

# SPORT FOR WOMEN'S EMPOWERMENT

*Promote gender equality & gender-transformative approaches through sport for development*

**15** PROJECTS · **14** COUNTRIES · **14,600** BENEFICIARIES  
**62%** OF WHOM ARE WOMEN AND GIRLS



**FIFA**

**giz** Deutsche Gesellschaft  
für Internationale  
Zusammenarbeit (GIZ) GmbH

**Gilde**

**GIZ, FIFA AND LA GUILDE** have joined forces **to combat gender inequality and gender-based violence**, to promote **women's and girls' access to leadership, professional integration, entrepreneurship, life skills, governance, healthcare, and more**, using sport as a powerful tool for development.

 **15** PROJECTS supported

 in **14** COUNTRIES


 **€ 286,869** Total PROJECT FUNDING

 **14,600** BENEFICIARIES

 **62 %** of whom are **WOMEN & GIRLS**

### FÉDÉRATION TOGOLAISE DE FOOTBALL

*Capacity-building training project for female soccer coaches*

 Togo • Football


FIFA › € 21,942

Training and professional integration

2,000 school girls, teachers and parents

### FOOTBALL ASSOCIATION OF INDONESIA

*Power of Women Football and Safeguarding at School Workshop and Festival*

 Indonesia • Football


FIFA › € 21,484

Training and professional integration

2,300 School girls, boys, community members

### ATPST ASSOCIATION TOGOLAISE POUR LA PROMOTION DU SPORT POUR TOUS

*Volleyball for the promotion of female leadership*

 Togo • Volleyball


GIZ › € 7,000

Education

600 children aged 10 to 14 (400 girls)

### AVID ACTION DES VOLONTAIRES D'INNOVATION POUR LE DÉVELOPPEMENT

*Promoting school-based sports to combat gender inequality and empower young girls.*

 RDC • Basketball & Volleyball

GIZ › € 20,341

Training and professional integration

420 girls & boys (aged 14–18), 90 teachers, 7,000 people reached

### BAREEQ EDUCATION AND DEVELOPMENT

*Promoting life skills and health through soccer sessions, workshops on rights and menstrual health, and a week-long art camp.*

 Jordan • Basketball, Fitness, Natation


GIZ › € 21,975

Child protection

150 young syrian and jordanian refueged (70% girls) aged 8 to 17, 2 with disabilities

### COFO COMMUNITY FORUM ORGANIZATION

*Her Goal, Her Power: Empowerment through soccer sessions and workshops on rights, health, and life skills, as well as a one-week art camp.*

 Malawi • Football

GIZ › € 14,411

Combatting gender based violence

489 rural girls aged 13 to 15; 100 boys, per educators; 300 young people from clinical services; Community

**TAKT**  
**TOGETHER ADVANCING COMMON TRUST**

Goal for equality: Strengthening life skills and health, with soccer training, workshops on rights and menstrual health, and a week-long art workshop.



North Macedonia, Serbia, Bosnia & Herzegovina • Football

GIZ › € 21,969

Gender equality

650 (603 women and girls, 48 men), around 60 people with disabilities, trainers, communities

**GHANA**  
**FOOTBALL ASSOCIATION**

Girls4Goals: Promoting girls' participation through mixed matches, mentoring, and social skills training, with the support of former players and the involvement of traditional leaders.



Ghana • Football

FIFA › € 22,000

Life Skills

5,830 bénéficiaires: school girls and boys, teachers, local leaders

**ANAHAT**  
**FOR CHANGE FOUNDATION**

Project Udaan: Promoting girls in sports and preventing forced labor in mining areas through: games, theater, and workshops on health, rights, and gender issues



India • Football

GIZ › € 21,901

Women rights

60 girls aged 12 to 17 from very poor families dependent on the illegal collection of Mica

**DEMAIN**  
**DÈS L'AUBE**

They are taking action to achieve their career goals.



Togo • Athletics, Boxing, Running

GIZ › € 18,734

Training and professional integration

50 young rural girls, mothers of participants, boys and men from the community, institutions and notables

**VIS GHANA**  
**VOLONTARIATO INTERNAZIONALE PER LO SVILUPPO**

Game: Gender Awareness and Menstrual Education in Football



Ghana • Football

GIZ › € 21,889

Health and well-being

More than 300 middle school students; 11 teachers; 12 peer educators; 8 members of school health committees

**ENGIM**  
**ALBANIA**

We S(up)port Albania: Empowerment through sports



Albania • Multisport

GIZ › € 21,839

Social inclusion

190 Roma / Egyptians and marginalized children (95 girls), 50 parents, 30 women, 24 teachers

**SUDHAAR**  
**SUDHAAR SOCIETY**

Addressing Gender Inequalities through fostering girls' access to sports by providing experimental learning environment in Punjab



Pakistan • Football

GIZ › € 21,969

Life Skills

50 children (34 girls aged 7 to 12) in socio-economic vulnerability, teachers, parents, community

**CORPORACION CLEO**

Un essai pour la paix - A try for peace: Empowerment through play: rugby for gender equality



Colombia • Rugby

GIZ › € 20,341

Life Skills

355 girls aged 10 to 18 from very disadvantaged neighborhoods

**GIRLS UNITED**  
**FOOTBALL ASSOCIATION**

Vocational training and coaching project through inclusive soccer sessions, mentoring, workshops, and training sessions led by female coaches.



Mexico • Football

GIZ › € 21,990

Gender equality

95 girls aged 5 to 16; 80 women including 10 mentees in key leaders program

# MAIN OUTCOMES



## Empowered and Confident

BUILDING SELF-CONFIDENCE AND SELF-ESTEEM, FOSTERING A SENSE OF LEGITIMACY AND STRENGTH, BOTH IN THE FIELD AND IN EVERYDAY LIFE.



Engim, Albania

“ For me, these sessions were not just about learning techniques. It was about reclaiming confidence after many years of feeling invisible. I came for exercise, but I left with self-love. ”

Shaze Bleco, 45 yo, participant in Taekwondo self-defense training, ENGIM Albania

“ Football makes me feel strong, not just in my feet, but also in my heart and mind. ”

Elena, 13 yo, ENGIM, Albania

“ I definitely want to continue practicing taekwondo as I feel invincible now, and many fears have disappeared since I started this journey. It feels magical like discovering a superpower. ”

Ajta, 16 yo, ENGIM, Albania

Avid, RDC



“ I had never really played sports before. At first, I just came to watch. But the coaches encouraged me to join in. They said, ‘You belong here too.’ That changed everything for me. ”

Alice, 17 yo, COFO, Malawi

## WHAT MAKES THE DIFFERENCE

- **Combine solutions** by integrating sport with awareness-raising and key themes (health, education, life skills...).
- **Create visible and unifying milestones**, even without explicit educational goals, to foster engagement and organizational recognition.
- **Include male counterparts** and the wider community to avoid placing the burden of change solely on women.
- **Influence shifts in perceptions** among close networks through targeted actions and tailored communication.
- **Remain flexible and ready to adapt** in response to unforeseen obstacles or, conversely, to leverage unexpected enthusiasm. Maintaining operational leeway allows for seizing or even triggering collective momentum.
- **Establish safe and respectful spaces of trust** that build a strong sense of security and belonging.



## Creating the Conditions for Dialogue

FOSTERING COMMUNITY AND FAMILY DISCUSSIONS, AND CHALLENGING ESTABLISHED PERCEPTIONS

“ The session on engaging men and boys in gender equality resonated deeply with me. It made me reflect on my role in breaking stereotypes, not only as a coach but as a role model. This training was both challenging and empowering. ” **Dritan Kolludra, football trainer, ENGIM, Albania**

“ An eye opening theme which influenced all of us as most of us spend our life differently and never think about the equity but now we are very pleased that our children will be able to understand the importance of inclusion and gender equity. ” **Shazia, mother, Sudhaar, Pakistan**

“ The topic addressed truly opened my eyes. I commend the efforts made to create this enriching space for dialogue. I'm now learning to [...] involve female players more during team talks so they can gain confidence. We are determined to give our very best to help shift mindsets. ” **Metchere Issifou, coach, Bambali Academy, Togolese Football Federation, Togo**

*Ghana Football Association, Ghana*



## Visible and Rightfully Present

BY ACCESSING NEW ROLES, GIRLS AND WOMEN INSPIRE OTHERS, CHALLENGE SOCIAL NORMS, AND AT TIMES, BECOME A SOURCE OF COLLECTIVE PRIDE WITHIN THEIR COMMUNITIES.

*Anahat, India*



“ I heard that it's girls who are referees and coaches, so I came to watch, to see how a girl can referee or coach a sports team. This is something new in our community, and we truly congratulate AVID and its partners for this initiative. ” **Kabiona Mishembe, traditional leader of Mboko, AVID, DRC**

“ I was so moved to see girls like me playing sports like basketball and volleyball. A first in our history! I invite them to come and play in our village too, it's a real innovation in our area... ” **Miss BITA, young girl from a neighboring village, AVID, DRC**

**Rita Kumari is the youngest daughter of Bhagwan Ageri, a mica collector in the mines. He takes immense pride in watching his daughter playing football:**

“ I had to give up the game due to circumstances, but seeing my daughter on the field fills me with joy. ”

**Rita, fueled by her father's support, played with dedication and also focused on her studies. She passed her 10th-grade board exams with excellent grades. When asked about this success, Bhagwan Ageri beamed with pride, saying that he often shares Rita's journey as an example in the village, encouraging other parents to support their daughters through sports. Anahat, India**



## Education and The Future

BUILDING CONFIDENCE AND MOTIVATION TO SUPPORT SCHOOL RETURN OR RETENTION, REIGNITE THE DESIRE TO LEARN, AND FOSTER THE DEVELOPMENT OF LIFE GOALS.

Kettie began mentoring younger girls, encouraging them to stay in school and believe in their potential. Her academic performance also improved, and she is determined to pursue a career in teaching. Today, Kettie is more than just a footballer, she's a role model.

“ Sports changed my life. It gave me a second chance, and now I want to help others believe in themselves too. ” COFO, Malawi

“ my daughter is very shy, and has no friends and I am confident that through these activities she will become confident. I am observing changes in her, regarding her shyness, and now she is talking about her activities at school with great interest. ”

Sakina Bibi, mother of girls Class 3 at GPS Heer Sudhaar, Pakistan

Having joined the programme, Rita is now an active member of the football team. She manages to finish her household chores early, attends school regularly, and reaches the field on time for football practice. Seeing her dedication, her mother now fully supports her journey. Rita proudly shares that she is the first member of her family to appear for the 10<sup>th</sup> board examination. Her dream is to continue balancing both sports and studies, and one day join the Jharkhand Police force. Anahat, India



## Creating Safe Spaces

AROUND SPORT, SAFE AND SUPPORTIVE ENVIRONMENTS ARE EMERGING. SPACES WHERE PEOPLE CAN TALK FREELY ABOUT HEALTH, SEXUALITY, MENSTRUATION, STEREOTYPES, AND VIOLENCE. THESE DISCUSSIONS TAKE PLACE AMONG GIRLS, BUT ALSO WITH BOYS, FAMILIES, AND THE BROADER COMMUNITY.

“ This training opened my eyes to how much gender stereotypes impact the way we coach and interact with students. The sessions on gender-inclusive language were particularly useful, and I've already started applying these techniques in my classes. I feel more equipped to create a welcoming environment for everyone. ”

Imelda Pepa, physical education teacher, ENGIM, Albania

Mrs. N, 17 yo, stay-at-home mother of two, sincerely thanked the project for creating such a space:

“ Since I was born, this is the first time I've ever discussed or even heard such topics mentioned in public. I can't even talk to my husband about my period, even when I have problems, it's a taboo. [...] But now that we've received training, I want to try and talk to him about it. ” AVID, DRC

Engim, Gender awareness training, Albania



Engim, Albania

“ The project's role-playing exercise on understanding gender-based violence was a turning point for me. It helped me realize the importance of empathy in coaching and the responsibility we have as trainers to challenge harmful norms. This training is a must for anyone in sports education. ” Alma Dizdari, sports trainer, ENGIM, Albania



## Learning and Sharing

STRENGTHENING LEADERSHIP, PUBLIC SPEAKING, TEAM MANAGEMENT, AND LIFE SKILLS, WHILE FOSTERING THE DESIRE TO PASS THEM ON TO OTHERS.

“ It felt like a dream come true, we would finally get to play in uniform, just like the boys! Now I follow a routine, I wake up and sleep on time, concentrate better on my studies, and have learned to live with discipline. ”

**Her teachers note her improved communication skills, growing confidence, regular attendance, and active classroom participation.**

Sonam Kumari, 14 yo, Anahat, India

*Corporation Cleo, A try for peace, Colombia*



*Anahat, For Change Fondation, India*

“ Before joining the rugby program, I thought sports weren't for girls, especially a sport like rugby. In my neighborhood, girls are expected to stay quiet and discreet. But from the very first training session, I felt it was a different space, a place where I could be myself without fear. Little by little, I learned not only how to play, but also how to stand up for myself in life. We were taught about our rights, the importance of education, and the power of dreaming big. Today, I feel stronger, not just physically, but mentally as well. I've gone back to school, and I want to become an educator to help other girls like me believe in themselves. Rugby taught me that I deserve the same opportunities as anyone else. ”

Mary Luz, 15 yo, La Isla neighborhood, Barranquilla, CLEO, Colombia

## MAIN CHALLENGES

- **Resistance or disapproval from the community or families.** Girls' participation or mixed-gender formats are sometimes perceived as threatening. “ Some mothers struggle with the newfound freedom their daughters have gained.” Anahat emphasizes the importance of accepting the slow pace of change: “ The program can initiate momentum, but transformations take time.”
- **The workload related to monitoring and reporting is perceived as heavy** and has surprised several project leaders, sometimes requiring the mobilization of additional project human resources.
- **Necessary adaptation time for the appropriation of gender-integrated methodologies.** “ Some concepts, such as mediation rules, require time to be fully understood before they can be applied.” Sudhaar, Pakistan.
- **Irregular attendance among girls,** hindered by domestic responsibilities, early marriages, exams, or family pressure. There is also some irregular attendance among teachers. The sensitive nature of the subject complicates the analysis of the true reasons behind disengagement.

The findings presented here are based on field observations from the supported projects. They do not claim to reflect all contexts and may be accompanied by limited, or in some cases even negative results. These insights highlight positive dynamics that have been observed, as well as the key factors that contributed to their emergence.

# PROGRAM TIMELINE

DEC.  
2023

## 200 APPLICATIONS RECEIVED

**Internal review** (eligibility check, quality & relevance)

MARCH

**Pre-selection committee** 31 projects pre-selected  
External appraisal phase by 15 volunteer experts (thematic & geographic)

## Final selection committee

### 13 PROJECTS SELECTED

### +3 FIFA-AFFILIATED PROJECTS SELECTED SEPARATELY

All 200 applicants received personalized feedback

APRIL

**Due diligence** conducted by RSM-France

Funding agreements signed and payment of the the first instalment:  
2/3 of the granted amount

MAY  
2024

## PROJECT LAUNCH

### Continuous support

individual interviews with organization min. once/month

### TRAININGS PROVIDED BY LA GUILDE

- 2 sessions “Integrating Gender Equality in Sport & Development”,
- 4 sessions “Child Protection”

### Interim reports

narrative reports every 3 months & monthly financial reporting

One of the selected projects had to be abandoned because of the war in Lebanon:

“Football has no gender”, carried out by the Permanent Peace Movement association

## FIELD VISITS IN TOGO, GHANA, BENIN

Demain Dès l’Aube, Togolese Football Federation, Togolese Association for the  
Promotion of Sport for All, Ghana Football Association and VIS Ghana

SEPT.

MAY  
2025

## Final narrative & financial reports reviewed

Final 1/3 of funding disbursed upon validation by La Guilde experts

**FIFA**

**La Guilde**

**giz** Deutsche Gesellschaft  
für Internationale  
Zusammenarbeit (GIZ) GmbH

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Sport and Development: sportdev@la-guilde.org • NGO La Guilde: la-guilde.org • Tél.: +33 1 43 26 97 52  
3, rue Maurice Ravel • 92300 Levallois-Perret • facebook.com/laguildeeuropeenneduraid • instagram.com/laguilde  
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