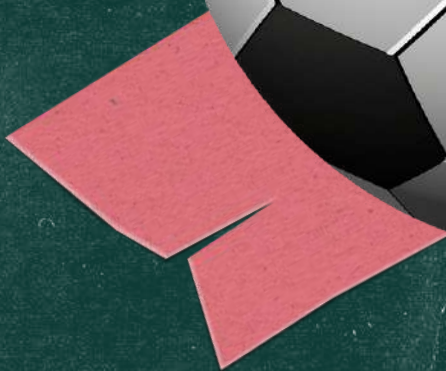




Co-funded by the European Union



# ONE GOAL



The sole responsibility of this publication lies with the author. The European Union is not responsible for any use that may be made of the information contained therein.



# TABLE OF CONTENTS

## 01 ABOUT THE PROJECT



## 02 WHY USE THIS METHODOLOGY



## 03 HOW TO USE THE METHODOLOGY




## 04 RESEARCH + INJURY PREVENTION IN WOMENS' FOOTBALL



## 05 HOW TO PROMOTE WOMEN FOOTBALL / MAKING WOMEN FOOTBALL POPULAR (IN LITHUANIA)



# About the project

 Co-funded by the European Union



One Goal is an EMS project - Exchanges and Mobility in Sport - aimed at improving the skills of women's football coaches. For this project, a partnership has been established between organizations from Lithuania - ACTIVE YOUTH, Uruguay - Asociación Uruguaya de Difusión del Español como Lengua Extranjera (AUDELE), Italy - International Centre for the Promotion of Education and Development (CEIPES), Hungary - Budapest Association for International Sports (BAIS) and Bulgaria - Bulgarian Sports Development Association (BSDA). These organizations use football and other sports to promote a healthy lifestyle, equality and social inclusion.

## Expected results:



Women coaches will raise their qualifications, boost self-confidence and get motivated to develop a career in sports



A network of coaches from all participating countries will be established for exchanging experience and professional advice during and after the project



Women's participation in sports will be promoted, and young people will be encouraged to play sports.



# About the project

## Meetings

The preparatory partner meetings were already held online, and all partners were involved in the planning of the OG. Preliminary task division expected results, and critical rules were agreed upon. Additionally, a kick-off meeting to further plan the project, such as implementation, management, evaluation, dissemination, and selection of participants, was held in Kaunas, Lithuania.

All partner countries researched the general situation of women coaches in the labour market and the challenges faced when pursuing a career in sports. This research aimed to identify the needs of women coaches to become more effective trainers and find ways to help them pursue a career successfully. It set the guidelines for the content of the WFC. CEIPES coordinated this activity.

The organizers held 5 Women's Football Campaigns (WFC) for ten women coaches. The campaign was carried out in each partner country. During the first of each WFC, qualified coaches taught the participants both psychological and innovative technical skills of football coaching. In the second part, coaches put knowledge into practice and learned to involve youngsters in playing football by holding free public training sessions and encouraging teenagers to participate. Each WFC served as a transnational partner meeting for partner managers (1 from each country) to supervise the events' implementation and discuss the project's ongoing situation, finances, dissemination, etc.



# About the project

## Meetings continued

Twelve local women coaches gained knowledge acquired by coaches in the WFC, based on theoretical and practical parts of the WFC, during 15 free Local Training Courses (LTC) (3 per country, each one held simultaneously in all countries). This ensured more coaches could improve their competencies in training football.

During the final conference, all participating coaches and project managers gathered for a final conference held in Kaunas, Lithuania. During the conference, project managers put the final touches on the project: heard each other's success stories and experiences, shared the findings and explored the full methodology given to the public. FIFA speakers were invited to lecture and hear about our activities. Workshops are held to strengthen participants' bonds and teach a couple of final lessons.

The final conference had a primary goal of strengthening the established network of coaches and project managers even more before continuing without the help of project funding. It was set to be a celebration of the work done.



# Why use this methodology


Co-funded by the  
European Union



This methodology was designed to help women coaches increase their coaching skills, as well as learn about promoting women's football. Women coaches have the potential to be more effective leaders if they are provided with the proper tools and resources, therefore this methodology was created. It includes research on women's football, as well as practical tips on improving women's trainings, preventing injuries, and implementing sports projects.



# How to use the methodology



The methodology proposed in this paper can help women coaches who read it to enhance their abilities in several ways. First, the methodology provides a clear and concise framework for thinking about and improving one's coaching practice. Second, the methodology can serve as a reminder or template for planning and executing future coaching sessions. Third, the methodology can be used as a tool for reflecting on and assessing past coaching experiences. By helping women coaches to reflect on and improve their own coaching practice, the methodology proposed in this paper can contribute to the development of more effective coaches.

# Research on women's football

The One Goal project started with a comprehensive research on current women's football. In this methodology we will cover the main research findings and conclusions. The information below will allow anyone reading this to understand the importance of empowering women athletes and issues that need tackling.

## **Desk analysis**

The first step was to analyze the existing literature to understand better the condition of female coaches in sports in general and specifically in football. Several authors [1-6] have documented the disproportionately few women in coaching positions. Furthermore, it has been argued that, in sports, coaching is the area with the most significant gender imbalance [7]. Researchers around the world have reported that there is a shortage of women coaches. [8-10]. For example, in Canadian Interuniversity Sport, participation by female athletes is nearly equal to the involvement by male athletes, but 80% of the coaches are males.

Kilty [11] summarized four categories of "external" barriers for women in coaching and leadership positions, including:



# Research on women's football



**Unequal assumption of competence of women coaches compared to men.**

Hiring from a principle of similarity, termed "homologous reproduction" [12] – those coaches and administrators perpetuate "accepted standards" of coach characteristics by hiring new coaches who are like old ones and like themselves.



**Homophobia** – which in this case means a prejudicial attitude toward women who work in a predominantly male context as being more "male-like" and having a high probability of being lesbian



**An overall lack of female mentors and role-models.**

Reasons suggested for the imbalance of males and females in coaching also include the consideration of the social-structural conditions of coaching, such as opportunity, power and proportion, presented by Knoppers [13] as based upon Kanter's theory of occupational sex segregation [12]. Opportunity is defined as "the shape of one's career ladder, perceived obstacles and satisfaction, access to training and availability and type of feedback" [13, p.123]. Power is "one's capacity to mobilize resources" [13, p. 126], including control over one's career and influencing others who have authority. Proportion is defined as "the ratio of men to women" [13, p. 128], and when the proportion of women is too low, women can be subordinated and marginalized. Women are potentially marginalized by being restricted to low-level, low-paying coaching positions, where there are few opportunities to advance and few role models to demonstrate how to coach [14].




At the European level, it is generally acknowledged that there is a significant underrepresentation of female coaches across all fields and levels of sports. As concluded in a report commissioned by the Council of Europe's Enlarged Partial Agreement on Sport (2011) [19]:

- **Women represent a small minority of the coaches employed in elite sports**
- **The percentage of female coaches tends to decrease the higher the level of performance**
- **Female coaches are more likely to train athletes enrolled in typical women's sports rather than in traditional men's sports**
- **Female coaches are almost exclusively training either women, youth or children**

In some areas of the world, qualified women coaches are plentiful, especially in places with high-density populations or where women's sport has a strong presence and history. However, women's sport still needs to be fully and universally embraced [20]. There is a need for more women with the skills to play sports and the competency, confidence and knowledge to coach. Coaching in varsity and professional sports has consistently been dominated by men, even on women's teams. While professions historically dominated by men, like medicine or law, have been working to increase the number of employed women, professional coaching has yet to have the same progress. As of now, women only account for 16 per cent of coaches at the university level, and that number has been declining in recent years.



# Research on women's football

 Co-funded by the European Union



## Gender bias impacts the hiring of women in football coaching positions.


Before 1972 women held 90% of the coaching jobs for women's teams, and now they only have 40.8%. Even though many of the skills associated with being a great coach—leadership, communication skills, motivation skills, understanding, the ability to get to know each player—could be considered stereotypically female. When we think of leaders, we tend to think of men. We want someone to lead our team, our company or our country, and then our experience and unconscious bias make us gravitate toward men.

"Women coaches are more likely to stay in the women's game, so we must have role models. If there is no opportunity to coach and be involved in the game, you will find fewer taking up that challenge." - Chelsea Ladies coach Emma Hayes.

It is also crucial for males, as a woman coach teaches boys to respect women in leadership positions. There are many challenges for women becoming coaches; these include gender stereotyping, i.e., femininity and leadership versus heroic masculinity, complexities of women's lives when having a family, lack of support networks, female confidence levels and gender imbalance at a governance level.



# Research on women's football

 Co-funded by the European Union

## Questionnaire report

In order to get a better understanding of the experiences of women coaches in the football industry, we conducted a questionnaire report. The results of this report will help to understand the situation better and allow women to express their opinion about football, which men mainly dominate.

A total of 201 subjects, 115 women and 85 men, replied to the questionnaire.

Below is the number of participants who answered the questionnaire for each country:

Italy - 24 women and 21 men

Bulgaria – 20 women and 22 men

LITHUANIA – 13 women and 9 men

Hungary – 29 women and 22 men

Uruguay – 30 women and 11 men

Most participants currently work as football coaches in different clubs (60 % in Italy and Lithuania, 69% in Bulgaria, 47% in Hungary and 49% in Uruguay). The remaining respondents hold other positions: referees, medical staff, physiotherapists, and students studying to become football coaches.

Many participants completed a specific course of study to become a football coach (53% in Italy, 55% in Lithuania, 70% in Hungary, 66% in Bulgaria and 58% in Uruguay). Furthermore, most participants played football before becoming a football coach (89% in Italy, 88% in Hungary, 95% in Bulgaria, 96% in Lithuania and 72% in Uruguay).


# Research on women's football

 Co-funded by the European Union

## Questionnaire report

Most respondents believe that a woman can work as a football coach without doing other jobs simultaneously (61% in Italy, 82% in Lithuania, 86% in Hungary, 74% in Bulgaria and 44% in Uruguay). However, participants said that women are less likely than men to coach men's football teams (66% in Italy, 41% in Lithuania, 74% in Hungary and 92% in Uruguay). Instead, in Bulgaria, 59.52% of participants believe that women have similar opportunities in the football sphere to become a coach of men's teams. Many participants believe that women and men in the world of football have access to the same training opportunities (62% in Italy, 74% in Bulgaria, 41% in Lithuania, 45% in Hungary and 56% in Uruguay). However, much of the sample says that men and women in the world of football do not enjoy the same job opportunities (71% in Italy, 50% in Lithuania, 70% in Hungary 92% in Uruguay). In Bulgaria, on the other hand, for 74% of the sample, the ladies have equal access to opportunities in football to become coaches.

# Research on women's football

 Co-funded by the  
European Union

## Questionnaire report

Specifically, most of the sample believe that it is much more difficult for women than for men to find a job as a coach in the world of football (80% in Italy, 43% in Bulgaria, 72% in Hungary, 59% in Lithuania, 64% in Uruguay). For many participants, cultural factors, prejudices and stereotypes make it difficult for women to work as football coaches (53% in Italy, 55% in Lithuania, 76% in Hungary, 45% in Bulgaria, and 61% in Uruguay). However, many subjects believe that in the world of football, female coaches are just as competent as men coaches (64% in Italy, 63% in Lithuania, 53% in Hungary, and 66% in Uruguay). For the participants, the world of football is purely male, and there is a lot of sexism (70% in Italy and Hungary, 63% in Lithuania, 47% in Bulgaria, and 56% in Uruguay).



## Questionnaire report

Furthermore, for many participants, it is much easier for women coaches to find work in women's clubs than in men's clubs (80% in Italy, 59% in Lithuania, 82% in Hungary, 63% in Uruguay and only 21% Bulgaria). For most of the participants in the world of football, female coaches are considered less credible than men because of their gender (60% in Italy, 46% in Lithuania, 57% in Hungary and only 34% in Uruguay). Moreover, for the same skills and preparation (e.g., same training path), clubs prefer to hire a man as a football coach rather than a woman (83% in Italy, 41% in Lithuania, 82% in Hungary, 47% in Bulgaria and 56% in Uruguay). Most respondents believe that male coaches are more reliable in the world of football (60% in Italy, 36% in Lithuania, 47% in Hungary and 50% in Bulgaria and 39% in Uruguay).

Some participants believe that players respect female coaches as much as men (13% in Italy, 18% in Lithuania, 25% in Hungary and 50% in Bulgaria and 12% in Uruguay). Furthermore, some participants say those female coaches in the world of football are respected as much as men by colleagues and staff members (referees, sports doctors, physiotherapists etc.), team presidents and sports managers (16% in Italy, 31% in Lithuania, 39% in Hungary and 52% in Bulgaria and only 7% in Uruguay).



## Questionnaire report

In most countries, only a few participants stated that a female coach earns as much as a male coach (7% in Italy, 13% in Lithuania, 10% in Hungary and 12% in Uruguay). On the contrary, in Bulgaria, 33% of the sample strongly agree that females earn as much as males.

Furthermore, only for some participants, a female coach has the same chances as a male coach of reaching high levels (13% in Italy, 27% in Lithuania, 35% in Bulgaria, 8% in Hungary and 10% in Uruguay).

The participants identified several barriers in each partner country that should be eliminated. For example, in Italy, 57% and in Uruguay, 37% of the participants said that to foster the careers of female coaches in football, it would be necessary to eliminate cultural barriers. The main obstacles for 29% of the Hungarian sample are social barriers. For 64% of the participants, it would be necessary to eliminate sexism in Lithuania, while for 13% and 9%, the main barriers are social and economic. In Bulgaria, the biggest obstacle that must be overcome to become a female football coach is the economic one - 64 %, followed by social barriers - 42%. Finally, in each partner's country, a lot of participants believe that one big obstacle in the world of football is sexism (32% in Italy, 43% in Hungary, 38% in Bulgaria and 51% in Uruguay).




## Interview analysis

The interviews aimed to collect and compare professionals' ideas concerning female coaching staff in their countries, regions or even clubs. From them, we got a better picture of what has been done, what is being done and what needs to be improved. In all, ten in-depth interviews were conducted. Each partner country interviewed a male football coach and a female football coach. All interviewees, both men and women, stated that they approached the world of football thanks to a great passion.

Almost everyone also claimed to have been a player before becoming a coach. However, there is a substantial difference between men and women: while for men, the transition from being a player to becoming a coach was a straightforward process, women had to face some difficulties. Women have come up against the prejudices and stereotypes present in the world of football and have said that they had to work hard for their skills and knowledge to be recognized by the men in the sector.

# Research on women's football

 Co-funded by the European Union


“

There are mainly cultural barriers and sexism in the world of football. The objective difficulties are also those related to low confidence. A woman is not seen as capable of training at least someone with an enlightened mind after seeing practically and materially the skills that allow her to train a team. A man player who plays for many years ends his career as a player and immediately becomes a coach. For some female footballers, it is tough; they often must impose themselves in the world of football, starting from coaching children, which of course, is a wonderful path, it teaches you a lot, and you take a professionalizing growth path. Still, before you can work in a real football club, you have to start from the lowest point to have a minimum of credibility. Women can manage to cover important roles but have encountered much greater efforts than men.- said one of the respondents.

”



# Research on women's football

 Co-funded by the European Union

Some male coaches recognize that it is much more difficult for women to be recognized as competent and respected by both staff members and players.

"When a woman expresses her opinion, no one agrees with her, but when a man says the same thing using slightly different words, everyone suddenly believes it is such a great idea. Critics say: football is not for women."- a male coach responded.

Many female coaches end up coaching children or female teams, but it is much more difficult for them to become male elite club coaches.

"It's an environment complicated for women; it's like men go with men and women go with women in football, women's football looks great for women, and men's football looks great for men. It's what I see; I mean, I'm not saying it's right or wrong; it's what I see. What's more, thinking about it in the spot that I am right now, I see it very difficult for women to lead a football team of a club like that"- said a woman coach.

Male and female coaches have identified the need to use different approaches in training male and female football players. First, males and females have different physiological characteristics, and specific training programs must be planned for them.

"There are studies that say women are more likely to have certain types of injuries, for example, on the knees, so we should focus on working on that. It doesn't mean that with men, you don't do it, but perhaps you would do it in a different way than with a female team to prevent injuries at that level or well, also considering the menstrual cycle."- remarked one of the interviewee.

# Research on women's football

 Co-funded by the European Union

## Respect within the workplace

Another crucial issue that emerged from the interviews is that of respect. While all male coaches say in unison that they are 100% respected by players and staff members, there are significant differences for female coaches.


"I have a know-how, I have qualities, I have received and given respect to my colleagues, the children also have their respect towards me, and they like what we are doing on the field."- replied the female trainer.

Some women coaches claim to be respected in the contexts in which they work by the various professional figures, while others declare that they must work much harder to be recognized as capable and competent.

"There are all sorts of cases, there are people who do respect my job as a football coach, but there are also people who think that I am not suitable for this job without giving me a chance to prove my abilities."- stated one the respondents.



# Research on women's football

 Co-funded by the European Union

## Differences between men's and women's football

Very few are footballers and coaches who manage to survive doing this job exclusively. In fact, most of the coaches do other jobs, and this leads them to take away energy and time from the coaching job.

"A female coach can't live on that income; she has to develop in other things, in having other jobs."- replied the female coach.

"The difficulties can be found in the places where the girls' train. In the possibilities, football is always an after-work for them. It is never the first job, and this requires three times the effort for them and for those who work with them. Because training, sessions, travels, and trips take time away from the first real job and therefore, if we want to make women's football grow, we must certainly guarantee girls who do professional activities that are treated as real professionals. Otherwise, there can never be the growth of the movement."- pointed one of the answerers.



## Men coaches dominate the football industry.


Most of the coaches in the world of football are men. This situation for many respondents is because football has been considered for many years and is still partly considered today a sport for men only.

"For a long time, football was just a game for men. This exclusion continues to this day. Of course, times are changing, and the changes are already visible, but it will still take a long time for women to catch up. As I already mentioned, the exclusion is still present; thus, women find it harder to get a football coach job in a male team."- said one of the female coaches.

However, a message of hope emerges in most of the interviewees. All the coaches believe that the situation will improve considerably in the coming years, and more and more female coaches will be present on the football benches.

"Fortunately, we see more and more female coaches, while until a few years ago, the world of football was purely male, relegated to the prevailing prejudice that football is a male sport."- stated the interview participant.

# Research on women's football

 Co-funded by the European Union

## Cultural barriers and sexism in the world of football

It is cultural barriers and sexism that discourage young female coaches. Often coaches have trained adequately and developed objectively recognized skills and abilities but fail to achieve the same results and cover the same positions covered by their male colleagues.

"Women, even when they have played or love football, are always discouraged from pursuing a career as an instructor due to external conditioning, prejudices, looks, and the prevailing sexism."- pointed out by one of the respondents.



# Research on women's football

## Football as an engine of social inclusion

Football is one of the best-known and most famous sports in the world. In fact, it is precisely because of the large turnout and participation that football, and sport in general, can play a crucial role in promoting social inclusion and transmitting positive values.

"I have always believed that sports can unite, befriend and encourage. A social phenomenon. Sport is a universal way to be united. Sport is a tool for inclusion, and first and foremost, we must know that sport is for fun and to form some sort of unity and social interaction."- remarked one of the coaches.

It is also important to focus not exclusively on professional football but also on amateur football, which manages to encourage the sports participation and integration of various young people.

"I realized that where a ball rolls, you can do activities with any type of man/woman, boy/girl, of different skin colour, of different sex or language...." - replied the interview participant.

Finally, some innovative initiatives aimed at promoting women's football and giving every type of woman, child or girl the opportunity to play it were highlighted by one of the female coaches interviewed:

"The idea is to create a space for women who, for different reasons, didn't have the possibility to start playing football, either from a young age or due to family issues because the support is not always the one we expect or because there were no football teams or due to different situations."




## Conclusion

Women are significantly under-represented among football coaches. Gender stereotypes influence the structural conditions surrounding the recruitment of coaches to football clubs that contribute to excluding women from coaching positions. Informal and personal decision-making practices still play a fundamental role in recruiting coaches. These practices undermine formal guidelines and give disproportionate weight to stereotyped preferences in recruiting football coaches. In this context, decision-makers professed support of women essentially serves a symbolic purpose. It creates an illusion of equality concerning decisions that have already been taken at an informal level. Some recommendations to ensure gender-balanced and gender-sensitive coaching in sports:

- Identify barriers faced by women and girls, including those from disadvantaged groups, as regards their access and participation in all levels and fields of sport, including in coaching positions;
- Identify female coaching role models and involve them in the promotion of equality between women and men in sports;
- Create gender-sensitive and transparent recruitment, selection, appointment and election procedures and practices to increase the number of women participating at all levels of sports organizations, including in coaching;
- Adopt policies which allow a balance of private and family life and sports careers, with a particular focus on coaches.



# Research on women's football


 Co-funded by the European Union



Ensure that statistics regarding individual participation and representation in all areas and all levels of organizations, including in coaching, are disaggregated by sex and published and disseminated regularly;

Promote awareness initiatives and/or training on gender equality, gender mainstreaming and the different needs of those involved in sports to provide personnel, coaches, athletes, sports managers and decision-makers at all levels with the necessary tools and competencies to implement gender mainstreaming and gender equality in the organization.

# Injury Prevention in Women's Football

 Co-funded by the European Union

In women's football, most common injury types are joint and ligaments, contusions, muscle and tendons, and CNS/PNS injuries. In general, because of the physiological differences, women are more prone to injuries than men. For healthy athlete development, it is crucial to pay more attention to preventing injuries. Therefore, below we present several injury prevention techniques that were taught during women football campaign in Lithuania.

## **Injury Prevention in Women's Football from a physiotherapist Mindaugas Silkus:**

One of the benefits of preventing injuries in women's football is health and well-being. Injuries can have severe consequences for a person's physical and mental health and take a long time to recover. By preventing injuries, players can continue participating in the sport they love without suffering long-term health effects. In addition, it improves performance. Injuries can also significantly impact a player's short- and long-term performance. By preventing injuries, players can maintain their fitness and skill levels, which can help them perform better on the field.



# Most Common Imbalances and injuries

Co-funded by the European Union

## X AND O LEGS FORMS

One of the most common imbalances are X and O formed legs. To prevent this imbalance take these steps:

- Orthopedic consultation, podography
- Wear orthopedic insoles
- Do corrective physical exercises for feet.



One of the most common exercise that is used in professional players is Nordic hamstring curl. Its best exercise to avoid repetitive hamstring strains. It lowers probability by 85%.



# Most Common Imbalances and injuries

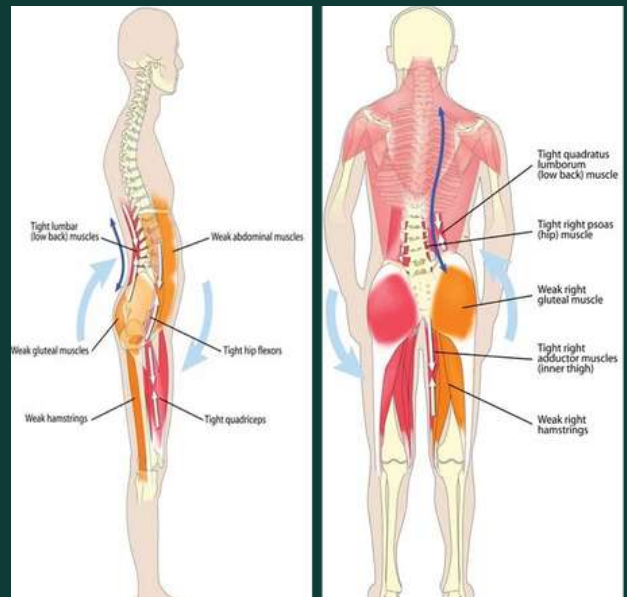
## MUSCLE IMBALANCES

A muscle imbalance occurs when one side of the opposing muscle is stronger than the other.

The dominant side of the body is overloaded and gradually begins to weaken.

### Treatment:

- Massage
- Trigger points
- Post isometric relaxation
- Corrective exercises
- Weak muscles strengthening
- Shortened muscles stretching



## OVERUSE INJURIES

Repetitive heavy physical exertion may initially cause micro-injuries before eventually resulting in an overuse injury. Most often, ligaments, tendons and muscles are injured. This is a long process!

Stress fractures are also classified as overuse injuries.



# Injury Prevention in Women's Football

## Below you can find injury prevention tips:

- **Warm up properly:** Before practices and games, be sure to do some light stretching and dynamic movements to get your body ready for activity.
- **Use proper technique:** Proper technique can help prevent injuries by reducing the strain on your body. This includes using correct form when tackling, kicking, and passing the ball.
- **Wear the right gear:** Proper protective gear, such as shin guards and cleats, can help prevent injuries. Be sure to wear gear that fits properly and is in good condition.
- **Stay hydrated:** Proper hydration is important for preventing injuries. Be sure to drink plenty of water before, during, and after practices and games.
- **Take breaks:** Rest and recovery are important for injury prevention. Be sure to take breaks and allow yourself time to rest and recover between practices and games.
- **Use good body mechanics:** Good body mechanics can help prevent injuries by reducing the strain on your joints and muscles. This includes using good posture and proper lifting techniques.
- **Get enough sleep:** Adequate sleep is important for injury prevention. Make sure you get enough sleep each night to allow your body to recover and repair itself.
- **Seek professional help:** If you are experiencing pain or discomfort, it is important to seek the help of a professional, such as a doctor or physical therapist. They can help diagnose and treat any issues that may be contributing to your risk of injury.

## FOAM ROLLING

### Benefits of using foam roller:

- Increases blood flow
- Increases oxygen to muscles
- Enhances delivery of nutrients to aid recovery
- Accelerates removal of waste products after exercise
- Eliminates painful trigger points in soft muscles
- Maximizes effectiveness of stretching
- Promotes balance between strength and flexibility



## STRETCHING

High-quality stretching exercises improve tissue elasticity, reduce muscle tension, improve joint flexibility and range, exercise ligaments and tendons, and improve blood circulation.

Dynamic <-> Static (20 sec. + unsprung)!



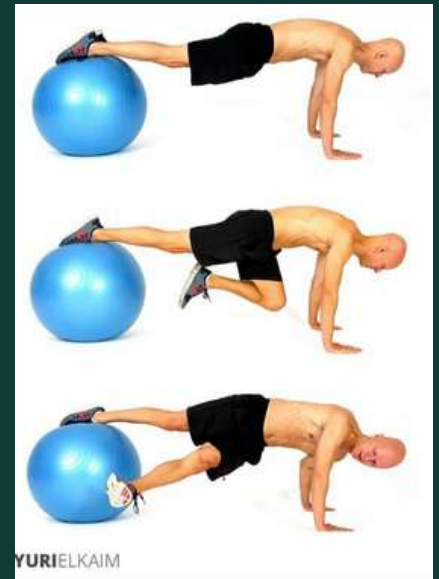
## STABILIZATION

Strengthening of stabilizing muscles.

Body mobility and stability.

Balance and proprioception.

The goal is to reduce the chance of injury and strengthen the stabilizing muscles.



## ATHLETIC TAPING AND KINESIO TAPING

Kinesio taping is a rehabilitative therapeutic procedure performed using kinesio tapes (adhesive elastic bands).


The main goal of the method is to accelerate the body's healing processes by using special materials and applying this application technique. The method is based on the elastic properties of human muscles and skin.

Athletic taping techniques accelerate the athlete's or patient's return to active activities by protecting the injured body part.





# Women Football Campaign

 Co-funded by the European Union

Women's Football Campaigns were organized in five different countries: Hungary, Uruguay, Italy, Bulgaria, and Lithuania. The main goal of this initiative was to improve women coaching skills and enhance their knowledge in various topics:

- Marketing campaign workshops and coaching skills development
- Technical strategies
- Relations between a coach and football players
- The role of women in football: how to fight prejudices and stereotypes
- Theoretical and practical sessions about the qualification of women's football
- Methods and practices for developing their skills and improving physical and technical qualities
- Theoretical and practical training about trauma prevention.



**-First WFC in Hungary**



**Second WFC in Uruguay-**

# Women Football Campaign

Co-funded by the European Union

-Third WFC in Italy



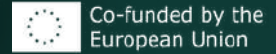
Fourth WFC in Bulgaria-



-Fifth WFC in Lithuania



# Testimonials from participants



The project is an ambitious initiative to make a positive difference for women coaches. Its participants were excited to have the opportunity to bring this mission to their local level. Recent reports have highlighted the enthusiasm of those involved, as they anticipate the positive effects the project will have on their community.

"Yes, I'm ready. In particular, I'll try the knowledge I acquired over the project in my work."

"Totally. I'm more confident to invite guests for the local activity and show what I learned so far."

"Yes, we can promote and disseminate one goal project deliverables at the local level with youth and adult female and male football clubs."

The One Goal project had been an impressive success, achieving many of its original objectives and demonstrating the power of collective action to create lasting change. The project has positively impacted the local community, from improved sporting facilities to injury prevention lectures. The participants commented: "Have good facilities around here", "Have a good sports area to do many sports", "Injury prevention lecture", and "Guests speeches"- as highlights of the women's football campaign.

However, the project has weaknesses that need to be addressed to make it more successful. In this methodology, we will discuss the weak sides of the One Goal project. We will look at issues such as performing activities on time, needing more practical training sessions, and how to train other teams. By understanding these issues and working to overcome them, the One Goal project can be even more successful in achieving its goals.



# Promotion

There has been a notable leap in the development of social media over the past decade. Today, most of the world's population, including famous athletes and sports clubs, have a Facebook, Instagram or Twitter page.


Social media has a significant impact on the sports industry. Such mediums enable the public to reach genuinely, allowing sports clubs to control the message. As a result, the era of social media offers vast potential for women athletes to raise awareness and fanbase of their sport. In addition, it concentrates on the athletic skills of women athletes, thereby increasing the chances that women's sports and their trainees are treated with respect. While overtaken by their male counterparts, the social media following of women's significant footballers is becoming increasingly prominent.

## **Promotion in Lithuania:**

Even though a vast majority of people in Lithuania follow basketball, there's a place for women's football. The Women's Football Federation made several initiatives to promote the sport. For instance, Women For Football! The campaign in which the main project is to look at football differently. Football is not only a professional sport. The project started in 2011 to use various women-related projects to engage and involve girls and women in football and create a support mechanism to strengthen professional women's football in Lithuania using the hashtag #LIVEYOURGOALS.



# Promotion in Lithuania

 Co-funded by the European Union



*Live*



*Your*



*Goals*

# Sports Project Management Tips

Managing women's football projects as any other project is important because it helps to ensure that these initiatives are successful and make a positive impact on the local community and beyond. By having clear goals, a solid plan, and effective communication and organization, projects can run smoothly and achieve their desired outcomes.

Additionally, managing women's football projects helps to promote the sport and provide opportunities for girls and women to participate and succeed. This can help to break down barriers and create a more inclusive and diverse environment for all players. By investing time and resources into women's football projects, we can help to create a stronger and more sustainable future for the sport.

## Below we provide hands on sports project management tips:



Foster good communication within the team by holding regular (quarterly, monthly, weekly if needed) meetings and encouraging open and honest dialogue. This will help ensure that everyone is on the same page and can work together effectively.




Create a project implementation timeline. This will help to keep track of all deadlines and provide clear path for next steps. The timeline can be adjusted if needed, it is not a definite document.



Plan for contingencies and be prepared to adapt to changing circumstances. This may involve making adjustments to the budget or timeline, or finding creative solutions to unexpected challenges.



# SPORTS PROJECT MANAGEMENT TIPS

 Co-funded by the European Union



Foster strong relationships with stakeholders, including sponsors, partners, target groups, women's football clubs, and the local community. Fostering relationships, means regular communication, updates, gratitude, etc. This will help ensure the success of the project and generate support for future initiatives.



Promote the project and attract participants by using social media, email campaigns, and other marketing tactics. It is crucial to start communicating about events much in advance. We recommend creating a signup form, to make sure that people are registering, also it is important to provide incentives to the event attendees.



Evaluate the success of the project regularly and make adjustments as needed to ensure that it is meeting its goals and objectives. Online surveys do just that and provide instant feedback, allowing the project manager to make the necessary changes.



Seek out resources and support from organizations and individuals who are dedicated to advancing women's football. This may include professional development opportunities, grants, and other forms of assistance.



# ONE GOAL