition to create a League
3152 that self-sustaining financially.

3153 CT: I want us to go back to the importance of resourcing grass roots and how it can be done
3154 through government support and the corporation with schools. Columbia is a perfect example
3155 here because, we've got another pilot program rather: football for schools' program and Dr.
3156 Ramírez, I wanted to talk about this. In your own, you've been pushing boundaries as well for
3157 women in different departments. For example, in the military, I love that story. Can you tell us
3158 about this in terms of increasing the number of women in key positions and why this is
3159 important?

3160 MLR: Well, first of all, I would like to thank FIFA for the invitation. For us is so important to
3161 be part of this convention and it's so important to write a small page in this very challenging
3162 moment for women in football. I would like to say we have in Colombia a very young president,
3163 very modern president who is very much committed. To me, as the first vice president, female
3164 vice president in Colombia, he is very committed to ensure that there are new opportunities for
3165 women and for the first time in Colombia, we have a ministerial cabinet which has 50% women
3166 and all the women got there because of their skills, their education, their experience and because
3167 of their true vocation ambition to serve and it's a huge change in Colombian politics to have
3168 this situation. That 50% of women that are part of the ministerial cabinet and obviously there's
3169 50% of men, so overall all of us are fully committed to transforming opportunities for women
3170 in Colombia to guarantee good access to education, to ensure that girls professions that
3171 traditionally they haven't chosen science, math, engineering. We want to be more girls studying
3172 these degrees. We want to ensure that justice is much more effective and much more accessible
3173 to women and we want to ensure that in sport there is greater participation of women. In this
3174 government we are completely committed to guaranteeing equal opportunities and we want to
3175 make the most of this moment in time where one of the sustainable development goals - UN
3176 sustainable development goals - is related to gender equality because we think that women's
3177 participation generate wealth - economic wealth - but it actually will transform society as Sue

3178 said, "We want to a different kind of society and more inclusive, prosperous, polite, educated,
3179 competitive society", and because of that if we want to achieve that then we need greater
3180 participation from women. For the first time, we have a woman at the IMF, Christine Lagarde
3181 and she has shown three different studies how important women's participation in the world
3182 economy is. It can generate at least 35% more wealth just having women involved and women
3183 being more involved in our own countries can lead to increases in GDP 1.5 to 2% increases and
3184 so, this is what it's all about. Women participation is not about rights, is about opportunities.
3185 Opportunities for society to grow, to move forward, to progress, bearing in mind that many
3186 skills that women have - in my case - I had the opportunity to be the Ministry of Defense in
3187 Columbia. I am the first woman in that position, so far, the only woman and for me being first
3188 isn't a question of honor or vanity, it's a question of responsibility there. When you are first,
3189 you have a great responsibility to make sure you leave the door open for many other women,
3190 to follow in your footsteps. You really have a lot of responsibility there. You need to make sure
3191 that women can make the most of what you've achieved and they can make steps forward and
3192 we need to do that in sport also in football because this is a sport that supports the development
3193 of key values in society: integrity, character-building, loyalty, solidarity, ability to think as a
3194 team and think of society more widely and to put that to beyond our own individual interests
3195 and so in my case as Ministry of Defense, what I achieved was it for the first time women in
3196 Colombia could be generals because in the past women could only get to a certain point until
3197 Colonel and only in administrative roles, logistics, finance etc. But they were never allowed to
3198 be in that line of commanders generals and as Ministry of Defense I said, "This is completely
3199 unacceptable", if women in the military have the capacity, the ability, the vocation, this is their
3200 profession then they should be able to reach the very top and they should be able to become
3201 generals and now that is a reality in Colombia. We need more women who take part in society.
3202 You can transform our societies but always because of their abilities, because of their skill and
3203 their ambition and will to transform society and I'm absolutely convinced that football is an

3204 excellent tool to bring societies together and to ensure that diversity allows us to recognize the
 3205 contribution everyone can make in society. It is not about just asking, how football can help
 3206 women. No, it is about how women can contribute new values to football as a sport and as a
 3207 discipline. In Columbia, we have support from our captain today from the women's Football
 3208 League, Natalia Gaitán, who is here today. We are fully committed to football being a safe
 3209 place for the development of our girls and we also committed to supporting from the
 3210 government the resourcing of women's football. We need to invest in women's football because
 3211 it's completely unacceptable to see the salary gap that we see between women footballers and
 3212 men footballers. In Colombia for example, the average income for men is around \$3500 but
 3213 women earn maybe \$1200 and so that's completely unacceptable to have that gap. We're talking
 3214 about professionals here and if you're going to employ a doctor of example, you don't pay them
 3215 half because it's a female doctor and not a male doctor. We need to see the same in sport and
 3216 so, we really have that challenge ahead of us. In schools, we're trying to promote sport much
 3217 more. Our president has introduced a very innovative program which stand for health, sport,
 3218 technology and creativity and entrepreneurship and we want our children to all learn to look
 3219 after their own bodies, to think about their own health, to be sports-people, to be interested in
 3220 creativity and we want to encourage them to be entrepreneurial and sport is key there. It is one
 3221 of the key aspects of that program and we want to transform our society through this.

3222 CT: You know, Vittorio, you look at the big task that Marta actually had to change the
 3223 perceptions of woman. For her, it was in the military. How else can we continue to breakdown
 3224 those social barriers for the future generation, for women to get involved in football?

3225 VM: I think, it is a question of real opportunity, creating equal opportunity whether it be on the
 3226 field obviously whether it be off the field and at times those opportunities don't exist. Sometimes
 3227 for cultural reasons but sometimes it's institutional reasons and I think we need to identify where
 3228 we can open those doors, so that those opportunities are there because once those opportunities

3229 are there, just what the vice president said, it was an institutional decision made before her,
3230 obviously that they couldn't be generals. Well, that changed pretty quick and so, I think we need
3231 to identify where those gaps are, changed that and I think by changing that there's still an
3232 educational process. Absolutely, by just changing rules, doesn't necessarily mean you're going
3233 to have the success. So, one is changing those opportunities and identifying them but also
3234 continuing the education process in those areas where it's really needed.

3235 CT: Can I have also your closing comments as well, Sue and what more you need to focus on
3236 in terms of your role in the FA?

3237 SC: Well, we're on a journey. That's how I describe it and I say we've come off the beach and
3238 we're on the platter of the mountain, but we still got the mountain to climb. So, we have a long
3239 way to go. Our ambition is to make football for young people accessible in our schools, for
3240 girls. At the moment it's very accessible for boys but not for girls. We want all girls to get the
3241 opportunity to play football in schools. We want many more women in coaching, many more
3242 women - we've just defined, and you pass way for women referees, so more women getting to
3243 the very top of refereeing. We want more women in the boardroom, we want the best League
3244 in the world. Sorry, if that offends anybody but we want the best League in the world, but we
3245 also want to make sure we have international success. So, we're on a journey. We've started but
3246 what's making the difference mostly are the great people that work in football and there are so
3247 many wonderful people and I'm blessed with an extremely talented group of people and it is
3248 them that day in and day out are working very hard to change the lives of millions of young
3249 women through football.

3250 CT: It has been such an engaging panel discussion this and I'm sure that there's a lot of questions
3251 that have come out of it as well. Amanda, so I just want to touch base with you and see if there's
3252 a question or two, a quick one that you might have, maybe?

3253 AV: Certainly. I actually think we've got a great question here for two of our panelists from
 3254 Kieran: "I have a question for the panel at the women's football convention. When it comes to
 3255 grassroots level and the elite level, how do you decide where the resources go? How do you
 3256 prioritize?"

3257 VM: I think at the grassroots level, it's tight into where the revenue comes in, cause that's where
 3258 the revenue is generated for most sports, not just our sport and but I think at the grassroots level
 3259 there is no revenue really. Youth teams for instance, it is all an expenditure. I think, we can start
 3260 by looking at it where federations for instance when they roll out their U13, U15 to U16,
 3261 whatever it is and I know that goes on the cycle because of World Cup qualifying but really
 3262 there should not be really a significant difference other than the cycle itself between a girls
 3263 youth team or a boys youth team. There's no reason why U17 boys' team should have a budget
 3264 of and I'm just throwing out a number of 300,000 and the U17 girls team should have a budget
 3265 of 45,000, doesn't really make sense. Keeping in mind, the cycles are a little different and there
 3266 could be a little bit of a gap depending on where the World Cup qualifying is but shouldn't be
 3267 that big of a gap. So, I think those are decisions that have to be made really at the grassroots
 3268 level and through the governance of the game, I think we can start putting some priorities in
 3269 place where they do make those decisions or makes it easier for them to make those decisions.

3270 SC: Am I very quick responses that elite sport and participation are virtuous circle and if we
 3271 look at the amazing role models we generate at the top of our game and what an amazing... You
 3272 know, here are people who set off and have a goal in life and don't allow all those barriers and
 3273 things that we all talk about to stop them making it to the very top. So, their role models in life
 3274 not just in football they are incredible women who achieve their goals and ambitions despite
 3275 the things people put in their way and I think they are the role models that inspire lots of young
 3276 people to get engaged. So, from the English FA's point of view, you know, we want to invest
 3277 in both the successive those women with those burning ambitions to be the best they can be but

3278 at the same time, we want to make sure that when they inspire a young person, there's an
3279 opportunity for them to go and find somewhere to play. So, for me it's a virtuous circle. You
3280 know, it isn't a choice of either or. It's a question of how you make it work in one strategic
3281 framework that makes it work for everybody at every level of the game.

3282 AV: Speaking of every level of the game, we just want to show this tweet from Natalia Gaitán,
3283 captain of the Colombian national team. I think, what the vice president spoke about was
3284 absolutely compelling. Resourcing and ensuring there's resourcing for the game at all levels
3285 and she said, "Competing in the FIFA women's World Cup U17 in New Zealand and U20 in
3286 Germany were turning points in my career. Playing for your country and against the best teams
3287 in the world is the most valuable experience one can get." Thank you for your commitment to
3288 women's football and resourcing at all levels. So, thank you. Carol, back to you.

3289 CT: Awesome, thank you so much. Big thanks to all of you as well for communicating and
3290 posing some of those questions to our panelists, very engaging. Let me thank the panelists as
3291 well for being here today and lending their expertise to this. Round of applause, ladies and
3292 gentlemen!

3293 **Panel discussion with Karina LeBlanc, Natalia Kanem, Rémy Rioux,**
3294 **Mahali Phamotse 3:05:35-3:35:55**

3295
3296 KLB: Let's get into this fun panel. Dr. Kanem, you've had over 30 years of experience in
3297 strategic leadership in medicine, public and reproductive health, social justices and
3298 philanthropy. What is your relationship to football and how can sports contribute to achieving
3299 your goals?

3300 NK: Well, Karina empowering girls is at the heart of the work of UNFPA and so many other
3301 of the United Nations agencies. That's why we love women's football. I wanna see a girl who

3302 understands that we are protecting her and instilling those values that we heard and all the
3303 fantastic panels today and yesterday. Be strong! Girls should be strong, sport teaches fairness,
3304 it teaches that you stay healthy, you look after your body. So, that's the connection of the dots
3305 for me as the head of the United Nations sexual and reproductive health agency, UNFPA. I
3306 want to make sure that we work together through sport to teach a girl those life skills that are
3307 going to give her that human dignity and self-respect. So, that she's not going to get pregnant
3308 early, we're not going to marry her off as a child, she's not going to succumb to sexually
3309 transmitted infection cause she's going to know the life skills that UNFPA produces and some
3310 of the most fun sports clubs that we have around the world are in a dusty little rural village
3311 somewhere where everything that you embody in your sports legend be a champion and be a
3312 champion for others as well.

3313 KLB: So well said! You're so empowering and we know this has been so much of your life.
3314 What else can be done from football and whether other gender related initiatives through
3315 football can be done with what you're talking about? Like, could you give us some examples of
3316 where we could as our sport work together.

3317 NK: Absolutely, because for example, we live in a world of inequality. This is something that
3318 we're all trying to overcome and when you step out there on that football pitch, it's your talent,
3319 you are equal. So, it doesn't matter who you are, where you came from whether you're a refugee
3320 or displaced or from a background where you've had your full education. So, the types of
3321 programming that we do, for example in Syria, which has a huge refugee crisis born of conflict.
3322 There in a refugee camp that sports pitch is for me something that removes barriers for girls.
3323 They understand being outside, physical exercise but also the team building - the community
3324 building and this is what I really like about women's football: that discipline. It's really your
3325 team, you're with your girlfriends. It's also a platform for UNFPA to transmit some of this
3326 information about respectful relationships and the ability to negotiate sexual and reproductive

3327 rights. That's something that's very hard for a teenager anywhere but you can imagine if you're
 3328 in a refugee camp feeling isolated or if you're disabled. One of my best favorite examples is of
 3329 my friend Mariam who's 13 years old and the first time that she stepped onto a football pitch
 3330 and she had the Jersey and everything, she was just smiling, she was awestruck and she said,
 3331 "This is surreal. I feel accepted.", amazing!

3332 KLB: Wow, through the sport. That's pretty powerful! I mean you live a life where you get to
 3333 interact with these days in and days out. So, I mean one of the bigger topics now amongst young
 3334 boys and girls is the prevention of sexually transmitted diseases. In the sport of football, where
 3335 is your role in that?

3336 NK: Yes. Well, you know, I've seen this here in Paris at this fantastic conference: the
 3337 inclusiveness that sport represents allows us to have a certain kind of a dialogue and to break
 3338 down barriers and taboos that in certain spaces you're really not comfortable discussing. So,
 3339 again I think the focus on the healthy body, the focus on getting out there and doing your best,
 3340 this is an opportunity for UNFPA to put facts on the table. It's heartbreaking when a girl learns
 3341 about sex and sexuality by accident and we're still in a world where the finger is going to be
 3342 pointed at her, she's going to be blamed. So, we want to avoid all of that heartache and pain.
 3343 Age appropriate, of course, put certain facts on the table and give girls a chance to express
 3344 themselves because a lot of us are isolated and lonely and silent about things that are happening
 3345 to us that we need to bring into the light. So, we really say again but for the girl who's playing
 3346 but also for the fans, for the parents the understanding that part of equipping someone to succeed
 3347 in life has to be to give them information that protects them against something like sexually
 3348 transmitted infection, against abuse and coercion and you know, I think part of our strength has
 3349 to be to be able to assert ourselves and say "No!", loud and clear. This is what the #MeToo
 3350 movement has been saying and showing us that no matter where you are, you could be rich,
 3351 poor, rural, urban, it doesn't really matter, there are certain things that unite girls and one of

3352 those is that girls are not taught to speak up and speak out but when you have an example like
 3353 you've been Carina of standing up for yourself, of learning from a defeat and coming back again
 3354 and not being silent, it's a beautiful thing. So, sport is really important and I was so glad that
 3355 the Prime Minister, Mia Mottley emphasized that here today.

3356 KLB: You are so inspiring! Thank you so much, wow! Come on, a round of applause! So, Dr.
 3357 Rémy Rioux: AFD is Frances international agency and the world's largest Development Bank
 3358 and recently sports and gender equality is one of the new agendas for you guys which is
 3359 amazing. AFD will invest 14 billion euros in 2019 for sustainable development, 7 billion
 3360 dedicated to Africa. So, round of applause. So, my first question to you, please tell us about the
 3361 collaboration recently that we just heard about with FIFA and the recently signed MoU.

3362 RR: Thank you very much, Karina. I'm glad to be here. So, I have three different caps here: I
 3363 am French, I am a from Paris, I am a man and I am a banker. However, I am a somewhat special
 3364 banker. I work in the area of development. What is my mission? My mission is to make a link
 3365 between worlds that are separate. Until present, sport and development financing has been
 3366 completely separate worlds. Of course, there has been diplomacy through sport, but we have
 3367 not yet found a way to connect the strengths of both these worlds. The ability to mobilize, the
 3368 ability to entertain, to motivate and in this case, I'm talking specifically about African youth
 3369 and on the other hand, the FIFA forward program. So, the aim is to connect the world of sport
 3370 with funding, so I'm talking here about the African Development Bank, the AFD and so on.
 3371 The aim here is to implement the project, to make the hopes of all the stakeholders here or a
 3372 reality in their communities. So, our president Mr. Macron... On Tuesday night did express
 3373 himself and at the end of 2017 and Burkina Faso expressed his ambition of joining those two
 3374 worlds. On a Tuesday as I was saying, Macron signed an MoU with the AFD in order to work
 3375 on three different pillars. One: Africa, the African continent that is from the very North all the
 3376 way down South including countries such as Djibouti, Senegal and so on. Secondly, greater

3377 gender equality and the third pillar: education. Now, what we have to do? We have to establish
3378 projects. We began with a Guinea and we have done it in collaboration with the football funding
3379 amongst others and now what I would like to do is to urge those responsible for the AFD posts
3380 are in the various countries to speak to their partners in the world of football in order to discuss
3381 how they can develop development projects. Another aim is to connect the Olympic Games
3382 with sustainable development and as you know football will also play an important role there.
3383 We want the development potential that is in sports generally speaking as well as in football to
3384 be connected to sustainable development. We are therefore connecting the world of
3385 development with the world of FIFA and the world of the AFD and I think that within the next
3386 five years, we're going to see some concrete results.

3387 KLB: Can you touch upon how that development applies to women's football, in women's
3388 football development?

3389 RR: So, we decided to start with women's football. I think the FIFA and the AFD have both
3390 understood that the surprise factor and the potential of communication is the greatest. We will
3391 see that in the matches, I do hope that France will win. In the world of development work, we
3392 have invested and worked a lot in the area of education - formal education that is. As you know,
3393 in many African countries the level of schooling and the quality of schooling, the number of
3394 school children has been the object of great efforts. However, there are other educational
3395 projects that can see the light. I think that it will also empower young women, they will gain
3396 leadership skills, they will gain the ability to say "No!" and they will gain all the skills required
3397 in order to progress in both their personal lives and their economic lives. As you know, there
3398 are many entrepreneurs that are women in Africa. So, I would like to congratulate FIFA on its
3399 strategy. I feel that this is a huge stride forward and for us in development banks and
3400 development agencies, this is terribly positive. At the AFD 50% of our projects that have an
3401 impact on gender equality. Also, a half of our projects that focus on Africa. There are hundreds

3402 of examples of such projects. We have educational projects, health care projects,
3403 entrepreneurship projects for women and now, we would like to include other elements. For
3404 example, and these other elements are not always very expensive. Let me give you an example,
3405 I am going to Morocco, this is a project that was launched by the King of Morocco and the
3406 Development Bank of Morocco has contributed to this urban Development project. We decided
3407 to invest just a little bit of money for and I'm very sorry, Karina but it will be a basketball pitch
3408 and I think on the side of the sports actors, it would be important to take this into account in
3409 collaboration with the development agencies and banks in order to free up the development
3410 potential which is enormous.

3411 KLB: Obviously, you have invested in many things and tonight is the opening game of the
3412 women's World Cup. So, how invested and how excited are you about the game tonight?

3413 RR: Okay, I am French. So, well. I feel that in terms of football, we have some credit indeed.
3414 So, of course, I am fully supporting the French team as well as all the other teams. I want the
3415 best team to win but I think there is a message here that needs to be underscored. It is an in-
3416 depth message that encourages our societies, our economies, it is in support of the SDGs with
3417 the target of 2030 and for the past four years, we have seen great strides here and I think that
3418 the United Nations and multilateralism and FIFA do have one particular quality and that is to
3419 bring people and countries together. Sport has a unifying power. Let us use sports to support
3420 the agenda of the SDGS for the United Nations.

3421 KLB: This is exactly what we see here at the women's World Cup. Let's move on over to Dr.
3422 Phamotse. As a female sports minister of Lesotho, you are a role model for other women in
3423 many careers but especially in the sports development career. What obstacles have you faced
3424 as a woman yourself and to get into where you are today?

3425 MP: It's like I can talk at the top of my voice, I am so happy that we are here and we are able to
3426 say, I'm talking as a girl child, not necessarily a girl football player or a woman football player

3427 because that is where it starts and I've been a teacher, a high school teacher and then first of all,
 3428 I've been child, I've been a scholar and I've been a teacher from the high school level then I've
 3429 been a teacher at the college lecturer, I've been a lecturer at the University and now I have been
 3430 a minister in the Ministry of Education and training. I've been a minister in the Ministry of
 3431 Justice and the correctional service. I'm a minister in the Youth and Sports and gender and the
 3432 trend is the same and that is why I am saying I'm happy here now. We're talking football, we're
 3433 talking women, but it doesn't start there. That is what I experienced as a minister and the
 3434 problems that I come across or the challenges that I come across: One: inequalities that exist
 3435 between male and female children. Then, two: also inequalities that exists not only in the
 3436 education sector where I was, in the sports sector, in whatever sectors that I've been but in the
 3437 way in which women conducted themselves, males conducted themselves towards females and
 3438 then also the females conduct themselves. That, I think it's a problem because it goes into even
 3439 at the formulation of policies that govern this kind of conduct then eventually it goes into service
 3440 delivery to all this people. So, what I've realized that there are barriers to women performing in
 3441 whatever sport that they take part and then particularly football. There are so many necessities
 3442 that women need, especially in terms of necessities that can uplift their confidence in doing
 3443 things, in participating in certain things. I have realized that girls they need proper sanitary
 3444 facilities that is one and most of the time we are talking in sports about their tier. You're going
 3445 to talk about things that you see from outside but those come last. A woman has to boost her
 3446 confidence first from the childhood and that is one issue that I want to raise to the top of my
 3447 voice. Girls need that from the young age because I also do football development in the schools,
 3448 for the smaller children and then to the teenagers and believe me that is a necessity and it should
 3449 go without saying that once. When you are not confident, then there's nothing you can perform
 3450 to your top-level performance. Then you go to their bras. The bras are expensive for sports and
 3451 women need that from the as little as 13 upwards and believe me those are smaller issues if you
 3452 look from the outside but they are issues and once someone is confident then it is possible that

3453 you can talk about training this person, you can talk about empowering this person that in that
3454 but those are issues that are very critical for football players and I have found it again here as
3455 the minister of sports and youth, girls too play football and then from there Mr. President, he
3456 said so many things that I think are important and for me to add on to that, I have my project
3457 started but it hasn't reached the level that I want because they're still not free, they should be
3458 free. Then it is under the trust of the Queen because remember my country is a Kingdom, you
3459 didn't say that, it is a Kingdom. So, that is under the trust of the Queen and then it is doing
3460 wonders because now girls are able to participate in sports, they can participate in sport and
3461 then we also have another program. In this program we are we are looking at the smaller
3462 children in the villages, there are children that don't go to school. You don't look for football
3463 girls only in the schools also in the villages, I have started that and the challenge that I come
3464 across trying to make this girls love the game is that, sometimes as politicians we come to
3465 politicize these games. That also is another issue that we have to look into. You will find that
3466 people go into games because they want to win elections in their constituencies. I'm talking
3467 from experience because I'm the minister and I'm a politician. So, it is wrong for us to do that!
3468 So, that is another challenge that I get because though I am a politician and I am a minister but
3469 I'm passionate about sports. I have in my own constituency one of the popular tournaments that
3470 I started in 2015, football tournament but unfortunately it is male, but it is one of the most loved
3471 tournaments. So, those are the problems. I think most of them have been said and we all know
3472 but again that cultural believe of us as I don't know whether I'm going to say Africans that a
3473 girl child is supposed to be in the kitchen. That is still there, and parents don't allow their kids
3474 to go and play football. It is so sad. Even when they like it, they are classified as women, they
3475 are prepared for household costs and that we have to change. Those are the challenges that we
3476 have but I can tell you in my country we have a national team and it performs well under the
3477 circumstances but we wanted it to perform better and also develop football in the villages and
3478 also in the schools.

3479 KLB: So, you're talk about developing football in the villages, in the schools. You guys are
3480 having a conversation in the back of how you've worked together on something. Is that correct?

3481 NK: Yeah, absolutely because I have to say, this country Lesotho is so beautiful but it's very
3482 mountainous. There are a lot of challenges of rural isolation and over the years the minister has
3483 to get a lot of credit for reaching out to UNFPA for the dignity aspect that we mentioned before.
3484 So, the ability to work with the government like Lesotho to provide sanitary pads and to think
3485 about the girl in totality. Life skills are very much a part of confidence and even the way that a
3486 bathroom is set up can make a girl very shy to participate. So, I think this is one of the strengths
3487 of joining hands together through sport to solve problems and to listen to what the young girl
3488 is telling you and I have to admire the minister for having done that.

3489 KLB: It's so interesting is we always think there's so many challenges to sports but it's kind of
3490 consistent where parents are always sometimes the one saying I don't want my child to go
3491 through but there's so many other issues like holding young girls back. How about the
3492 government? What role does the government play?

3493 MP: The government always would play a role of making sure that the laws are in place. That
3494 are going to ensure that people have given equal opportunities but then the enactment of the
3495 laws, as usual, you find that we are not so busy about how we can enact to the laws and again
3496 one challenging thing that I was saying last week to myself: the cabinet of my country now, we
3497 have I think about 35 deputy ministers. I think it's maybe 5 and then we have many spares 20
3498 something but I can tell you, we are two ministers in the formal cabinet and when you make
3499 laws then it depends on what kind of laws and the enactment of such laws. Even in parliament
3500 the percentage is very low. I think it dropped last year 2017. It was better before then but now
3501 it has dropped. When I'm here we have one woman in that cabinet, if I'm there we are two
3502 women in the cabinet. In the informal cabinet, we are just five. So, I am saying to you the laws
3503 are there in place but then what are we doing about them? Can we trust or entrust the enactment

3504 of laws in such situations? So, I would agree with Mr. President. You said, women have to be
 3505 in places of power, in places of governance, so that the laws can be enacted. We put them in
 3506 place, so that is the work of the government to make sure that the laws of a governing whatever
 3507 activities there are going around the activities but then what are we doing about them. Do we
 3508 really do these things? So, that is what really is a challenge to me. So, the government is doing
 3509 that, yes. Again, like I said the projects that we start, we start in the ministries. We are hosting
 3510 games in our country, 2020/2022, the region. Then we also have the AU games in 2022 in my
 3511 country but then the challenges yes we are looking at this plans then how do we come together
 3512 as the government and that different ministries to put something into sports, so that these are
 3513 successful? That is also another challenge. We're giving a tighter budget but then if we come
 3514 together in every ministry put something even if it's 1% of its budget into sports then that would
 3515 be something but as I speak now most of the time, we have laws, that is what governments
 3516 have. They have laws but when it comes into a putting money into sports, it's not so easy. Thank
 3517 you.

3518 KLB: Well, I have to commend each and one for what you guys are doing in your sector of the
 3519 world and it's every time, I think it's apparent that we see a girl playing football, it's a win
 3520 because of what they've had to go through and I think tonight you're gonna see two teams but
 3521 the opening of a Woman's World Cup in every young girl who's now become a woman that's
 3522 representing their country, they've gone through something, they've been told "No!", they've
 3523 been they stood up for themselves and now they get to represent their country. So, I mean, I
 3524 don't know about you guys but I'm pretty excited about tonight. So, I think everybody wants to
 3525 go to lunch but I just want to end with, this opening game tonight is gonna be exciting. I've had
 3526 the honor of playing in the last two opening games against Germany in 2011 and against Canada
 3527 in 2015 and the adrenaline rush of these players. This moment, like me I said earlier today, it's
 3528 a lifetime for this moment but I hope you enjoy the game and it's not just about the result. It's

3529 what these women will be doing for their country, for young girls all over the world and it's
3530 such an amazing opportunity and the fact that we're here and we get to witness this, it is just
3531 phenomenal!

3532 **Interview with Phumzile Mlambo-Ngcuka, Gianni Infantino 3:49:00-**
3533 **04:03:25**

3534
3535 CT: It's such an honor to have you here. We know that you are very busy individual but as we
3536 said we're getting ready for an historic moment and a defining moments when it comes to the
3537 women's football movement. You are an individual that's been so passionate about gender
3538 equality and women's empowerment. They are prominent topics all across the world in society
3539 and in recent times as well. Can you tell us what the role of UN woman is in terms of driving
3540 these discussions forward and turning these topics into reality?

3541 PMN: Thank you very much. Lovely to see you, I want to also give a shout out to the president
3542 and congratulate him for the re-election, congratulations also to my sister Fatma for an excellent
3543 joke, I am so proud of you and everyone who makes today possible not least the girls on the
3544 field. We have an honor of being part of a significant initiative to increase the participation of
3545 women in sports, in this case in football and for us as UN women, we will use anything to
3546 advance gender equality to the extent that sports gives us multidimension possibilities to
3547 advance gender equality. It teaches girls and women to be leaders, it enables them to stay
3548 healthy, it is a source of income, it makes them role models, something that is really important
3549 for girls to see people who look like them succeeding and it gives hope, it enables hope. Just to
3550 give you an example, in a program that we have with the international Olympics committee
3551 supporting girls in sports in Brazil. Just within a year, nine months actually, those girls said
3552 after playing sports they feel that they are leaders. In that program they felt that they had learned
3553 because we're giving them additional support about how to avoid pregnancy and that it was

3554 important for them not to be pregnant. Within that here they have learned how to make sure
3555 that they stand up for themselves and that no boy, specially these guys that are potato couches
3556 who don't like girls who are strong and playing, they know how to tell a guy what is important
3557 for them not what is important for the guy. You don't always achieve that in one year in a girl's
3558 life, it's actually quite transformation. Sports enables us to do that.

3559 CT: You know, the last two days since the start of the FIFA women's football convention, we've
3560 spoken at length about the power of sports and the power of football and its ability to make
3561 such a positive impact, both on and off the field. Today is an historic day of course, cementing
3562 this wonderful partnership with FIFA. What are you hoping to achieve as UN woman through
3563 this partnership?

3564 PMN: Yeah, I am hoping that through the partnership that we're gonna cementing with FIFA
3565 today and I'm really thankful for the team in FIFA, in my own team at UN women for having
3566 made sure that we come this far. That we will be able to have a megaphone because of the
3567 outrage of football to speak to many girls that through our speeches at United Nations we can
3568 never reach. That will enable also to remove the filter that can stop you from reaching the girls
3569 hut. That through sports they actually experience, they get joy and as a result they actually want
3570 to emulate what they see in the field. So, this outrage is actually quite important. People have
3571 told us that people will always remember how people made you feel, more than what people
3572 said to you. Sports gives you a feeling and it is therefore an important platform for us to reach
3573 to the girls in as many languages as they are, as many young women as they are, everywhere
3574 they are and whoever they are.

3575 CT: Yeah and I'm sure you also agree that it will help you and UN Women, football that is
3576 achieve one of its major targets which is 5050 by 2030.

3577 PMN: Exactly, because right now in the implementation of the SDGs, we are challenged. We
3578 are not reaching the targets that we want to reach in the SDGs and one of the biggest problems

3579 is that the pace is slow as limited. So, acceleration and scale in the implementation of the SDGs
 3580 is actually quite critical. In the areas where in particular we seen a threat to gender equality
 3581 because of this slow pace of implementation is in participation because there isn't enough parity
 3582 in leadership of women in many facets of life. We need that in sports. In violence against
 3583 women, we are not making enough progress. We have the challenge in sports, we have it in
 3584 football, we can be part of solving that problem with also in the area of laws. Laws that
 3585 discriminate against women, we still have too many countries that have laws that discriminate
 3586 against women. There are many countries where there are laws that make it difficult for women
 3587 to participate in sports. This therefore means that sports can also be part of helping to accelerate
 3588 the SDGs in these areas where it is slow and then in economic participation of women to the
 3589 extent that in all countries, there isn't a single country where there is pay equality. Sports also
 3590 contributes to that and therefore has an opportunity to assist in the implementation of SDGs.
 3591 So, sport is a critical part and potential accelerator in the success of the SDGs, and I went in.
 3592 This is why UN women loves this partnership and is very excited to be signing today.

3593 CT: Well, now let's hear why it is that FIFA is embracing this partnership and why it makes
 3594 sense to them and for that I'd like to once again call up FIFA president Gianni Infantino to tell
 3595 us more. Mr. President, why is FIFA entering into this partnership with UN woman?

3596 GI: Well, let me say at the outset that we are very proud at FIFA to be entering into this
 3597 partnership with UN Women. We are very proud because of course, FIFA is an organization
 3598 which has as a mission to develop football all over the world but we also know that FIFA has a
 3599 social role which is very important as well because through football as it was said very rightly,
 3600 we can reach virtually all children, boys and girls all over the world through football. I was
 3601 saying before in my opening remarks, give a ball to a boy or a girl and he or she smiles and
 3602 starts playing immediately. Football is however also of course school of life. Through football
 3603 and the theme of the last session today has been "educate and empower", right? So, through

3604 football, we can also educate, we can teach values, we can teach to be part of a team, we can
 3605 teach fair play, we can teach respect of the opponents, of the referees. We can teach how to win,
 3606 how to lose, how to stand up, how to believe in yourself and these are all values which are very
 3607 important as well for gender equality and our society still needs to do a lot - the football society
 3608 but the society in general and we at FIFA want to take our social role and our social mission as
 3609 well very seriously. We are engaging with international institutions and we're proud to be
 3610 entering into this agreement with UN Women to make really a difference - I was speaking
 3611 before about actions rather than words - to make a concrete difference for girls, for women all
 3612 around the world.

3613 CT: Football historically has been a very male dominated sport, male dominated boardrooms
 3614 and decision making bodies but since you've been elected as the FIFA president, I know that as
 3615 you said, you are a man of action and you've brought about reform and change when it comes
 3616 to that. Why is it so important to you to put particular focus on women's football and changing
 3617 this stereotype, in the boardroom, field of play as well.

3618 GI: Well, 50% of the world population or even a bit more are women. For 112 years of history
 3619 of FIFA and football, this 50% of the population had been left a little bit on the sideline. It's
 3620 time to put in place the structures, it's time to give the right place to women in football and to
 3621 women's football, it's time to move to action rather than just to speak about it and actually, it's
 3622 also just great, it's just fun, it's just I mean go and watch a game and it's truly global. Since I'm
 3623 FIFA president North Korea has won the youth girls World Cup. Spain has won it, France.
 3624 Now, we have the World Cup here. The entire world is playing football, girls in the entire world
 3625 are playing football and it's only right that we acknowledge this and we do this certainly some
 3626 decades too late but OK, we start and we will see the results I think as well.

3627 CT: You have in the audience today many leaders in football across the 211 member
3628 associations of FIFA, its Confederations and a lot of important stakeholders. What would be
3629 your number one message to them regarding women's football and women in football?

3630 GI: Well, when you speak about women in football, one of the features that they realize and
3631 this may be a little bit also selfish, of course from my side. When you only have men in a board
3632 room, in a room, in a meeting, the atmosphere depending on the topic of the meeting can be
3633 quite heated and sometimes ugly. You put one women, it changes immediately. You're gonna
3634 have 50 men, you put one woman in the room, it changes completely the atmosphere. Everyone
3635 is more polite, everyone is smiling a little bit more, everyone wants to be nice, it changes
3636 completely, it changes the atmosphere. So, just even from that point of view, involve women
3637 in whatever you do, and you will be happy because everyone has a smile when a woman is in
3638 the room. It's automatic, it's normal and this is one thing. The other message I would like to
3639 pass is and I think Mia Hamm said this earlier today as well, go out of this room all of you here
3640 and all those who are watching us on fifa.com, go out of here and change the lives of as many
3641 girls as possible. Use football as a tool, football is changing lives not only to become a
3642 professional football player but to establish more self-confidence, to empower, to feel better,
3643 change lives. Change lives of girls, change life of women, use football for it and you will do
3644 something fantastic.

3645

3646 CT: Today FIFA and UN Women agree to join forces through football for the benefit of women
3647 and girls around the world. Let's make it official now with the signing. Can I invite you please
3648 to go over and officially sign the memorandum of understanding.

Shortcuts (Names)

- AD... Amanda Davies

- AS... Alex Scott
- AV... Amanda Vandervort
- BH... Brigitte Henriques
- BS... Barbara Slater
- CS... Clarence Seedorf
- CT... Carol Tshabalala
- DM... David Mundo
- DNO... Doreen Nabwire Omondi
- DS... David Sabir
- EC... Emma Clarke
- ES... Emily Shaw
- FAA... Fatuma Abdulkadir Adan
- FC... Franck Castillo
- FF... Fabimir Franchi
- FF1
- FF2
- FF3
- FH... Fatema Hayat
- FS... Fatma Samoura
- GI... Gianni Infantino
- HS... Håkan Sjöstrand
- JC... Joyce Cook
- JMA... Jean-Michel Aulas
- JS... Jean Sseninde
- KLB... Karina LeBlanc
- KJ... Kate Johnson
- LG... Laura Georges
- LMM... Lucía Mijares Martínez
- LY... Laura Youngson
- MAM... The Honourable Mia Amor Mottley
- ME... Michael Essien
- MH... Mia Hamm
- MLR... Marta Lucía Ramírez
- MP... The Honourable Dr Mahali Phamotse

- MS... Machacha Shepande
- MS2... Mikaël Silvestre
- MVR... Mónica Vergara Rubio
- NC... Noel Curran
- NEM... Nawal El Moutawakel
- NK... Natalia Kanem
- NK2... Nadine Kessler
- NLG... Noël Le Graët
- OBG... The Honourable Olivia Babsy Grange
- OK... Oumou Kane
- PLF... Philippe Le Floch
- PMH... Phumzile Mlambo-Ngcuka
- RM... Roxana Mărcăineanu
- RP... Rachel Pavlou
- RR... Rémy Rioux
- SB... Sarai Bareman
- SC... Baroness Sue Campbell
- SN... Samar Nassar
- ST... Shoko Tsuji
- SWZ... Sahle-Work Zewde
- VBG... Verónica Boquete Giadáns
- VM... Vittorio Montagliani

9.2. Kategorienschema

	Kategorie	Codes	Ankerbeispiele
Makroebene	Ökonomisch	Frauen in hochbezahlten Positionen / weibliche CEOs	S3_Z66-68 S5-6_Z131-139
		ökonomische Interessensvertretung in den policies / Haushaltsplan	S9_Z230-237 S36_Z909-910 S69-70_Z1742-1745 S91-92_Z2281-2291 S95_Z2368-2373 S105_Z2621-2626

			S108_Z2711-2713 S110_Z2760-2767 S111_Z2786-2788 S123_Z3087-3088 S126_Z3164-3165 S137_Z3430-3433 S39-40_Z988-993 S43-44_Z1088-1095 S44_Z1098-1104 S92_Z2291-2300 S104_Z2610-2614 S122_Z3054-3063 S123_Z3088-3092 S126_Z3147-3153 S135_Z3373-3387 S136_Z3398-3404
	Soziokulturell	Zugang zu Bildungsmöglichkeiten	S17_Z427-433 S21-22_Z538-545 S70_Z1755-1758 S75-76_Z1886-1892
		Positive Medienbilder	S76_Z1893-1899 S103_Z2568-2573 S108-109_Z2713-2726 S113_Z2829-2837
		role models	S116_Z2907-2918 S128-129_Z3217-3222 S129_Z3240-3242 S135-136_Z3390-3398 S144_Z3603-3610 S36_Z902-909 S38_Z941-947 S38-39_Z957-966 S39_Z971-974 S40_Z1003-1005 S41_Z1017-1023 S41_Z1036-1037 S42_Z1044-1053

			S43_Z1066-1072 S48_Z1204-1211 S49-50_Z1234-1243 S51_Z1272-1278 S93_Z2324-2339 S94_Z2357-2362 S100_Z2490-2494 S104_Z2596-2610 S106-107_Z2664-2676 S108_Z2697-2705 S140-141_Z3520-3524 S12_Z297-299 S18_Z449-461 S19_Z467-473 S19_Z482-489 S34-35_Z862-865 S37_Z934-939 S73_Z1819-1831 S97_Z2430-2440 S114_Z2843-2849 S114_Z2853-2857 S116_Z2894-2900 S118_Z2958-2966 S134_Z3352-3356 S145_Z3640-3645
	Familie & Zwischenmenschlich	politische, rechtliche, religiöse Unterstützung	S4_Z87-92 S16-17_Z395-417 S109-110_Z2738-2745 S116_Z2900-2907 S122-123_Z3063-3071 S132_Z3301_3305 S139_Z3483-3489
		Zugang zu Gesundheitsdiensten	
	Recht	Gesetze zur Unterstützung der Rechte der Frau & des Zugangs zu Ressourcen/	S95_Z2368-2384

		Nutzung des Justizsystems zur Beseitigung von Rechtsverletzungen	S108-109_Z2711-2726 S112-113_Z2811-2820 S113_Z2829-2837 S116-117_Z2918-2929 S117_Z2935-2945 S127_Z3173-3181 S128_Z3202-3211 S140_Z3503-3508 S143_Z3584-3588
	Politisch	Vertretung von Frauen in regionalen und nationalen Regierungsstellen Vertretung der Interessen von Frauen in effektiven Lobbys und Interessengruppen	S105_Z2621-2626 S108_Z2711-2713 S113_Z2827-2829 S115_Z2887 S116_Z2894-2896 S126_Z3164-3165 S127_Z3187-3189 S137_Z3430-3433 S27_Z679-680 S50-51_Z1261-1263 S79_Z1972-1977 S85-86_Z2123-2135 S123_Z3075-3083 S127_Z3187-3195 S129_Z3226-3235 S135_Z3373-3387 S138_Z3455-3465 S140_Z3510-3517 S142-143_Z3565-3575
	Psychologisch	Inklusions- und Anspruchsgefühl von Frauen systematische Akzeptanz der Inklusion von Frauen	S3_Z74-79 S42_Z1059-1064 S45_Z1125-1130 S46_Z1140-1148 S46_Z1154-1161 S49_Z1212-1217 S51_Z1284-1285 S82_Z2051-2055

			S90_Z2248-2254 S91_Z2277-2280 S102_Z2555-2564 S103_Z2585-2588 S103-104_Z2590-2594 S112_Z2807-2809 S119_Z2978-2985 S123-124_Z3093-3099 S136-137_Z3416-3421 S137-138_Z3433-3451 S139_Z3472-3479 S144-145_Z3619-3623
Mesoebene	Ökonomisch	Zugang von Frauen zur Beschäftigung	S26_Z642-648 S29-30_Z737-740
		Beteiligung und / oder Vertretung in lokalen/regionalen Verbänden	S100-101_Z2514-2519
		Marktzugang	S101_Z2524-2528 S124_Z3100-3119 S125_Z3123-3124 S134-135_Z3365-3373 S14_Z359-363 S19_Z483-484 S36_Z909-910 S57_Z1423-1432 S69-70_Z1742-1751 S119-120_Z2992-2996 S52_1295-1300 S53_Z1315-1319 S55_Z1378-1384 S56_Z1393-1403 S66_Z1649-1652 S107_Z2676-2692

	Soziokulturell	Sichtbarkeit und Zugang zu sozialen Räumen/Teilnahme an außerfamiliären Gruppen und sozialen Netzwerken	S6_Z150-152 S13_Z334-341 S14-15_Z364-387
		Verschiebung der patriarchalischen Normen	S20_Z492-499 S27_Z674-677
		symbolische Darstellung der Frau	S28_Z689-693 S32_Z799-805 S53_1310-1313 S55_Z1360-1377 S61_Z1518-1526 S71_Z1768-1777 S75_Z1870-1876 S77_Z1928-1942 S98_Z2445-2452 S111_Z2775-2779 S119_Z2986-2992 S49_1219-1228 S90-91_Z2259-2265 S91_Z2269-2276 S121-122_Z3036-3047
	Familie & Zwischenmenschlich	Verschiebungen der Familiensysteme; größere Autonomie für Frauen	S72_Z1793-1816 S109_Z2731-2736
		Initiativen gegen häusliche Gewalt	S110_Z2748-2754
	Recht	Mobilisierung der Gemeinschaft für Frauenrechte	S12_Z302-305 S17-18_Z433-443
		Initiativen zur Sensibilisierung für Rechte	S31_Z777-782 S36-37_Z912-932
		lokale/regionale Durchsetzung der gesetzlichen Rechte	S57_Z1423-1432 S71_Z1784-1792 S105-106_Z2642-2658 S141-142_Z3544-3550
	Politisch	Beteiligung oder Mobilisierung von Frauen an (lokalen) politischen Systemen	S143_Z3585-3588
		Unterstützung für bestimmte Kandidaten oder Gesetze	

		Vertretung in lokalen/regionalen Regierungsstellen	
	Psychologisch	Kollektives Bewusstsein für Ungerechtigkeit	S9_Z237-239 S53-54_Z1334-1343
		Mobilisierungspotential	S58_Z1446-1449 S63_Z1572-1576 S99_Z2472-2478 S115_Z2868-2874 S120_Z3010-3015 S121_3026-3030 S125-126_Z3142-3146 S128_Z3211-3217 S132-133_Z3318-3326 S13_Z345-350 S20-21_Z508-517 S26_Z654-660 S78_1942-1949 S96-97_Z2415-2419
Mikroebene	Ökonomisch	Kontrolle der Frauen über das Einkommen; relativer Beitrag zur Familienunterstützung;	S103_Z2575-2581
		Zugang zu und Kontrolle über Familienressourcen	
	Soziokulturell	Bewegungsfreiheit der Frauen	S74_Z1859-1865 S36_Z888-897
		Anti-Diskriminierung von Töchtern	S63-64_Z1583-1591 S64-65_Z1607-1613 S65_Z1629-1635 S137_Z3451-3455
		Engagement für die Erziehung/Bildung von Töchtern	S33_Z819-823
	Familie & Zwischenmenschlich	Teilnahme an innerstaatlichen Entscheidungen	S66-67_Z1661-1667 S67-68_Z1689-1692
		Kontrolle über sexuelle Beziehungen; Fähigkeit, Entscheidungen im gebärfähigen Alter zu treffen, Verhütung anzuwenden und auf Abtreibung zuzugreifen; Kontrolle über die Auswahl des Ehepartners und den Zeitpunkt der Heirat;	S72_Z1804-1808 S95-96_Z2385-2395 S132_Z3301-3313 S133_Z3326-3332 S133-134_Z3341-3356

		Freiheit von häuslicher Gewalt	S142_Z3550-3559
	Recht	Kenntnis der gesetzlichen Rechte; häusliche Unterstützung bei der Ausübung von Rechten	S64_Z1594-1601 S65_Z1613-1621 S67-68_Z1689-1692
	Politisch	Kenntnis des politischen Systems und der Zugangsmöglichkeiten; innere Unterstützung für politisches Engagement; Ausübung des Stimmrechts	
	Psychologisch	Selbstbewusstsein; Selbstwirksamkeit; psychisches Wohlbefinden	S14_Z357-363 S19_Z477-482 S20_Z502-506 S23_Z574-581 S31_Z786-787 S35_Z872-885 S36_Z897-902 S65_Z1621-1629 S68_Z1699-1701 S70_Z1755-1764 S73-74_Z1837-1855 S85_Z2108-2119 S100_Z2494-2498 S100_Z2504-2510 S101_Z2530-2533 S105_Z2632-2634 S112_Z2797-2804 S117_Z2929-2934 S118_Z2958-2966 S131_Z3283-3288 S140-141_Z3520-3524