GIRL POWER
IN PLAY

Campaign Report

MARCH – DECEMBER 2015
Overview

There are few people that would disagree that girls’ participation in sport across the globe renders positive benefit for not only girls, but their families, and communities. Yet, using sport as a development tool to push progress for girls has not fully gained traction among donors and large international development programs—there are reasons for this.

Much of the research on girls and sport is American- or European-based, and lacks application to international development. The majority of funds for sport in low- and middle-income countries is directed to boys and young men, resulting in scarce funding for programs for girls and young women. What programs exist for girls are often grass-roots based, which generally translates into low budgets for advocacy and evidence-based research.

The FIFA Women’s World Cup in Canada in 2015 presented an opportunity to draw attention to girls and sport and to explore how to generate more support for girl-based sport programs and research in low- and middle-income countries. In 2014, Women Deliver\(^1\) convened an advisory group of sport and youth-serving organizations, INGOs, researchers, and multi-laterals to map out an advocacy and communications campaign during the FIFA Women’s World Cup finals. In all 20 organizations (see Annex 10) joined the effort, which consisted of four parts:

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\(^1\) Women Deliver is a global advocacy organization that works to advance the health, rights, and wellbeing of girls and women. Part of its advocacy efforts includes linking with partners to bring to light development strategies that are often overlooked, but could contribute to progress for girls and women.
• Social Media: A #GirlsCan campaign leading up to the symposium allowed girls and women around the world to share how sport positively affected their lives. Through social media platforms – Twitter, Facebook, and Instagram – girls and women shared photos, sharegraphics, and personal reflections on the power of sport. In less than two months, 8.1 million people were reached on Twitter using the hashtag #GirlsCan. Tweets reached Twitter timelines over 20 million times. Notable individuals who have allied with #GirlsCan included professional athletes like Mia Hamm and Leila Ali. The campaign ran until October 2015, culminating on the International Day of the Girl Child.

• Traditional Media: Girl Power in Play was a tremendous opportunity to shine a spotlight on the power of sport programs and their ability to transform girls’ lives around the world. And the world listened. As of 3 August 2015, 23 pieces were published in 13 countries, as well as three opinion editorials. Four press releases were picked up in two countries, and 18 reporters in 12 countries conducted interviews with Girl Power in Play partners, 15 of which resulted in articles (for a full media coverage summary with links to each published piece, see Annex 8).

• Symposium: The Girl Power in Play symposium, held on 18-19 June 2015, at the Shaw Convention Centre in Ottawa, Canada, convened approximately 160 high-level policymakers, advocates, athletes and researchers from around the world to discuss the positive effects that girls’ participation in has sport international development (for a recap of sessions, see Annex 2).

• A Call to Action asked decision makers from all sectors – government, private, media, research and civil society – to respect, protect and fulfill the rights of girls and women to play sport (See Appendix 6 for full text). Following the symposium, the Call to Action was made open to the public. As of December 31, 2015, more than 214 individuals, representing over 180 organizations across 60 countries, have signed on. The Call to Action will remain open to the public through the Women Deliver 2016 Conference happening in Denmark in May 2016.

Top Level Conclusions

• Funding will follow evidence. The lack of research in low- and middle-income countries on the benefits of girls’ participation in sport has hampered funding and integration as a strategy into larger development programs. Advocates need to focus on getting the evidence.

• There is a growing, passionate, and energized group of NGOs, researchers, and advocates that are promoting sport as a development tool. They are backed by key documents, which are calling for girls to have equal opportunity to participate in sport.

• Girls’ participation in sport is not a singular strategy but inextricably linked to gender equality, rights, health, including sexual and reproductive health, education and nutrition.

• Partnerships and working together is what works when it comes to getting girls in the game.
What We Learned

Advocacy

- The conversation about sport must include a girl’s right to take part in sport, as not all girls are able to exercise this right;
- The 2016 Olympic Games provide an entry point for change as the International Olympics Committee is committed to increasing girls’/women’s participation in sport; the IOC has significant influence on countries participating in the Olympics; and
- Advocates should be familiar with and reference the historical and ground-breaking documents that have contributed to, and continue to inspire, policy change around the world for girls and sport.

Research

- Evidence to date from high-income countries shows both physical and mental health benefits for girls who engage in sport, including the reduction of chronic diseases, stress and depression;
- Participation in athletics is correlated with significant long-term educational and economic benefits in high-income countries;
- There is a paucity of evidence-based research on the benefit of sport in low and middle income countries;
- Research should focus on the potential barriers and benefits to disadvantaged girls’ and young women’s participation in sport for development and peace interventions; and
- Necessary next steps to increase and improve research include the need for new and diverse partnerships between program implementers and researchers, NGO and government, and across public and private sectors.

Programs

- Education is necessary, in tandem with sport, to ensure programs are well-rounded and do not just offer girls a chance to play but a chance to acquire life skills;
- When nutrition and sport are combined, wonderful results are achieved. However, there are obstacles to effectively combining the two;
- Sport can be used as a platform to talk about issues, such as menstruation, family planning, or sexual and reproductive health and rights (SRHR), which supports girls in building confidence and increasing educational reach;
- By educating and including communities on the effect sport has on girls and overall development, it is possible to more effectively, safely, and positively reach girls through sport;
• Good sport programs should teach girls what their bodies can do (i.e., “my body, my rules”) to instill confidence, ability to make sound choices, and what consent means;

• Sport can stimulate change, but grassroots programs often require collaborative measures with outside players to be successful and sustainable; and

• Working with communities is essential, particularly taking initiative to involve men and women in raising empowered active girls.

Next Steps

The global community is recognizing and appreciating the role of sport and play as it pertains to health, rights, and wellbeing. Following the Girl Power in Play symposium, the 2030 agenda for sustainable development outcome document was launched, publishing goals for global development for the next fifteen years. Within this agenda, the following paragraph recognizes the contribution of sport to development:

“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.”

The new partnerships and momentum that grew through the Girl Power in Play symposium and its overall campaign can continue to strengthen and translate into further action. The vast majority of symposium participants who completed the follow-up survey (93%) shared that they would maintain contact with fellow symposium attendees following the conference. 89% additionally reported they would spread the knowledge they gained at Girl Power in Play to their networks so that those unable to attend could learn more. In regards to further disseminating the symposium messages, more than half the responses (59%) indicated they will take concrete action by signing on to the Call to Action through their organizations.

In moving forward, this community can continue to raise the profile for girls’ and women’s health, rights, and wellbeing by remaining active on social media through #GirlsCan, asking others to sign onto the Call to Action, and using key advocacy dates as a rallying points to share messages and push for change (for a list of key advocacy dates, see Annex 7). Advisory Committee partners can fulfill their commitments made to girls’ and women’s right to sport (for a list of commitments made by Advisory Committee partners, see Annex 5).
Annex 1: Agenda
8:00–9:00 AM  
Registration, Breakfast, Coffee & Networking

9:00–9:15 AM  
Welcome from Mrs. Laureen Harper, Wife of the Canadian Prime Minister, Stephen Harper
  • Message from the Canada’s National Women’s Soccer Team
  • Moderator: Jess Tomlin, The MATCH International Women’s Fund

9:15–10:00 AM  
Opening Ceremony: Why It’s Critical to Get Girls in the Game
  • Katja Iversen, Women Deliver
  • Moya Dodd, The Asian Football Confederation and FIFA
  • Susan Ngongi, UNICEF
  • Moderator: Jess Tomlin, The MATCH International Women’s Fund

10:00–10:30 AM  
Coffee & Networking

10:30–11:30 AM  
Smart Talks
  • Kusum Kumari, Yuwa
  • Joel Spicer, Micronutrient Initiative
  • Fatuma Adan, Horn of Africa Development Initiative
  • Lisa Tarver, One World Play Project
  • Cynthia Coredo, Boxgirls Kenya
  • Elyse Ruest-Archambault, Right To Play
  • Moderator: Alana Glass, Contributor, Forbes

11:30–12:00 PM  
Insights and Evidence on Girls’ Participation in Sports: What the Research Tells Us
  • Martha Brady, Population Council
  • Moderator: Liza Barrie, UNICEF

12:00–12:15 PM  
Address from The Honourable Cathy McLeod, Parliamentary Secretary to the Minister of Health and for Western Economic Diversification
  • Moderator: Liza Barrie, UNICEF

12:15–1:15 PM  
Lunch

1:30–2:30 PM  
Concurrent Sessions (choose one of four)

Education Outside the Classroom (Room 210)
Developing Life Skills
  • Sarah Murray, Women Win
  • Carrie Golden, GirlSportWorks
  • Cynthia Coredo, Boxgirls Kenya
  • Moderator: Molly McHugh, Grassroot Soccer

Improving the Score for Health and Rights (Room 212)
Knowledge is Power
  • Megan Chawansky, University of Brighton
  • Rashida Parveen, BRAC Bangladesh
  • Paulette Senior, YWCA Canada
  • Moderator: Meg French, UNICEF Canada

Leveling the Playing Field for Gender Norms (Room 211)
Against All Odds
  • Fatuma Adan, Horn of Africa Development Initiative
  • Mashal Hussain, Karachi United
  • Moderator: Caitlin Barrett, Up2Us Sports

Nutrition and Sport: A Winning Pair (Room 215)
Nutrition as a Foundation for Development & Growth
  • France Begin, UNICEF
  • Marion Roche, Micronutrient Initiative
  • Lynnette Neufeld, GAIN
  • Moderator: Dominic Schofield, GAIN Canada

2:30–3:00 PM  
Coffee & Networking

3:00–3:45 PM  
Practice Makes Perfect: Lessons Learned from Research
  • Sarah Hendriks, Plan International
  • Lyndsay Hayhurst, University of British Columbia
  • Moderator: Martha Saavedra, University of California, Berkeley

3:45–4:30 PM  
Interactive Participant Activity, Right To Play (Rooms 213 & 215)

4:30–5:30 PM  
Global Athletes on Scoring Big for Girls and Women (Room 214)
  • Becky Furuta, Professional Cyclist, Team Novo Nordisk
  • Jenny Wolf, German Olympic Speed Skater
  • Cindy Cone, American Olympic Soccer Player
  • Jen Button, Canadian Olympic Swimmer
  • Moderator: Majidah Nantanda, Growing The Game For Girls Uganda

5:30–6:30 PM  
A Celebration to Getting Girls in the Game (Rideau Canal Atrium)
Reception & Statements from Partners
8:00–9:00 AM
Breakfast, Coffee & Networking

9:00–10:00 AM
Getting Girls in the Game through Policy, Practice, and Partnerships
- Carole Oglesby, International Working Group on Women and Sport
- Emma Highwood, Football Federation Australia
- Jose Carlos Ferrer Ávila, UN Women
- Minky Worden, Human Rights Watch
- Moderator: Solmaz Sharif, Non-Stop Media, Inc. and Shirzanan Global

10:00–10:45 AM
Smart Talks
- Jade Hawes, Reclaim Childhood
- Megan Shutzer, “New Generation Queens” Film
- Alix Buck, Skateistan
- Caitlin Davis Fisher, Guerreiras Project
- Alana Glass, Contributor, Forbes
- Moderator: Alana Glass, Contributor, Forbes

10:45–11:00 AM
Coffee & Networking

11:00 AM–12:00 PM
Concurrent Sessions (choose one of four)

Education Outside The Classroom (Room 210)
Peer-to-Peer Mentorship
- Madhumita Das, International Center for Research on Women
- Lydia Mahenzo Kasiwa, Moving the Goalposts
- Sophie Legros, Coaches Across Continents
- Moderator: Caitlin Barrett, Up2Us Sports

Improving the Score for Health and Rights (Room 212)
Sexual and Reproductive Health and Rights
- Rebecca Hershaw, Grassroot Soccer
- Nyanda Labor, Planned Parenthood Global, Planned Parenthood Federation of America
- Elyse Ruest-Archambault, Right To Play
- Moderator: Molly McHugh, Grassroot Soccer

Leveling the Playing Field for Gender Norms (Room 211)
Investing from Around the World
- Mary McVeigh, Soccer Without Borders
- Sarah Hendriks, Plan International
- Moderator: Madhumita Das, ICRW

Nutrition and Sport: A Winning Pair (Room 215)
Double Burden of Malnutrition
- Gillian Mandich, Western University
- Pamela Sharma, One Goal Asia and Oberlin College
- Kim Harding, Micronutrient Initiative
- Moderator: Chris Dendys, Micronutrient Initiative

12:00–1:00 PM
Lunch

1:15–2:15 PM
Concurrent Sessions (choose one of four)

Education Outside The Classroom (Room 210)
Building Leadership
- Kusum Kumari, Yuwa
- Mary Bridger, Plan International
- Marjorie Snyder, Women’s Sports Foundation
- Rachel Haig, One World Play Project
- Moderator: Caitlin Barrett, Up2Us Sports

Improving the Score for Health and Rights (Room 212)
Eliminating Maternal Mortality
- Sanjana Gaind, CREA
- Madhumita Das, International Center for Research on Women
- Moderator: Meg French, UNICEF Canada

Leveling the Playing Field for Gender Norms (Room 211)
Investments from Around the World
- Mary McVeigh, Soccer Without Borders
- Sarah Hendriks, Plan International
- Moderator: Madhumita Das, ICRW

Nutrition and Sport: A Winning Pair (Room 215)
The Girls Room: How Girls Playing Sport Helps Everything
- Silken Laumann, Canadian Olympic Rower
- Moderator: Karin Lofstrom, Canadian Association for the Advancement of Women and Sport and Physical Activity

2:15–2:45 PM
Interactive Participant Activity, Right To Play (Rideau Canal Atrium)

2:45–3:15 PM
The Girls Room: How Girls Playing Sport Helps Everything
- Silken Laumann, Canadian Olympic Rower
- Moderator: Karin Lofstrom, Canadian Association for the Advancement of Women and Sport and Physical Activity

3:15–4:00 PM
Closing: Bringing Home the Gold for Girls
- Girl Power in Play Co-Hosts
  - Katja Iversen, Women Deliver
  - Nina Valentie, Right To Play
  - Liza Barrie, UNICEF
  - Dominic Schofield, One Goal & GAIN Canada
  - Jo-Ann Purcell, Foreign Affairs, Trade and Development Canada
- Moderator: Karin Lofstrom, Canadian Association for the Advancement of Women and Sport and Physical Activity
Annex 2: Summary of Symposium Sessions
DAY 1: Thursday, 18 June 2015

Opening Ceremony: Why It’s Critical to Get Girls in the Game

To open the symposium, Mrs. Laureen Harper, Wife of the then current Canadian Prime Minister, Stephen Harper, provided the official welcome to participants of Girl Power in Play, particularly to the attendees coming from overseas to Canada.

Mrs. Harper shared stories of her daughter and son, both who participate in sport, and acknowledged how much sport matters – especially to girls on their journey to becoming young women. “Playing sport also builds confidence and teaches young girls to respect themselves and others.”

She underscored the importance of the role of sport in producing leaders and role models for the next generation. She applauded Canada’s National Women’s Soccer Team, which was currently competing in the FIFA Women’s World Cup, as strong skilled athletes who serve as great role models to others.

Mrs. Harper’s remarks were then followed by a special video message from Canada’s National Women’s Soccer Team, welcoming all to Girl Power in Play (this film can be viewed on the Girl Power in Play YouTube playlist; click here to access it).

The next portion of the opening ceremony commenced with an interactive panel dialogue moderated by Jess Tomlin (The MATCH International Women’s Fund). Panelists Moya Dodd (The Asian Football Confederation and FIFA), Susan Ngongi (UNICEF), and Katja Iversen (Women Deliver), highlighted sport as a fundamental right and how participation in sport can build girls’ self-confidence and transform gender norms. On sport as a way to create a better world, Dodd remarked, “it’s not the only key to change, but its one of the best.”

Beyond the ways in which sport is individually transformative for girls, the panelists discussed the effects sport has on girls on a societal level. Iversen noted the various ways in which sexual and reproductive health and rights (SRHR) for girls and women can be positively affected through sport engagement and education. A consensus was reached around increased visibility globally for girls in sport, which was supported by the need to generate further evidence on why sport matters.
Smart Talks
The Smart Talk presentations, brief 5-7 minute speeches, were moderated by Alana Glass (Contributor, Forbes) and featured speakers from diverse backgrounds. These presentations showcased personal stories and experiences, each uniquely highlighting how the opportunity to be active and engage in sport has a ripple effect for girls and women.

Glass shared observations on the increased likelihood of athletes to experience better odds for education and the workplace, compared to non-athletes. “Patriarchy does not have to be our leadership default setting,” Glass said, pointing to why it is necessary to engage girls and women in sport as a way to further promote their access to the successes their male counterparts’ experience.

As a young person herself, Kusum Kumari (Yuwa) spoke to the benefits she has experienced in her own life and in her community due to her involvement with her sport team. She shared that once she began playing on a regular basis, a parallel developed between her active engagement in sport and her increased interest and effort in her studies. Additionally, she developed confidence and learned important life skills, such as what it takes to be a good leader and team player.

Sport alone is insufficient to give girls the necessary tools to achieve the best opportunities in their lives, but it can be part of a winning combination. Joel Spicer (Micronutrient Initiative) spoke about the link between sport and proper nutrition, noting iron deficiency as an example of an issue hundreds of millions of girls worldwide face, which affects their ability to play a sport or be healthy.

For Fatuma Adan (Horn of Africa Development Initiative), a law degree was not enough, which is why she left it behind for the field. She gained more momentum in her journey to play sport, as well as to engage more girls in sport, leading to the creation of various teams and initiatives that ensured girls the opportunity to receive an education and play. Sport inspired her to claim her own voice and she has been seeking this inspiration for other girls as well.

Partnerships and working together is what works when it comes to getting girls in the game, as Lisa Tarver (One World Play Project) discussed. We must build a world where all girls can play. Tarver spoke on the feeling of joy that sport can bring and also raised the point that sport clears a path for all of us to imagine and strive for a better future for girls and young people.

Cynthia Coredo (Boxgirls Kenya) opened participants eyes to the ways in which boxing has been changing girls’ lives and their communities for the better. Boxing can help girls overcome fears and issues they may have at home; challenges Coredo faced herself. Putting gloves on is not only about punching, but about realizing one’s own potential, strength and changing the world.

Elyse Ruest-Archambault (Right To Play) spoke to Right to Play’s method of “Reflect, Connect, and Apply,” through which children are encouraged to not only play but contemplate the impact sport and play have their lives. One of these outcomes is reflected in using sport as a platform to talk about issues, such as menstruation, family planning, or sexual and reproductive health and rights (SRHR), which supports girls in building confidence and increasing educational reach.
Insights and Evidence on Girls’ Participation in Sport: What the Research Tells Us

Martha Brady (Population Council) provided an evidence-based presentation and held an interactive dialogue with moderator Liza Barrie (UNICEF) on the type and quality of research on girls and sport globally. Brady reviewed the state of the science about the benefits of sport for girls, noting that the evidence to date shows both physical and mental health benefits for girls who engage in sport, including the reduction of chronic diseases, stress and depression. Brady also noted that this evidence comes primarily from developed countries, and that research and data are lacking in low- and middle-income countries.

Through an analysis of different programs, Brady highlighted that well-designed sport programs can improve girls’ knowledge regarding their rights, bodies and health, while also providing them access to female mentors and role models. Brady noted that sport can begin to challenge traditional roles and break down gender stereotypes. Further she noted that by increasing girls’ active presence in the public arena, sport can transform the way girls think about themselves and the ways their families and communities perceive them.

As the momentum grows, increased efforts are needed to design and deliver innovative sport programs for girls. Brady called for focused attention and support to build the evidence base about what works, for which girls, under what conditions and for which outcomes. She also identified the next steps needed to increase and improve research, including the need for new and diverse partnerships between program implementers and researchers, NGO and government and better collaboration across public and private sectors.

Address from The Honourable Cathy McLeod

Canada’s Parliamentary Secretary to the Minister of Health and for Western Economic Diversification, Cathy McLeod, briefly shared her insights and appreciation for the importance of girls’ right to play. She talked about the positive roles that play and physical activity have had on her development and that of her family as well.

Following her short address, attendees took a lunch break before reconvening for the first set of concurrent sessions.
Concurrent Sessions – Part I

**Education Outside The Classroom: Developing Life Skills**

This concurrent session brought attention to the education a girl needs outside of the classroom by focusing on the development of life skills. Sarah Murray (Women Win) discussed how leadership is a skill that can be developed through sport. Through this life skill, a girl can begin to find and use her voice to make decisions over her own life and body, as discussed by the panelists. Murray talked about outlets where girls can express their voice and new found sense of agency and one of the examples she highlighted was digital storytelling. Murray emphasized, however, that sport is not the only necessary and sufficient tool for empowering girls. She outlined how education is necessary, in tandem with sport, to ensure programs are well-rounded and do not just offer girls a chance to play, but also a chance to acquire life skills. As the moderator of this session, Molly McHugh (Grassroot Soccer) said, “Life skills are the toolkit you carry with you for all situations.” Carrie Golden (GirlSportsWorks) has seen the proof of using this two-part system in schools in Cusco, Peru. In Kenya, using sport as a form of education outside the classroom has also proved positive, according to Cynthia Coredo (Boxgirls Kenya). Coredo noted that the shift in gender norms is exemplified in communities when fathers bring their daughters to sport lessons.

**Improving the Score for Health and Rights: Knowledge is Power**

Moderated by Meg French (UNICEF Canada), this panel highlighted that when discussing sport, the conversation must include the right children have to take part in sport, as not all children are able to exercise this right. Children’s rights were also brought to the table in the context of how sport affects the rights of a child, specifically in regards to health. Megan Chawansky (University of Brighton) along with Paulette Senior (YWCA Canada) made clear the importance of sharing results on the successes and challenges of using sport as a tool for change for girls’ sexual and reproductive health, knowledge and rights. Organizations and programs, such as BRAC Bangladesh, as shared by panelist Rasha Parveen, have directed efforts to improving girls’ quality of life by respecting their rights through sport and education. The speakers identified steps to improve girls’ health and rights through sport including engaging in peer-to-peer work, keeping stakeholders updated on these topics, and moving beyond funding restraints to build and maintain sustainable programs.

**Leveling the Playing Field for Gender Norms: Against All Odds**

On this panel, moderated by Caitlin Barrett (Up2Us Sports), Fatuma Adan (Horn of Africa Development Initiative) and Mashal Hussain (Karachi United) spoke about using the power of sport to challenge and change attitudes toward gender norms of all children from a young age. Panelists agreed that focusing education efforts on girls and women is a major priority; opportunity for education can empower girls and women. With the panelists, Barrett helped the audience identify post-symposium steps, such as finding ways to partner with fellow advocates to effect change on negative gender norms.
Nutrition and Sport: A Winning Pair: Nutrition as a Foundation for Development & Growth
Dominic Schofield (GAIN Canada) engaged the panel on the issue of nutrition and sport as moderator. France Begin (UNICEF), Marion Roche (Micronutrient Initiative), and Lynette Neufeld (GAIN), each brought interesting perspectives and viewpoints on malnutrition, breastfeeding and adolescent nutrition. Overall messages from the panelists included that breaking the cycle of malnutrition is imperative for girls and women; malnutrition is not limited to poor populations, but affects multitudes of individuals. The number of women breastfeeding their children until the age of six months is low, which can partially be attributed to poor policies and support for these mothers. And, with regard to adolescent nutrition, the issue is rooted in the lack of proper nutrition girls receive, which effects both physical and mental development. A challenge discussed was the ability to reach adolescent girls, along with ensuring both proper nutrition and physical activity for girls everywhere.

Practice Makes Perfect: Lessons Learned From Research
In this session, moderated by Martha Saavedra (University of California, Berkeley), panelists Sarah Hendriks (Plan International) and Lyndsay Hayhurst (University of British Columbia) focused on the importance of research for the advancement of girls’ rights and wellbeing in the context of sport and development. Hendriks outlined monitoring and evaluation (M&E) practices and programs implemented by Plan International and shared how evidence is essential to attaining sustainable development for girls.

Hayhurst echoed Hendriks’ support for M&E, adding insight from her own field work experience. She believes a key theme for research must be to “better understand potential barriers and benefits to disadvantaged girls’ and young women’s participation in sport for global development and peace interventions.” Some of the outcomes from her research include sport, gender and health development benefits, such as higher confidence and expanded career opportunities.

Interactive Participant Activity
Right To Play led symposium attendees through one of their curriculum lesson activities, Over and Under. The key learning from this activity is to develop cooperative team skills. Right To Play believes that through play, children and young people learn to accept and respect each other and to settle their disagreements with words.

Global Athletes on Scoring Big for Girls and Women
In the final plenary session of Day 1, an exceptional panel of professional athletes took the stage. Majidah Nantanda (Head Coach of the Women’s National Football Team of Uganda) moderated this high energy and interactive dialogue amongst Becky Furuta (Professional Cyclist, Team Novo Nordisk), Jenny Wolf (German Olympic Speed Skater), Cindy Cone (American Olympic Soccer Player), and Jen Button (Canadian Olympic Swimmer).
These athletes shared lessons learned from engaging in sport, as well as how sport has propelled them to positions as role models and mentors actively giving back to their communities. Competing in sports internationally was truly impactful for Cone, who expressed, “my eyes have been opened up to the opportunities and the potential that we all have.” Wolf recalled taking part in a race she knew she would not win based on the responsibility she felt to serve as an example that sport goes beyond winning or losing.

As an athlete with Type 1 Diabetes, Furuta talked about how critical access to the necessary medical tests and treatments were to keep her healthy and she outlined that many other diabetes around the world do not have such reliable access to medicines and screening supplies to manage her diabetes. As part of Team Novo Nordisk’s professional cycling team, she talked about how she serves a motivator for those living with diabetes to focus on their goals regardless of obstacles. Button spoke about how the opportunity to motivate a child to get out and play is not reserved only for professional athletes. She talked about how anyone has the ability to inspire children to reach their full potential and learn the importance of resilience through sport.

A Celebration to Getting Girls in the Game
Following the last plenary session, symposium attendees enjoyed a wine and cheese reception. Katja Iversen (Women Deliver) gave an opening statement and toast to girls’ and women’s empowerment through sport. Then, all of the Girl Power in Play Advisory Committee Members then took the stage in turn to share their organization’s commitment to girls and women (see Annex 5 for their commitments).
DAY 2: Friday, 19 June 2015
Getting Girls in the Game through Policy, Practice, and Partnerships

The second day of the Girl Power in Play symposium was jump-started by the opening session, and interactive dialogue moderated by Solmaz Sharif (Non-Stop Media, Inc. and Shirzanan Global), who prompted the panelists with the topic of ensuring proper policies, practices and partnerships to get girls in the game. Panelists Carole Oglesby (International Working Group on Women and Sport), Emma Highwood (Football Federation of Australia), Carlos Ferrer (UN Women) and Minky Worden (Human Rights Watch) provided unique perspectives of the challenges and achievements they have experienced in striving to ensure this in a scaleable and sustainable way.

In addition to the three “p’s” of policy, practice and partnership, Oglesby spoke to a fourth “p,” which stands for progressive. She referenced historical and ground-breaking documents that have contributed to, and continue to inspire, policy change around the world. Speaking to policy-starved regions and countries in regard to sport, Worden provided the example of Saudi Arabia’s challenges in allowing girls and women to take part in sport. They are experiencing a need for systemic change in order to bring physical education classes for girls into schools and legalize women’s gyms. Highwood shared the Football Federation Australia’s vision to improve society’s perspective on girls in sport, as well as underscored the dynamic between girls and boys in sport. Devising a plan with the capacity to reach programs from the grassroots to elite level is a major way to achieve this goal. Ferrer highlighted the new partnership between UN Women and the Valencia Football Club, which aims to raise awareness about the role of sport to improve gender equality. Ferrer also provided concrete examples of how partnerships can benefit the lives of girls.

Smart Talks
The Smart Talk presentations on the second day of the symposium were again moderated by Alana Glass, and featured another set of inspiring speakers from diverse backgrounds. Key messages from the presentations included:

Acknowledging the unavoidable roles culture and family play in a child’s life, Jade Hawes (Reclaim Childhood) shared lessons learned from attempting to get girls on the field and navigating obstacles. By educating and including communities on the impact that sport has on girls and overall development, it is possible to more effectively, safely and positively reach girls through sport.
Megan Shutzer shared the trailer of her newly released film *New Generation Queens*. The film is a documentary following the only women’s soccer team in Zanzibar. Shutzer relayed the message the women on this team live out each day saying, “You can be a woman, a Muslim and a soccer player. These are not mutually exclusive.”

Alix Buck (Skateistan) presented a video that documented Skateistan’s groundbreaking stakeboarding schools in Afghanistan. Skateboarding has become one of the most popular sport for girls in Afghanistan, due to the Skateistan program. The skateboarding and the physical activities are the initial draw for students and their parents to enroll in Skateistan schools. However they get much more out of the program than just fun; they also get a traditional education.

Caitlin Davis Fisher (Guerreiras Project) impressed the audience with a spoken word performance piece on the image of a female body and the connection to sport. Fisher parsed through interrelated topics of body image, heteronormative and gender stereotypes, and inhabiting one’s own body and identity without giving in to outside pressure. A key takeaway was, “Be Seen. Be Watched. Be Heard.”

Glass wrapped up the Smart Talk presentations with one of her own, examining why former athletes appear to excel in the workplace more so than their non-athlete peers. She asked, “Is today’s Olympian tomorrow’s CEO?” She outline how sport helps to develop skills valued by employers such as discipline, confidence, drive and mental toughness.

Participation in athletics is directly correlated with significant long-term educational and economic benefits. She noted that female executives are risk takers, who drive economic growth spark innovation. Glass said, “When we raise strong girls, we will have a strong world.”

**Concurrent Sessions – Part II**

**Education Outside The Classroom: Peer-to-Peer Mentorship**

Caitlin Barrett (Up2Us Sports) moderated this session with panelists Madhumita Das (International Center for Research on Women), Lydia Mahenzo Kasiwa (Moving the Goalposts), and Sophie Legros (Coaches Across Continents) shared various examples of the challenges and achievements of peer-to-peer mentorship programs in different countries around the world. A major point stemming from the discussion was around how identifying youth leaders can be a difficult task and requires a different approach based on the community in question. This is why it is important to keep the goal of involving girls in sport in clear sight. It
was reiterated in this session that participating in sport increases confidence and allows girls to develop skills, such as teamwork, negotiation and leadership.

**Improving the Score for Health and Rights: Sexual and Reproductive Health and Rights**
Moderated by Molly McHugh (Grassroot Soccer), panelists Elyse Ruest-Archambault (Right To Play), Nyanda Labor (Planned Parenthood Global, Planned Parenthood Federation of America), and Rebecca Hershow (Grassroot Soccer) shared how programs in Uganda, Kenya, and South Africa are integrating sport with raising awareness about girls’ and women’s sexual and reproductive health and rights. Some of the takeaway messages of this concurrent session revolved around the need to talk about desires, what happens when girls graduate from the program, and programs that distribute not just condoms but contraceptive pills. Audience members asked questions about the community’s reaction to discussions around sexuality and how programs obtain the supplies they distribute.

**Leveling the Playing Field for Gender Norms: Investing in Girls and Women**
This concurrent session was moderated by Margo Matias Valencia (RESULTS Canada) and focused on how investing in girls’ and women’s sport programs can transform gender norms that often keep girls off the field. Carlos de Cárcer (Sports and Cooperation Network) presented a solution-oriented initiative of increasing facilities especially for girls, as well as increasing access to them. Majidah Nantanda and Lisa Berg (Growing the Game for Girls Uganda) offered how we must all take on the responsibility of acting as positive role models for the next generation. John Byl (Redeemer University College) provided a historical background on women’s access and achievement through a specific case example from Canada. As gender norms begin to neutralize, areas for joint use by girls and boys for sport can be utilized. Challenging cultural norms to break down gender roles can be achieved through creating policy around sport and girls, which in turn will allow for increased investment in sport for girls.

**Nutrition and Sport: A Winning Pair: Double Burden of Malnutrition**
When nutrition and sport are combined, wonderful results are achieved. However, there are obstacles to effectively combining the two. This concurrent session explored the “Double Burden of Malnutrition” by panelists Kim Harding (Micronutrient Initiative), Gillian Mandich (Western University), Pamela Sharma (One Goal Asia and Oberlin College), and Florencia Vasta (GAIN). Moderated by Chris Dendys (Micronutrient Initiative), the discussion focused on opportunities afforded by proper nutrition, obesity versus malnutrition, access to appropriate nutrients, and education on how to ensure a proper diet. Dendys closed the session with some suggestions on overcoming obstacles by ensuring proper nutrition for children from a young age and accountability practices for sport leaders to act as prime role models.
Following this set of concurrent sessions, attendees took a lunch break before reconvening for an afternoon set of concurrent sessions. During the lunch break, One World Play Project announced the winner of their raffle of their World’s Most Durable Ball.

**Concurrent Sessions – Part III**

**Education Outside The Classroom: Building Leadership**
Moderated by Caitlin Barrett (Up2Us Sports), panelists Kusum Kumari (Yuwa), Rachel Haig (One World Play Project), Marjorie Snyder (Women’s Sports Foundation), and Mary Bridger (Plan International) spoke about how sport programs can model and instill leadership skills as well as empower girls to become leaders themselves. The session took a turn to place emphasis on boys’ roles in building leadership and challenging gender norms. Football is a tool to change mindsets of both boys and girls, leading toward positive masculinity for boys, which in turn has positive effects and outcome for girls. Enhancing partnerships and mobilizing funds to allow both boys and girls the opportunity of sport was identified as a post-symposium step.

**Improving the Score for Health and Rights: Eliminating Maternal Mortality**
Moderated by Meg French (UNICEF Canada), panelists Sanjana Gain (CREA) and Madhumita Das (International Center for Research on Women) discussed an issue not immediately associated with girls and sport – maternal mortality. Some of the main messages provided by the panelists is the need for good programs that teach girls what their bodies can do (i.e., “my body, my rules”) to instill confidence, ability to make sound choices, and what consent means. Issues that emerged from the discussion included the challenges between what is shared within these programs for girls and what they encounter at home, and the need for girls to be able to reconcile these different environments and negotiate issues well with their family members and partners.

**Leveling the Playing Field for Gender Norms: Investments from Around the World**
Moderator Sarah Murray (Women Win) joined panelists Mary McVeigh (Soccer Without Borders) and Sarah Hendriks (Plan International) to discuss how investments around the world are making a difference to transform gender norms through sport. McVeigh shared her perspective that soccer programs need a bottom-up approach. Sport can stimulate change, but grassroots programs often require collaborative measures with outside players to be successful and sustainable. Hendriks voiced the need to include men in these initiatives. Take home messages highlighted that investing in girls and women is a global responsibility, not one that falls solely on the shoulders of the country where a girl is playing. And working with communities is essential, particularly taking initiative to involve men and women in raising empowered, active girls.

**Nutrition and Sport: A Winning Pair: Youth Leadership in Nutrition and Sport at the Centre of the Community**
Panelists Dominic Schofield (GAIN Canada), Martha Karimi (KNVB World Coaches) and Majken Gilmartin (City of Copenhagen) discussed ways to access proper nutrition for girls worldwide. The main messages included the social impact of physically active women and how sport can be used as a platform for nutrition. Partnerships with communities and corporate partners play a major role in the sustainability of sport programs for girls, as do partnerships with science organizations and strong marketing brands. All of the above are areas to be researched further in order to take full advantage of the knowledge and opportunities that will afford girls’ and women healthy and full lives.

**Interactive Participant Activity**
Right To Play led symposium attendees through one of their curriculum lesson activities, *Don’t Trust Your Eye*. The key learning from this activity is to increase awareness that it is impossible to look at a person and
know if that person is ill or different in some way. Right To Play believes that by teaching important health lessons in a fun way, they can help children and young people learn facts that can save their lives.

The Girls Room: How Girls Playing Sport Helps Everything

Moderator Karin Lofstrom (Canadian Association for the Advancement of Women and Sport and Physical Activity) introduced Canadian Olympic Rower, Silken Laumann who provided a keynote speech entitled, “The Girls’ Room: How Girls Playing Sport Helps Everything.” Laumann’s presentation revolved around the transformative nature of sport and its ability to push us beyond our boundaries.

Laumann highlighted her unique story and experience as an Olympic athlete who overcame an incredible injury to return to competition. She outlined how her participation in sport helped to build her resiliency and gave her hope.

As a spokesperson for Right To Play and as an advocate for girls and sport, Laumann spoke about how crucial it is to ensure girls’ exposure to sport. Laumann spoke to the vision we must each develop for ourselves and maintain until we reach our goals. She shared that the greatest challenge and opportunity we have is to empower girls. And through collaboration of our visions, we can impact girls and their communities.
Bringing the symposium to a close, the final session, moderated by Karin Lofstrom (Canadian Association for the Advancement of Women and Sport and Physical Activity), featured Girl Power in Play Co-Hosts Katja Iversen (Women Deliver), Nina Valentic (Right To Play), Liza Barrie (UNICEF), and Dominic Schofield (representing both One Goal and GAIN Canada).

Each of the panelists voiced their commitment in moving forward, and what their organization would do to bring home the gold for girls:

- **Right To Play** committed to continuing to use sport and play as tools to empower girls, raising awareness on the importance of gender equality in communities, and more specifically, enhancing girls’ access to high-quality education by helping to strengthen education systems and structures. Right To Play committed to continuing to ensure that 50% of their participants and leaders are female, and committed to conducting more focused research on how sport and play can support girls to reach their full potential.

- **UNICEF** committed to engaging and empowering the girl child as a critical element of UNICEF’s mission. UNICEF remains committed to expanding partnerships that promote gender equality through sport, and to sharing the best practices, practical guidance, and other resources developed by UNICEF and its partners globally.

- **The Global Alliance for Improved Nutrition** (GAIN) committed to continuing to put adolescent girls at the center of their programming, in recognition of both their pivotal role in breaking the cycle of poverty and malnutrition, and because they are often the most marginalized and most difficult to reach members of society. It committed to continue to advocate for and participate in innovative initiatives that link sport, nutrition, and mobilizing youth for women’s empowerment.

- **One Goal** committed to the promotion of and financial investment in programs that target adolescent girls’ participation in sport and nutrition education as means of combatting the double burden of malnutrition experienced by Asia’s children. One Goal committed to expanding its message and movement of football fans and players to tackle child malnutrition globally by 2018.

- **Women Deliver** committed to getting girls in the game. It committed to incorporate the Call to Action into their ongoing advocacy platforms and strategies. It committed to continuing this conversation...
at the Women Deliver 2016 Conference, where girls and sport will be incorporated into the conference activities and covered in concurrent sessions. Women Deliver committed to continue and break down silos between the issues of education, gender equality, nutrition, health, sexual and reproductive health and rights, and sport.

Iversen then spoke about how the Call to Action, which participants and partners signed on to and issued, embodied how we could move the ball down the field for girls together. The Call to Action calls on decision makers from all sectors – government, private, media, research and civil society – to respect, protect and fulfill the rights of girls and women to play sport. Iversen presented the Call to Action and a special Girl Power in Play ball to Lofstrom to share with the Canadian government and a symbolic game ball to each of the co-hosts as well.

Throughout the symposium, attendees echoed the need to work together and share best practices to ensure equal opportunities for girls and women. Individuals are making incredible strides for girls each day. Iversen called a few such individuals onto the stage, including Kusum Kumari and Fatuma Adan, who were praised for being truly transformative and inspiring leaders. Their experiences are celebrated as they set a high standard for each of us as we continue to strive for a world in which girls can exercise their right to sport.
Annex 3: Speaker and Moderator Biographies
**Fatuma Adan**  
**Horn of Africa Development Initiative**

Fatuma Abdulkadir Adan was born in 1978 and grew up in a rural town in Marsabit County, Kenya. As the founder and director of the Horn of Africa Development Initiative (HODI), Fatuma works in Marsabit County to address a variety of issues impacting women, girls, and youth. Fatuma initiated the use of football to address issues impacting girls through the Breaking the Silence initiative, which creates safe spaces for girls to discuss issues including FGM, early forced marriage, and school performance. Fatuma received her degree in Law from Moi University and is a Chevening Fellow.

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**Caitlin Barrett**  
**Up2Us Sports**

Caitlin Barrett is the Training Director for Up2Us Sports, a leading national coalition of sports-based youth development organizations. Prior to Up2Us Sports, Caitlin served as National Soccer Director for America SCORES and Site Director for SCORES New York. A graduate of Pomona College in California, where she earned a degree in Latin American Studies, Caitlin was a four-year varsity soccer player and two-year co-captain for the Pomona-Pitzer women’s soccer team. Caitlin received her Master’s in Public Administration from the New York University Wagner School of Public Service in the spring of 2012.

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**Liza Barrie**  
**UNICEF**

Liza Barrie has been Chief of Civil Society Partnerships at UNICEF Headquarters in New York since January 2008. In this role, she leads a focused global effort to strengthen the organization’s strategic engagement with civil society. This includes employing UNICEF’s proven ability to mobilize, convene and coordinate broad coalitions within civil society to respond to complex challenges facing children; imparting effective strategies to country offices on partnering with civil society organizations; and sharpening the evidence and knowledge base of UNICEF engagement with civil society.

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**France Bégin**  
**UNICEF**

Dr. France Bégin is a Canadian with a Ph.D. in nutrition and more than 25 years of experience in international nutrition. She is Senior Nutrition Adviser for Infant & Young Child Nutrition at UNICEF Headquarters in New York and was previously Regional Nutrition Advisor for the Asia Pacific region. Prior to joining UNICEF, she worked for the Micronutrient Initiative in Ottawa and in the Africa office. She has lived abroad in several countries including Chad, Guatemala, South Africa, and Thailand. She has served on various technical advisory committees and is author and co-author of several publications.

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**Lisa Berg**  
**Growing the Game for Girls Uganda**

Lisa is the Technical Advisor for Uganda’s Women’s National Team and Assistant Coach at Bethel University. She is the Director of Athletic Development for Woodbury Soccer Club and Assistant Director for ISC Outreach. She has an M.S. in Exercise and Sport Psychology (Texas Tech University), a B.S. in Kinesiology (University of Minnesota) and is a Certified Strength and Conditioning Specialist (CSCS). Lisa co-founded Growing the Game for Girls (G3) in 2010 and has presented their work to audiences around the world.
Martha Brady
Population Council

Martha Brady is Senior Associate at the Population Council, where she directs a global operations research program on best practices in adolescent girls’ programming. Brady has more than 25 years of experience as a program leader, strategist, researcher, technical advisor, and evaluator of health and development programs worldwide. She has conducted pioneering research on the role of sports for girls and is the author of several publications. Brady received a Master’s Degree in Public Health from Columbia University.

Mary Bridger
Plan International

Mary Bridger is the Gender Equality Research and Campaigns Officer for Plan International and the Because I’m a Girl campaign. In this role, she works within the Global Gender team, contributing to Plan’s extensive research and advocacy work on gender and girls equality across the globe. Mary has significant experience in the field of gender equality, youth engagement, advocacy and education development.

Alix Buck
Skateistan

Alix grew up in Ontario and studied International Development at the University of Guelph. She has been a passionate skateboarder since childhood and joined the NGO Skateistan in 2012, delighted to find an organization working at the intersection of her strongest interests. Alix worked for Skateistan for three years in both Afghanistan and Cambodia as their Communications Manager.

Jen Button
UNICEF Canada

Jen Button is the Acting Director of Development at UNICEF Canada, working with Corporate, Community Sport Partnerships. Jen has harnessed her drive from her background in competitive sport, as an Olympic athlete, to a successful career in non-profit leadership. With her strategic and creative out-of-the-box thinking, Jen drives forward UNICEF Canada’s mission to provide critical funding for the world’s most vulnerable children.

John Byl
Redeemer University College

John Byl is a retired Professor of Physical Education at Redeemer University College in Canada. Dr. Byl has authored or coauthored books, won several professional awards, and is a regular workshop leader. His dissertation focused on The Margaret Eaton School, where he has created the school archives and is overseeing the digitizing of the archives.
Megan Chawansky  
University of Brighton

Megan's research focuses on the transnational sport for development and peace movement and her research outputs have been both theoretical and applied. She has conducted fieldwork in a variety of countries and is a co-editor of the forthcoming collection, Beyond Sport for Development and Peace. Megan has been a fellow of Women Win, a Programme Director for PeacePlayers International-Cyprus and also served as a development intern at the Women’s Sports Foundation.

Cindy Cone 
American Olympic Soccer Player

As a member of the US Women’s National Soccer Team, Cindy won two Olympic gold medals, one silver and one FIFA World Cup. Upon retiring from her playing career, Cindy became a soccer coach and over the past decade has coached youth, college and professional teams. Transitioning to coaching, Cindy continued her winning ways by leading her team to a professional league championship in 2013 and added four NCAA championships to the two she won as a player. Cindy is the International Outreach Director for Goals for Girls and has traveled to South Africa (2010), Peru (2012) and India (2013/14) with Goals for Girls. With the US State Department, Cindy has traveled as a sports envoy to Bahrain (2006), El Salvador (2008) and Azerbaijan (2010). Through the US State Department, she has also hosted and coached girls from Iraq (2013) and Jordan (2015) in her home town of Chapel Hill, NC.

Cynthia Coredo 
Boxgirls Kenya

Cynthia is the Program Director for Boxgirls Kenya. She has 11 years of experience working with youth and investing in girls and women. Cynthia worked with UNOSDP (United Nations Office on Sport for Development and Peace) as a co-facilitator for a youth leadership camp in South Korea in 2013. She also co-authored a successful international guide to designing sports programs for girls in 2011 (http://guide.womenwin.org/about/contributors).

Madhumita Das 
International Center for Research on Women

Dr. Madhumita Das is a Senior Technical Specialist at ICRW’s Asia Regional Office, where she works on programs related to gender, men, masculinity and sports. She leads the work in understanding how gender inequality and notions of patriarchy reinforce and manifest power dynamics affecting women’s and girls’ position and rights. One of the greatest joys of her work is working with girls, boys, young women and men through sport programs.
Caitlin Davis Fisher
Guerreiras Project
Caitlin Fisher is co-founder of the Guerreiras Project and has played professional football in Brazil and Sweden. She currently conducts research and advocacy focused on gender, the body and football. She received an MSc in Gender from the London School of Economics (2010) and a BA in Biological Anthropology from Harvard (2004), where she captained the women’s team. She currently lives in Berlin and is developing work with Discover Football.

Carlos de Cárcer
Sports and Cooperation Network
Carlos de Cárcer, founder and CEO of the Sport and Cooperation Network, started working on sport development in Zambia in 1997. After founding the Sport and Cooperation Network in 1999, he worked in many countries and development contexts using sports as a tool for education, health and integration. Carlos firmly believes that “investing in women’s empowerment is the fastest and most effective way to change the world for the better.”

Chris Dendys
Micronutrient Initiative
Ms. Christina (Chris) Dendys has more than 20 years of experience in social justice and social development and has expertise in building and strengthening effective coalitions, advantageous partnerships and grassroots movements. As Director of External Relations at the Micronutrient Initiative (MI), Chris leads efforts to secure, steward, cultivate, increase and diversify MI’s resource base. She forges new strategic partnerships with global and Canadian partners in the private, civil society and government spheres for all of MI’s programs.

Moya Dodd
The Asian Football Confederation and FIFA
Moya is a Partner at Gilbert+Tobin Lawyers, a member of the Executive Committees of FIFA, the Asian Football Confederation and the Football Federation Australia. Her current football roles include Chair of FIFA’s Task Force on Women’s Football, Deputy Chair of the Women’s World Cup Organising Committee for Canada 2015, and member of the legal committees for FIFA and the Asia Football Confederation. She is a member of the International Council of Arbitration for Sport. She was named as one of World Soccer magazine’s People of the Year in 2013, and listed in the top 100 Women of Influence by the Australian Financial Review. Moya is a former member of Australia’s women’s national team (the Matildas).

José Carlos Ferrer
UN Women
José Carlos Ferrer works with sport organizations, the private sector and donors at the Strategic Partnerships Division of UN Women. He also worked as evaluation advisor in the MDG-Fund/UNDP. Before joining the UN, José Carlos worked for the Spanish Ministry of Foreign Affairs in Sudan, Turkey, India and Spain. He has also worked with the EU and the World Bank. He holds a graduate degree in Political Science, a Bachelor’s in Business Administration and a Master’s Degree in International Relations. He is fluent in English, French and Spanish.

Caitlin Davis Fisher
Guerreiras Project
Caitlin Fisher is co-founder of the Guerreiras Project and has played professional football in Brazil and Sweden. She currently conducts research and advocacy focused on gender, the body and football. She received an MSc in Gender from the London School of Economics (2010) and a BA in Biological Anthropology from Harvard (2004), where she captained the women’s team. She currently lives in Berlin and is developing work with Discover Football.
Meg French  
UNICEF Canada
With more than fifteen years experience in international cooperation, Meg leads UNICEF Canada’s policy advocacy efforts to promote the realization of child rights internationally and the organization’s work with UNICEF country offices on a wide range of child-focused development programs. She also heads UNICEF Canada’s communications work and the promotion of the Children’s Rights and Business Principles within Canada. Meg has Bachelor of Arts degrees in international development, women’s studies and education and a Master’s Degree of Education.

Becky Furuta  
Team Novo Nordisk
Becky Furuta fell in love with cycling while living in Colorado, and learned to race while attending the University of Colorado. In 2007, she was diagnosed with Type 1 diabetes. In 2008, she took time away from competition to focus on her career and her family, but returned to racing in 2010 with Team Novo Nordisk. She holds a Master’s Degree in Public Health, and works as a pediatric vision therapist and a health policy consultant. Becky lives in Longmont with her husband, two young children and their hound dog, Harry.

Sanjana Gaind  
CREA
Sanjana Gaind is Program Manager, Young Women’s Feminist Leadership at CREA. She works on the community-based programmes and initiatives at CREA, which advance Sexual and Reproductive Health and Rights (SRHR) and Feminist Leadership of women and girls through training, developing resources, awareness campaigns, use of sports and other creative methodologies. She currently manages the It’s My Body: Advancing SRHR of Adolescent Girls through Sports program. Sanjana has nine years of experience working directly with women and girls on issues of gender, sexuality, SRHR and leadership through the creative mediums of theater, arts and sport.

Majken Gilmartin  
City of Copenhagen
Majken is the founder of EIR Soccer, a non-profit organization focusing on women’s soccer located in Copenhagen and New York. Majken has 13 years of coaching experience and is an avid soccer player. She invented the first scientifically developed soccer ball to fit female players, reducing injuries and giving more speed to the game. The soccer ball is in use in Denmark and Torontosoccer.org is the first soccer club in Canada to let their 24 clubs play with EIR balls.

Alana M. Glass  
Contributer, Forbes
Alana M. Glass is an attorney and innovative sports entrepreneur who is driven to transform the landscape of women’s sports. Currently, she serves as a Forbes.com SportsMoney Contributor, where she covers the business of sports and shines the spotlight on female athletes and executives. Alana is also the founder of the sports website IWantToBeAnOwner.com, profiling sports leaders and chronicling her journey towards professional sports ownership—a dream that originated while competing on the University of Minnesota’s Women’s Basketball team.
Carrie Golden
GirlSportsWorks

As Co-Director of GirlSportWorks, Carrie Golden oversees two project managers and shares responsibility for daily operations and program development. From 2005-2006, she was a GirlSportWorks Project Manager. Additionally, as Founder/Principal of Golden Ethos, Carrie works on international and community development projects related to girls’ empowerment, health, education, governance, and civic engagement. She has a J.D. and M.A. in International Development from the University of Denver and a B.A. in Philosophy from the University of Pennsylvania.

Rachel Haig
One World Play Project

Rachel is the Asia Director for One World Play Project. OWPP brings the transformative power of play to millions of youth in disadvantaged communities by distributing its ultra-durable ball, the One World Futbol. Previously, Rachel ran an NGO in Cambodia and Laos that used soccer to teach children about landmines and worked as a legal adviser to the ILO, helping improve worker’s rights in Cambodian factories. She has seen first-hand how sport impacts girls’ lives.

Kim Harding
Micronutrient Initiative

Kim Harding is MI’s Program Manager, Strategic Research and Latin America. In this role, she manages MI’s proof of concept research portfolio focused on generating high quality evidence on the benefits, safety, and feasibility of micronutrient interventions for maternal and child health and nutrition. She is actively involved in a variety of community-based research projects, all of which aim to contribute to the global evidence base and inform global guidance and country policies and programs.

Mrs. Laureen Harper
Wife of the Canadian Prime Minister, Stephen Harper

Laureen Teskey Harper, the Wife of Prime Minster Stephen Harper, is a generous volunteer and supporter of important community and national causes. Known for her volunteer work with Humane Societies across the country, she is also a strong advocate for anti-bullying initiatives, including the Canadian Centre for Child Protection’s NeedHelpNow campaign and their cybertip.ca initiative. Additionally, Laureen dedicates her time to working with the National Arts Centre, the Trans Canada Trail, the Red Cross, the True Patriot Love Foundation, and various youth mental health initiatives.

Jade Hawes
Reclaim Childhood

Jade Hawes is a human development professional focused on sports for women and girls empowerment during humanitarian crises. She received a B.A. in Middle Eastern Studies from Middlebury College (2011) and an M.A. in Global Human Development with a concentration on Refugees and Humanitarian Emergencies from Georgetown University (2014). Jade headed up the Jordan-based non-profit, Reclaim Childhood (2011-12), where she designed sports programs to strengthen psychosocial wellbeing of conflict-affected women and girls. Jade recently returned from Nepal where she worked on the emergency earthquake response.
Lyndsay Hayhurst  
University of British Colombia  
Lyndsay Hayhurst is a Banting Social Sciences and Humanities Research Council of Canada Postdoctoral Fellow at the Liu Institute for Global Issues at the University of British Columbia. Her current work focuses on sexual and reproductive health promotion, and gender-based violence prevention through girl-focused sport, gender and development programs in the Global South. Her previous research has examined corporate-funded sport-for-development programs that target indigenous girls in Canada and Australia. She holds a PhD in sociocultural studies of sport, gender, health and international development from the University of Toronto. She previously worked for the United Nations Development Programme and Right To Play, and has published in academic journals such as Women’s Studies International Forum; Gender, Place and Culture; and Third World Quarterly.

Sarah Hendriks  
Plan International  
Sarah is the Global Gender Equality Advisor for Plan International. In this role she leads the organization on gender equality, including the development of Plan's first comprehensive gender equality policy and the design of a global capacity development program on gender equality and children's rights. Sarah is also the lead gender advisor for Plan's global report, The State of the World's Girls and head of programming for Plan's Because I am a Girl global campaign.

Rebecca Hershow  
Grassroot Soccer  
Rebecca Hershow is the Global Curriculum Development & Research Manager for Grassroot Soccer (GRS). Since she joined GRS in 2011, Rebecca has managed the development and scale-up of GRS's girls-only sport-based HIV prevention (SBHP) program to seven countries. She has also coordinated research trials evaluating the effectiveness of GRS's SBHP programming among adolescent youth, including the largest school-based randomized controlled trial, called the GOAL trial, evaluating a SBHP program in South Africa.

Emma Highwood  
Football Federation Australia  
Emma Highwood is Head of Community Football & Women's Football at Football Federation Australia (FFA). Emma's role is focused on growing the women's game at all levels, from the grassroots to the elite end of the game, including the Westfield W-league and Matildas. Emma holds an MA in Sports Management from Northumberland University and has previously worked in development roles for The English FA and Sport England. Football has been a passion of Emma's since she started playing at a young age, and later when playing for well-known English clubs such as Millwall, Crystal Palace and Bolton Wanderers. In 2008, Emma coached the first ever Australian Women's Homeless World Cup team, an event which aligns with her own belief that sport has the potential to change lives.
**Katja Iversen**  
Women Deliver

Katja Iversen is the CEO of Women Deliver—a global advocacy organization focused on improving the health, rights, and wellbeing of girls and women. Katja is an internationally recognized expert on development and communications with more than 20 years of experience working in NGOs, corporations and UN agencies. Previously, she served as Chief of Strategic Communication and Public Advocacy at UNICEF and also held senior positions at UNFPA. Katja currently serves as an advisor to the Clinton Global Initiative and the World Bank. She holds a Master's Degree in communications and Bachelor's Degree in public administration.

**Mashal Hussain**  
Karachi United

Driven by her passion for football, Mashal moved to Pakistan in 2010 and helped establish a Youth Program for Karachi United FC and assisted in the setup of a Women's Division for the Club and Foundation. Today, she coaches Pakistan’s first club-level U8, U10 and U12 girls’ squads. She works to leverage the power of sport to tackle issues regarding women's empowerment and development in Pakistan.

**Lydia Mahenzo Kasiwa**  
Moving the Goalposts

Lydia Mahenzo Kasiwa, a 29 year old Kenyan, has been the health coordinator for Moving the Goalposts (MTG) since 2007. She is a living case study of how MTG fosters youth leadership. Through MTG, Lydia gained life skills that allowed her to return to school and restored her hope after losing both her parents.

**Kusum Kumari**  
Yuwa

Kusum, age fifteen, is the daughter of subsistence farmers from a village in India where six out of 10 girls drop out of school to become child brides. Kusum and her football team have inspired more than 200 million people after they overcame great odds to become the first Indian team ever to compete in the US and Spain, where they won bronze. She is a Youth Leader for Yuwa, an NGO that uses football to empower girls in rural India.

**Nyanda Labor**  
Planned Parenthood Global, Planned Parenthood Federation of America

Nyanda Labor is the Deputy Regional Director for Africa at Planned Parenthood Global, the international division of Planned Parenthood Federation of America. She provides leadership and technical guidance on service delivery programs, including the Youth Peer Provider (YPP) Program, which trains young people to provide sexual and reproductive health education and distribute contraceptives to their peers. Nyanda has extensive experience in adolescent sexual and reproductive health and holds a Master's of Public Health degree.
Silken Laumann
Canadian Olympic Rower

Four-time Olympian Silken Laumann is one of Canada's most inspirational leaders, a best-selling author, and a highly recognizable and beloved athlete. Silken's Olympic story is legendary and inspirational. As reigning world champion, Silken fought back from a devastating rowing accident to win a bronze medal in the 1992 Summer Olympics in Barcelona. Additionally, she is authentic and honest about her life journey; and as a result, in her memoir, *Unsinkable*, Silken shines a spotlight on all the obstacles she has encountered—and overcame. Silken speaks candidly about her athletic success and triumph over physical adversity, but also the intense personal challenges of her past and the fierce determination she applies to living a bold, loving, and successful life today.

Sophie Legros
Coaches Across Continents

Sophie is the Monitoring and Evaluation and Curriculum Development Strategist at Coaches Across Continents (CAC). Since 2009, she has led trainings with CAC in more than 40 developing communities spanning 19 countries in America, Africa and Asia. She led the development of ASK for Choice, CAC's approach to educating communities on the rights of women. She played football for the Belgian and French youth national teams and for Harvard University, where she studied philosophy and mathematics.

Karin Lofstrom
CAAWS

For more than 29 years, Karin has been an active participant, volunteer, leader, mentor and advocate for girls and women in sport and physical activity, both in Canada and internationally. Prior to working with the Canadian Association for the Advancement of Women and Sport and Physical Activity (CAAWS), Karin held a number of positions as coach, national team coordinator, chef de mission, administrator, manager and volunteer across a range of sports and attended Olympic Games and other major international events in a variety of roles. Karin is currently an Executive Board Member of the International Association of Physical Education and Sport for Girls and Women (IAPESGW) and was enshrined in the Saskatchewan Sports Hall of Fame.

Gillian Mandich
Western University

Currently completing her doctoral studies at Western University in Health and Rehabilitation Science, Dr. Gillian Mandich’s research examines health promotion, specifically physical activity, childhood obesity, nutrition, happiness, and diabetes. Gillian is one of the co-hosts of the popular health/fitness podcast and TV show “The Holistic Health Diary” as well as a certified yoga and Yoga Tune Up® teacher and a two-time IronGirl. Gillian serves on the Advisory Board and is a reviewer at Examine.com. She is also the creator, producer and host of Health Science Radio on CHRW 94.9FM, a health guest host on the Home Shopping Network (HSN), writes for numerous print and online media and is the president of the Western Chapter of the Canadian Obesity Network. Find Gillian online at www.gillianmandich.com or on Twitter and Instagram @gillianmandich.
Molly McHugh
Grassroot Soccer
Molly McHugh is the Communications Director for Grassroot Soccer (GRS), an international non-profit that uses the power of soccer to educate, inspire, and mobilize young people to overcome their greatest health challenges. She was previously the Membership Director at the Global Health Council, the world’s largest and most diverse membership alliance of global health organizations and professionals.

Mary McVeigh
Soccer Without Borders
Mary McVeigh is the Co-Founder and Executive Director of Soccer Without Borders. Mary joined Soccer Without Borders from the U.S. college coaching and professional soccer ranks, where she coached in the first division of the NCAA for six seasons. While a player at Dartmouth College, Mary earned All-America and Scholar All-America honors and was drafted as the seventh overall pick to the Philadelphia Charge of the WUSA. Mary holds a Master’s Degree in Sociology from Lehigh University.

Sarah Murray
Women Win
A global authority on play, Murray has spent two decades promoting gender inclusion in sport. Wearing the Women Win jersey since 2009, she leads US based strategy development, programs, resource mobilization and global thought leadership. Also a THNK fellow, Murray is energized by the application of design thinking to encourage social innovations in gender and sport space. Before joining Women Win, she spent 10 years with the Women’s Sports Foundation (USA).

Madjidah Nantanda
Ugandan Women’s National Football Team
Majidah is the Head Coach of the Women’s National Football Team of Uganda. She is an “A” licensed CAF football instructor and holds a B.S. in Sport Administration from Ndejje University. Majidah grew up playing football in the slums of Kampala with her brothers. The challenges she faced fueled her passion to create change for the next generation in Uganda. CNN African Voices recently featured her work with Growing the Game for Girls (G3), which she co-founded in 2010.
Lynnette Neufeld
Global Alliance for Improved Nutrition (GAIN)
Dr. Neufeld is Director of Monitoring, Learning and Research at the Global Alliance for Improved Nutrition (GAIN). Before joining GAIN in October 2013, Dr. Neufeld was Director of the Technical Services Unit at the Micronutrient Initiative (MI), leading efforts to develop and support strategic research related to diverse aspects of micronutrients in programs. From 1998 to 2009, Dr. Neufeld was Director of the Division of Nutritional Epidemiology at the National Institute of Public Health (INSP) in Mexico, improving the effectiveness of interventions to promote the health, growth and development of children from disadvantaged populations. She continues an active role in research and teaching through collaborations with Emory and Cornell Universities and INSP in Mexico and has more than 80 publications in peer reviewed journals and book chapters. Dr. Neufeld has Doctoral and Master's Degrees in International Nutrition from Cornell University and a Bachelor of Applied Human Nutrition from Guelph University in Guelph, Canada.

Susan Ngongi
UNICEF
A native of Cameroon, Susan has worked with UNICEF across Africa for more than a decade, starting in 2000 as an emergencies officer in Sudan. After that Susan worked in the emergency sector in Kenya, Southern Sudan, and UNICEF's Eastern and Southern Africa regional office before moving on to serve as UNICEF Deputy Representative in Liberia. Since 2013, Susan has served as the UNICEF Country Representative in Ghana. She has a Master's Degree in Public Administration and Animal Health from Columbia University and the University of Reading, respectively.

Carole Oglesby
International Working Group on Women and Sport
Carole Oglesby is Co-Chair of the International Working Group for Women and the Sport and Global Strategic Planning Consultant for the Women's Sports Foundation. With doctoral degrees in kinesiology (1969) and counseling (1999), Carole has worked for almost 50 years in academia and has been a non-stop advocate for girls and women in sport. She has written and published, taught, presented, facilitated workshops, consulted with athletes, conducted research and developed policy in many contexts. She currently is focused on the use of the UN Post-2015 Development processes and CEDAW to activate the true implementation of global commitments to advancement and equality for girls and women in sport.

Rashida Parveen
BRAC Bangladesh
Rashida Parveen is currently the Senior Programme Manager of the Adolescent Development Program of BRAC, Bangladesh and has been with BRAC for more than 25 years. She develops strategies and policies in alignment with the organization’s objectives and ensures BRAC’s smooth liaison with other organizations. She represents BRAC at the national and global level and plays a special role in policy-making, planning and technical guidance, particularly in life skills education and adolescent development issues.
Marion Roche  
**Micronutrient Initiative**

Dr. Marion Roche joined the Micronutrient Initiative in 2011 as Technical Advisor Behaviour Change Communication. In her role, she leads and supports the design of implementation research to help improve MI-supported country programs and projects. She provides technical guidance on the design of behaviour change intervention strategies, from mass media to grandmother support groups, to increase potential for program impact. Additionally, she contributes to advancing the public knowledge base and global nutrition community evidence base on best practices in micronutrient programs and behaviour change interventions.

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Elyse Ruest-Archambault  
**Right To Play International**

Elyse Ruest-Archambault is the Gender Specialist at Right To Play—a global organization that uses the transformative power of play to educate and empower children and youth in over 20 countries. An engaging speaker, Elyse has presented at various international conferences and published numerous articles and reports, including for the European Commission and the United Nations. With 10 years of international experience in Asia, Africa and Latin-America, Elyse is also well-known as a gifted trainer.

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Martha Saavedra  
**University of California, Berkeley**

Dr. Martha Saavedra, PhD, is the Associate Director of the Center for African Studies at the University of California, Berkeley. Trained in political science, she covers a wide range of subjects in her teaching and research from agrarian politics to gender, sport and development to the Chinese-African nexus. A veteran of Title IX battles, she has played soccer for over four decades, has been a coach of boys’ teams for 15 years and loves trail running.

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Dominic Schofield  
**GAIN Canada**

Dominic Schofield joined the Global Alliance for Improved Nutrition (GAIN) in 2008 to establish and manage the Maternal, Infant and Young Child Nutrition program. In November 2011, he became a member of GAIN’s executive leadership team and assisted the establishment of GAIN’s US presence. Since October 2014, he has led GAIN’s Canada Office and serves as Senior Technical Advisor across GAIN’s portfolios. Dominic’s career in international development spans over 20 years with assignments in Africa, Latin America, and Asia.

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Paulette Senior  
**YWCA Canada**

Paulette Senior is the CEO of YWCA Canada, the oldest and largest multi-service women’s organization in the country. She took up her duties in January of 2006 and is recognized as one of the most respected and vocal women leaders in Canada. Ms. Senior brings a wealth of grassroots experience and sensibility to her role as CEO, having spent several years on the frontlines of social and community development work. Ms. Senior has been bestowed with several recognition awards including: African Canadian Achievement Award | Black Women Civic Engagement Award | MicroSkills Margot Franssen Leadership Award | Woman of Influence citation.
Solmaz Sharif
Non-Stop Media, Inc. and Shirzanan Global

Solmaz Sharif is the Deputy Director of Non-Stop Media, Inc. and the co-founder of Shirzanan Global, a news and advocacy initiative to empower Muslim females through sports and media. Over the past fifteen years, Solmaz has been an on-air anchor for the Persian BBC TV Channel, production assistant at CNN's Anderson Cooper 360, and United Nations correspondent for Voice of America Persian. Solmaz founded and served as the editor-in-chief of Shirzan, the first Iranian women's sports magazine.

Pamela Sharma
One Goal Asia and Oberlin College

Pamela Sharma is an undergraduate at Oberlin College where she studies Biology, Chemistry and Theatre. As the One Goal Youth Ambassador she interned for One Goal Asia in Singapore this past January, researching and writing a report on the current barriers to participation in sport that girls face in Asia. She is a member of the Oberlin College Women's Soccer Team and has been playing soccer since the age of 5. While attending United World College of South East Asia (UWCSEA) she was made co-captain of the varsity girls soccer team her senior year and earned two MVP nods for her senior season and South East Asia Student Athletic Conference tournament. She plans to study medicine after she graduates with a focus in either rehabilitative or sports medicine.

Megan Shutzere
New Generation Queens film

Megan Shutz is an independent filmmaker and international development consultant based in San Francisco. Megan has been making documentaries since high school when her film, Conscience and Consciousness, won the Youth UN Summit Award. Her current project, New Generation Queens is about women's soccer in Zanzibar. Megan holds a B.A. from Harvard and an M.A. in International Policy from Stanford.

Marjorie Snyder
Women's Sports Foundation

Dr. Marjorie Snyder currently serves as the Senior Director of Research and Programs for the Women's Sports Foundation (WSF). For 20 years, she was the Chief Program and Planning Officer for the WSF, where she led the development of the award-winning GoGirlGo! Program, which has served more than one million girls. She has written extensively on girls and women in sport and frequently been featured in the news as an expert on women's sports.
Joel Spicer  
Micronutrient Initiative  
Joel Spicer is the President of the Micronutrient Initiative. He is an established leader in global health, an innovator, visionary and a Canadian with significant experience in international development that cuts across borders, sectors and agencies. Joel has achieved success on many development issues including nutrition and health initiatives, maternal and child health programs, TB control, HIV programming and innovative financing and resource mobilization.

Lisa Tarver  
One World Play Project  
Lisa has over 25 years of experience in the nonprofit sector, specializing in community organizing, grassroots fundraising, organizational development and finance. Lisa leads One World Play Project's Global Giving Team, identifying and partnering with organizations working with youth in disadvantaged communities worldwide. Lisa is a true "soccer mom"—actively involved in the local East Bay soccer community and formerly on the board of directors for two Bay Area independent schools.

Jess Tomlin  
The MATCH International Women's Fund  
Jess Tomlin has worked in Sub-Saharan Africa, the Middle East and Asia for actors such as the Canadian International Development Agency, the World Bank, the UN and USAID. Jess was the Director of the Women's Platform for CARE Canada's I am powerful campaign. She has also managed large-scale reform to support Palestinian refugees in Jordan, the West Bank, Gaza, Lebanon and Syria. Jess is currently the Executive Director of the MATCH International Women's Fund.

Margo Matias Valencia  
RESULTS Canada  
Margo Matias Valencia is the Nutrition Officer at RESULTS Canada. Margo is in charge of developing advocacy campaigns to inform decision-makers and Canadians about the importance of nutrition programs. She focuses on initiatives to improve child, adolescent-girl and maternal health. RESULTS' campaigns empower citizens to take meaningful action with their Parliamentarians to make a positive change in the world. Margo is an alumnus from the Norman Paterson School of International Affairs (NPSIA) and worked previously on Parliament Hill.
**Nina Valentic**  
Right To Play  
Nina Valentic is a psychologist and educator passionate about creating opportunities for all children to develop to their full potential. With many years of cross-cultural practice in international development settings across continents, Nina is dedicated to bridging the gap between theory and practice. Using sport-for-development as a vehicle, Nina is enthusiastic about building partnerships to influence policy that ensures positive child and youth development outcomes.

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**Florencia Vasta**  
Global Alliance for Improved Nutrition (GAIN)  
Florencia Vasta is currently a technical specialist at GAIN in Washington, DC, with an emphasis on maternal, infant and young child nutrition, developmental origins of health and disease, and the double burden of malnutrition. As a consultant, Ms. Vasta worked with the IAEA on a study measuring body composition and association with cardiometabolic risk in Latin American children. She received a Master’s of Public Health with a concentration in Human Nutrition from the department of International Health at Johns Hopkins Bloomberg School of Public Health (JHSPH) and an undergraduate degree in Neurobiology and Physiology at the University of Maryland.

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**Jenny Wolf**  
German Olympic Speed Skater  
Jenny Wolf was born in 1979 in Berlin, Germany. From 1999 until April 2014, she was a member of the German Women’s National Speed Skating Team and participated in four Olympic Games. At the Vancouver Games in 2010, she won the Olympic silver medal. Jenny was named the World Champion in Speed Skating five times. She has won several German National Titles as well as 61 World Cup races. She has a Master of Arts with a major in German Literature and minors in Linguistics and Sociology. She also received a Master of Arts in Business Administration and Engineering—Project Management—at Humboldt University in Berlin. Jenny lives in Toronto coaching, skating, and volunteering for Right To Play while her husband works for the Canadian Forces.

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**Minky Worden**  
Human Rights Watch  
As Human Rights Watch’s Director of Global Initiatives, Minky Worden develops and implements international outreach and advocacy campaigns. She previously served as Human Rights Watch’s Media Director, working with the world’s journalists to help them cover crises, wars, human rights abuses and political developments in some 90 countries worldwide. Before joining Human Rights Watch in 1998, Ms. Worden lived and worked in Hong Kong as an adviser to Democratic Party chairman Martin Lee. She also worked at the Department of Justice in Washington, D.C. as a speechwriter for the US Attorney General and in the Executive Office for US Attorneys. A member of the Council on Foreign Relations, Ms. Worden speaks Cantonese and German and is an elected member of the Overseas Press Club’s Board of Governors. She is the editor of *The Unfinished Revolution* (Seven Stories Press, 2012) and *China’s Great Leap* (Seven Stories Press, 2008), and the co-editor of *Torture* (New Press, 2005).
Annex 4: Advisory Committee Partners’ Organizational Biographies
PARTNERS AND SPONSORS

Canadian Association for the Advancement of Women and Sport and Physical Activity (CAAWS)

Twitter: @CAAWS

CAAWS is a national non-profit organization dedicated to creating an equitable sport and physical activity system in which girls and women are actively engaged as participants and leaders. CAAWS provides a number of services, programs and resources to a variety of clients, including sport and physical activity organizations, teachers, coaches, health professionals and recreation leaders. Since 1981 CAAWS has worked in close cooperation with government and non-government organizations on activities and initiatives that advocate for positive change for girls and women in sport and physical activity.

Canadian Olympic Foundation

Twitter: @TeamCanada
Instagram: @teamcanada

Established in 2007, the Canadian Olympic Foundation gives to priority partners that drive high performance athletic achievement for Canada’s Olympic podium potentials and for our next generation of Olympic athletes. The Foundation also funds athlete, coaching, and sport awards and scholarships.

CMW Productions & 2facedmedia

CMW Productions|2facedmedia is an independent media production company. With a factual-documentary approach, we know that great story telling promotes universal understanding and creates positive change. The stories of people, especially youth, pursuing their dreams, no matter what the barriers, are stories of self-belief, self-determination, and self-empowerment. And they inspire. These are the stories we document.

Dragonwing girlgear

Twitter: @DragonwingGirl
Instagram: @dragonwinggirl

Developed by the mother of a teen athlete, MaryAnne Gucciardi, Dragonwing girlgear empowers girls in sports and in life. The first line of high performance athletic wear designed specifically for teen and pre-teen girls (ages 8-17), Dragonwing enables girls to play with confidence so they can stay in the game, enjoying the competition and lifelong benefits of the sports they love.

Global Alliance for Improved Nutrition (GAIN)

Twitter: @GAINalliance

The Global Alliance for Improved Nutrition (GAIN) is an international organization that was launched at the UN in 2002 to tackle the human suffering caused by malnutrition. GAIN is driven by the vision of a world without malnutrition. We act as a catalyst—building alliances between governments, business and civil society—to find and deliver solutions to the complex problem of malnutrition. Today we are on track to reach over a billion people with improved nutrition—a goal for 2015.

Girl Up

Twitter: @GirlUp
Instagram: @girlupcampaign

Girls are powerful. When they’re educated, healthy, and safe they transform their communities. When girls stand up for girls in need, they empower each other and transform our world. As the United Nations Foundation’s adolescent girl campaign, Girl Up engages girls to take action to achieve their power and potential. Led by a community of nearly half a million passionate advocates raising awareness and funds, our efforts help the hardest to reach girls living in places where it is hardest to be a girl.

Girls and Football SA

Twitter: @GirlsFootballSA

The award winning Girls & Football SA encourages the development of girls in South Africa through sport, media and education. In three years, we’ve reached 3,000 girls through our programming and over 50,000 subscribers on our mobile app, mGirls. At Girls & Football SA, we believe football is a source of empowerment for girls, equipping them with a strong sense of body ownership and promoting self-esteem. Frequently, leadership qualities highlighted by access to sport are allocated solely to the development of boys. This significantly impedes the development of girls, resulting in an imbalance in South African society.
The Liu Institute for Global Issues takes an interdisciplinary problem-solving approach to explore new ideas and ways of learning to catalyze innovative thinking and positive societal change. The Institute conducts and facilitates research on global issues, striving to turn this into action and policy to advance sustainability, security, and social justice. Founded in 1998 by Professor Ivan Head and opened in 2000, the Institute acts as a hub for global research and emerging issues at the University of British Columbia (UBC).

The MATCH International Women’s Fund provides direct financial support to grassroots women’s rights organizations who are Holding Ground and Breaking Ground in the global South. We fund innovative and brave women to dismantle barriers, challenge perceptions, and change the world for women and girls.

Grassroot Soccer (GRS) is a non-profit organization founded in 2002 that uses the power of soccer to educate, inspire and empower young people to stop the spread of HIV. Founded by four professional soccer players, Grassroot Soccer is mobilizing the most vulnerable population of youth, ages 13-18, to break the cycle of AIDS by engaging local coaches who equip young people with the knowledge, skills and support they need to avoid HIV. GRS has a global reach, with flagship sites in South Africa, Zambia and Zimbabwe. To date over 1.2 million participants in 40 countries have taken part in GRS programming. GRS impacts approximately 100,000 youth per year.

Micronutrient Initiative is an Ottawa-based, international non-profit organization dedicated to ensuring that the world’s most vulnerable—especially women and children—in developing countries get the vitamins and minerals they need to survive and thrive through strong nutrition programs. Our mission is to be a global leader in advancing integrated, innovative, and sustainable solutions to reduce micronutrient deficiencies through advocacy, technical, and programmatic support, in collaboration with others. With Canadian support, we are saving and improving the lives of 500 million people annually in more than 70 countries with our child survival, child health, growth and development, and women’s and newborn survival and health programs.

Shirzanan Global Edition is a news and advocacy initiative in development at Non-Stop Media, Inc. Shirzanan Global will be a news and advocacy initiative empowering Muslim female through sports and media. The all-digital news service will feature Muslim females in all aspect of the sports industry – athletes, coaches, officials, administrators, grassroots programs, organized teams, managers, manufacturers, journalists, agents, et al.

One Goal is a global movement of football fans and players, child health advocates, sports lovers, and NGOs with one goal: Nutrition for every child. In the region home to more football fans and players than any other region in the world, Asia is also home to a majority of the world’s malnourished children and people—579 million children in Asia alone are affected by malnutrition. With football as the catalyst, the One Goal movement is taking action against child malnutrition by promoting, funding, and advocating for programs and policies that will improve child nutrition in Asia.
Right To Play is a global organization, using the transformative power of play to educate and empower children facing adversity. Through playing sports and games, Right To Play helps over one million children learn to create better futures, while operating in more than 20 countries each week. Founded in 2000 by social entrepreneur and four-time Olympic gold medalist Johann Olav Koss, Right To Play is headquartered in Toronto, Canada and has national fundraising offices in Canada, Germany, the Netherlands, Norway, Switzerland, the United Kingdom, and the United States. Regional offices are in Africa, Asia, and the Middle East. Our programs are facilitated by more than 600 international staff and 14,400 local volunteer Coaches.

Ted Rogers School of Management – Ryerson University

The Ted Rogers School of Management (TRSM) has a long history of providing top-quality business education in Toronto. Starting in 1948, as the Faculty of Business at the Ryerson Institute of Technology, TRSM has grown to develop its own distinct identity with six schools of management, and three innovative graduate degrees, including two MBA degrees and one research-focused master’s degree.

Soccer Without Borders

Soccer Without Borders (SWB) is a U.S. based organization that uses soccer as a vehicle for positive change, providing under-served youth with a toolkit to overcome obstacles to growth, inclusion, and personal success. Our model leverages the universal language of soccer and the interpersonal safety net of a team to create a platform for under-served youth to advance academically, develop personally, make healthy lifestyle choices, build social capital, and develop language skills. SWB has reached more than 10,000 youth on three continents, with a particular focus on engaging refugee and immigrant youth and girls from developing countries.

streetfootballworld

Streetfootballworld is an international soccer organization that uses the world's most popular sport to help young people out of poverty and into a brighter future. Our network unites over 100 grassroots organizations from more than 60 countries that use soccer to change lives. By connecting these organizations to partners from the worlds of sport, business, politics and philanthropy, we bring global support to local initiatives.
Women Win is the global leader in girls’ empowerment through sport. Since 2008, we have equipped over 1.25 million girls to achieve their rights through sports. We leverage the power of play to help girls build leadership and resilience — becoming better equipped to exercise their rights. Sport is our tool. Our end game is helping girls thrive as they face the most pressing issues of adolescence, including accessing sexual and reproductive health and rights, addressing gender-based violence and achieving economic empowerment. We believe in honoring girls’ and young women’s leadership as both a means and an end to our work.

The Women’s Sports Foundation — the leading authority on the participation of women and girls in sports — is dedicated to creating leaders by ensuring girls access to sports. Founded by Billie Jean King in 1974, our work shapes public attitude about women’s sports and athletes, builds capacities for organizations that get girls active, ensures equal opportunities for girls and women, and supports physically and emotionally healthy lifestyles. The Women’s Sports Foundation has relationships with more than 1,000 of the world’s elite female athletes and is recognized globally for its leadership, vision, expertise and influence.

UNICEF Global

Twitter: @UNICEF
Instagram: @unicef

For the past 70 years, UNICEF has worked around the world to promote the rights and wellbeing of children and young people. Together with its partners, UNICEF currently works in 190 countries and territories to translate this commitment into practical action, focusing special effort on reaching the most vulnerable and excluded children – including girls. UNICEF has been a pioneer in the use of sport as a tool for development, recognizing the multifaceted benefits of sport as a means of promoting children’s health, gender equality, education, protection and overall welfare. Throughout many of its country programmes, UNICEF uses sport as a tool to engage girls, empower them, and challenge social norms that prevent girls from exercising their right to play.

UNICEF Canada

Twitter: @UNICEFLive
Instagram: @unicefcanada

UNICEF has saved more children’s lives than any other humanitarian organization. We work tirelessly to help children and their families, doing whatever it takes to ensure children survive. We provide children with healthcare and immunization, clean water, nutrition and food security, education, emergency relief and more. In partnership with Canada Soccer to celebrate the FIFA Women’s World Cup Canada 2015™, UNICEF Canada is recruiting 60 Canadian women for The 25th Team, an influential group that will support life-saving programs for women and children. UNICEF Canada is also engaging Canadian soccer fans from coast to coast to join the #HighFiveIt campaign to save lives. For more information about UNICEF, please visit www.unicef.ca.

Up2Us Sports

Twitter: @Up2UsSports
Instagram: @up2ussports

Up2Us Sports is a national nonprofit organization that unites sports-based youth development throughout the United States. As the nationwide leader in sports-based youth development, Up2Us Sports harnesses the power of sports to reduce youth violence, promote health, and inspire academic success for kids in every community. Our research, training, and on-the-ground initiatives empower sports programs across the United States to become a united force for meaningful change.

Women Deliver

Twitter: @WomenDeliver
Instagram: @women_deliver

As a leading, global advocate for girls’ and women’s health, rights, and wellbeing, Women Deliver brings together diverse voices and interests to drive progress in maternal, sexual, and reproductive health and rights. We build capacity, share solutions, and forge partnerships together creating coalitions, communication, and action that spark political commitment and investment in girls and women. Our work includes: convening global and regional conferences, engaging new allies in the movement, building the next generation of advocates, and developing advocacy tools.

Women Win

Twitter: @Women_Win

Women Win is the global leader in girls’ empowerment through sport. Since 2008, we have equipped over 1.25 million girls to achieve their rights through sports. We leverage the power of play to help girls build leadership and resilience—becoming better equipped to exercise their rights. Sport is our tool. Our end game is helping girls thrive as they face the most pressing issues of adolescence, including accessing sexual and reproductive health and rights, addressing gender-based violence and achieving economic empowerment. We believe in honoring girls’ and young women’s leadership as both a means and an end to our work.

Women’s Sports Foundation

Twitter: @WomensSportsFdn
Instagram: @womenssportsfoundation

The Women’s Sports Foundation — the leading authority on the participation of women and girls in sports — is dedicated to creating leaders by ensuring girls access to sports. Founded by Billie Jean King in 1974, our work shapes public attitude about women’s sports and athletes, builds capacities for organizations that get girls active, ensures equal opportunities for girls and women, and supports physically and emotionally healthy lifestyles. The Women’s Sports Foundation has relationships with more than 1,000 of the world’s elite female athletes and is recognized globally for its leadership, vision, expertise and influence.
## Annex 5: Advisory Committee Partners’ Commitments

<table>
<thead>
<tr>
<th>Organization</th>
<th>Commitment</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Canadian Association for the Advancement of Women and Sport and Physical Activity (CAAWS)</strong></td>
<td>CAAWS will commit to continuing to be the voice for women’s sport and physical activity in Canada. Through our programs and services we will encourage ALL girls and women to get involved. We will also work with sport organizations to educate them of how their programs can best meet the needs, interests and abilities of girls and women.</td>
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<tr>
<td><strong>Global Alliance for Improved Nutrition (GAIN)</strong></td>
<td>The Global Alliance for Improved Nutrition will continue to put adolescent girls at the centre of our programming in recognition of both their pivotal role in breaking the cycle of poverty and malnutrition, and of the irony that they are often the most marginalized and most difficult to reach members of society. We commit to continue to advocate for and participate in innovative initiatives such as One Goal that link sport, nutrition and mobilising youth for women’s empowerment.</td>
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<tr>
<td><strong>Girls and Football SA</strong></td>
<td>Girls and Football SA commit to a year of encouraging the development of girls in South Africa through football. We commit to using education campaigns and media to raise awareness of the importance of sport for women and girls.</td>
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<tr>
<td><strong>Grassroot Soccer</strong></td>
<td>Grassroot Soccer commits to elevate the field of sport for development and demonstrate its effectiveness as a powerful way to improve the lives of young girls through the presentation of evidence-based research of our adolescent girl focused programs at major conferences and publication in prominent health or education journals. Grassroot Soccer will also work with international soccer stars to share these messages with mainstream audiences through multiple communication channels.</td>
</tr>
<tr>
<td><strong>The MATCH International Women’s Fund</strong></td>
<td>The MATCH International Women’s Fund strives for a world where all women’s rights are recognized and respected. We commit to supporting organizations that are Holding Ground and Breaking Ground - challenging and changing systems through women-led innovation in all areas, including the use of sport to promote and cultivate leadership in women and girls.</td>
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<tr>
<td><strong>Micronutrient Initiative</strong></td>
<td>Malnutrition is taking too many people, especially girls and women, out of the game before they even have a chance to play and that’s not fair. In the coming year, the Micronutrient Initiative will launch a new global initiative that will prioritize investments that target improved nutrition for adolescent girls and women, so that they are better able to learn, play and participate in sport.</td>
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<tr>
<td><strong>One Goal</strong></td>
<td>One Goal commits to the promotion of and financial investment in programs that target adolescent girls' participation in sport and nutrition education as means of combatting the double burden of malnutrition experienced by Asia's children. One Goal commits to expanding its message and movement of football fans &amp; players to tackle child malnutrition globally by 2018.</td>
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<tr>
<td>Organization</td>
<td>Commitment</td>
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<tr>
<td>Plan International</td>
<td>Plan International and the Because I am a Girl Campaign commit to continuing our strong advocacy for girls engagement and empowerment across all areas. We will work at the global and local levels to champion the rights of girls using sport as an entry point and opportunity for dialogue, participation and action.</td>
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<tr>
<td>Population Council</td>
<td>The Population Council commits to continuing to build the evidence base around effective and innovative programming for adolescent girls, including sport, as part of a holistic approach to developing the social and health assets of girls.</td>
</tr>
<tr>
<td>RESULTS Canada</td>
<td>RESULTS Canada and our Citizen Advocates commit to continue advocating for initiatives that aim to provide adequate health and nutrition for girls. Empowered, strong and healthy girls are the backbone of households, communities and countries. This year, we will continue to work with Canadians from coast-to-coast-to-coast to ensure that girls have equal access to classrooms and sport fields.</td>
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<tr>
<td>Right To Play</td>
<td>Right To Play commits to continuing to use sport and play as tools to empower girls, raise awareness on the importance of gender equality in communities, and more specifically, enhance girls’ access to high-quality education by helping to strengthen education systems and structures. Right To Play will continue to ensure that 50% of our participants and leaders are female, and commits to conducting more focused research on how sport and play can support girls to reach their full potential.</td>
</tr>
<tr>
<td>Shirzanan Global Edition</td>
<td>Shirzanan Global will commit to continuing empowering Muslim females through sport and media, as in news and advocacy initiatives, we want the world to recognize sport as a fundamental right for girls and women.</td>
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<tr>
<td>Soccer Without Borders</td>
<td>Soccer Without Borders commits to ensure that every girl in our programs has a trained, quality female coach. We also commit to gender balance in our governance and leadership.</td>
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<tr>
<td>streetfootballworld</td>
<td>1) global festival 2016 (promoting sport as a vehicle for social change at the EURO 2016 by bringing together mixed teams of young streetfootballworld network member participants from around the globe) 2) pushing agenda of soccer for social change through public events and advocacy in NYC.</td>
</tr>
<tr>
<td>UNICEF Global</td>
<td>Engaging and empowering the girl child is a critical element of UNICEF’s mission. UNICEF remains committed to expanding partnerships that promote gender equality through sport, and to sharing the best practices, practical guidance and other resources developed by UNICEF and its partners globally.</td>
</tr>
<tr>
<td>UNICEF Canada</td>
<td>UNICEF Canada is committed to saving children’s lives. If children survive to age five, they then have the opportunity to engage in education and sport activities and be inspired to follow their dreams. In celebration of the FIFA Women’s World Cup Canada 2015™, UNICEF Canada is recruiting a team of 60 Canadian women, The 25th Team, to invest in child survival projects in 5 countries. UNICEF Canada is also engaging soccer fans from coast to coast in the #HighFiveIt campaign—encouraging them to donate $5 for to save children’s lives, post a</td>
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<tr>
<td>Organization</td>
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<tr>
<td>Up2Us Sports</td>
<td>Up2Us Sports commits to building capacity of US-based sports-based youth development organizations that engage girls in physical activity and sport, and to continuing to prepare coaches with the skills and knowledge to make sport a welcoming place for all young people.</td>
</tr>
<tr>
<td>Women Deliver</td>
<td>Women Deliver commits to get girls in the game. We commit to incorporating the Call to Action into our ongoing advocacy platforms and strategies. We commit to continuing this conversation at the Women Deliver 2016 Conference, where girls and sports will be incorporated into the conference activities and covered in concurrent sessions. We commit to continue breaking down silos between the issues of education, gender equality, nutrition, health, sexual and reproductive health and rights, and sport.</td>
</tr>
<tr>
<td>Women Win</td>
<td>Women Win’s commitment is to empower 1 million adolescent girls to exercise their rights through sport by 2018.</td>
</tr>
<tr>
<td>Women’s Sports Foundation</td>
<td>The Women’s Sports Foundation commits to developing 4-6 new web-based educational tool by 2016 that increase the capacity of organizations to deliver quality sports programming. Topics include: Tips and Tools for Enhancing Girls Sports Programming; Recruiting and Retaining Girls; Developing Strategic Partnerships; Submitting a Winning Grant Proposal; Improving Reporting and Evaluating.</td>
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</table>
Annex 6: Call to Action
A CALL TO ACTION: Respect, Protect, and Fulfill the Rights of Girls and Women to Sport and Play

Girls and women have the right to participate in sport, physical activity, and recreation—a right that is clearly enshrined in several international charters and conventions. Yet sport has traditionally been regarded as a male domain, and discrimination against girls and women remains widespread. In some places access to sport is entirely prohibited. In many other contexts girls and women are actively discouraged from participating, and universally there are fewer structures, institutions, and facilities that enable girls’ and women’s participation.

When a girl discovers her power on the field, she unlocks her potential off the field. Participation in sport has positive ripple effects beyond the game, transforming the way girls think of themselves and challenging gender stereotypes. We call on all stakeholders to join forces to respect, protect, and fulfill the rights of girls and women to sport and play.
A CALL TO ACTION

We call on UN Agencies and Member States to:

• Recognize that participation in sport is an important accelerator to achieve the Sustainable Development Goals—particularly in health, education, gender empowerment, nutrition, poverty reduction, and peace—and ensure that sport is reflected in the implementation of these goals.

We call on Governments to:

• Invest in and implement national policies, laws, and plans that enable women and girls to exercise their right to sport and play, and to level the playing field—allocating resources for girls’ and women’s sport in equal proportion to boys’ and men’s.

• Integrate girls’ and women’s participation in sport within broader government strategies in education, nutrition, and health as a means of advancing the gender equality, rights, wellbeing, and economic empowerment of girls and women.

• Ensure that girls’ and women’s participation in sport is safe, without fear of violence, discrimination, and harassment.

• Compile and report gender disaggregated community- and national-level data on sport participation.

We call on Donors to:

• Expand support for sport programming targeting girls and women, particularly among under-served populations.

• Support research to build the evidence base on the benefits of sport for girls and women, particularly relating to progress on their rights, wellbeing, economic empowerment, and health – including sexual and reproductive health and rights – and addressing gender based violence.

• Integrate sport for girls and women within other donor initiatives targeting women and girls, including maternal health, girls’ education, life skills training, nutrition, sexual and reproductive health, and economic empowerment.

We call on the Media to:

• Increase media coverage of female sport, currently 7% of all sport coverage, and feature female athletes and coaches in equal proportion to men in awards and media coverage.

• Increase the number of female reporters and anchors.

• Address stigma and beliefs that prevent girls and women from participating in sport.

• Highlight girls’ and women’s participation in sport as a mechanism for advancing the health, rights, wellbeing, nutrition, education, and economic empowerment of girls and women.
We call on sport-related federations and NGOs to:

- Establish and implement policies and programs that recognize the holistic benefits of sport for women and girls, promote gender equality both on and off the field, and ensure their participation in a safe environment.

- Develop and disseminate best practices and tools that are specific to girls and women in sport programming, including monitoring and evaluation frameworks.

- Create or expand programming, which recognizes and leverages the health, rights, wellbeing, nutrition, education, and economic empowerment of girls and women.

- Advocate for political and financial support for sport programs.

- Make information, tools, curricula, and other related materials free and available to the general public to increase uptake and quality of programming; and work toward gender equity in staffing at all levels, from coaches, to management, to boards.

We call on Researchers to:

- Integrate girls’ and women’s participation in sport within broader government strategies in education, nutrition, and health—including sexual and reproductive health and rights—as a means of advancing the gender equality, rights, and wellbeing, and economic empowerment of girls and women.

- Conduct research to make the case for investing in girls’ and women’s sport, and aim to address the research gap related to the participation of girls and women in sport in low- and middle-income countries.

We call on the Private Sector to:

- Increase investment in girls’ and women’s sport, donating 1% or more of their sport-related marketing investments towards advancing girls’ and women’s participation in sport.

- Promote the achievements of female athletes and the benefits of girls’ and women’s participation in sport, through marketing and public relations.

- Promote girls’ and women’s involvement in sport as a mechanism for advancing women’s leadership.
## Annex 7: Key Advocacy Dates

<table>
<thead>
<tr>
<th>Year</th>
<th>Month</th>
<th>Date</th>
<th>Event</th>
<th>Location</th>
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</thead>
<tbody>
<tr>
<td>2016</td>
<td>Jan</td>
<td></td>
<td><em>CAAWS’ List of Most Influential Women in Sport and Physical Activity</em></td>
<td>Worldwide</td>
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<tr>
<td></td>
<td>Feb</td>
<td>3</td>
<td>National Girls &amp; Women in Sports Day</td>
<td>USA</td>
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<td></td>
<td>Mar</td>
<td>8</td>
<td>International Women’s Day</td>
<td>Worldwide</td>
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<td></td>
<td>Apr</td>
<td>6</td>
<td>International Day of Sport for Development and Peace</td>
<td>Worldwide</td>
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<td></td>
<td>May</td>
<td>1 - 31</td>
<td>National Physical Fitness &amp; Sports Month</td>
<td>USA</td>
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<td></td>
<td>4 - 11</td>
<td>World Vision’s Global Week of Action</td>
<td>Worldwide</td>
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<td></td>
<td>15</td>
<td>One Goal’s Action/2015 Global Day of Action to End Hunger and Malnutrition</td>
<td>Worldwide</td>
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<tr>
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<td>15</td>
<td>AFC Grassroots Day</td>
<td>Worldwide</td>
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<td></td>
<td></td>
<td>16 – 19</td>
<td>Women Deliver’s 4th Global Conference</td>
<td>Copenhagen, Denmark</td>
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</table>
Annex 8: Media Coverage Summary

Original Articles (18)
Organized by date

- **Hindustan Times**: Yuwa girl to share experience at Women’s WC summit in Canada (India, 9 June)
- **Bdnews24.com**: Call from Canada to invest more in girls’ sport to improve gender, health equality (Bangladesh, 19 June)
- **The New Times**: Uwimana’s passion to promote women in sports (Rwanda, 20 June)
- **The Jakarta Post**: Athletes call for better sports programs for girls (Indonesia, 21 June)
- **The Quint**: Canada Calling: YUWA’s Kusum Invited To Inspire Others | Video (India, 23 June)
- **Punch**: UNICEF wants more girls in sports (Nigeria, 27 June)
  - Reposted on Africa News Hub; Nigeria News
- **The Citizen**: More girls in sports can help address sports inequalities (Tanzania, 27 June)
  - Reposted on The Paper Boy
- **The Guardian**: How football moved the goalposts for girls in rural India (UK, 29 June)
  - Reposted on Gulf News
- **The Express Tribune**: Burying prejudice in football one kick at a time (Pakistan, 1 July)
- **The Gleaner**: Women Athletes Declare #GirlsCan (Jamaica, 3 July)
- **The Globe and Mail**: Sports programs changing lives of girls in developing countries (Canada, 4 July)
- **Pikara Magazine**: La república femenina del deporte rey (Brazil, 7 July)
- **Devex**: Girls in sport: More and better research needed to level the playing field (US, 8 July)
- **Pikara Magazine**: Usamos el futbol como una herramienta para dialogar sobre las normas de género (Brazil, 9 July)
- **Devex**: 5 lessons learned about empowering girls through sports (US, 16 July)
- **New Vision**: Girls kicking their way through school (attached) (Uganda, 23 July)
- **Devex**: How can sports programs better serve girls and young women? (US, 28 July)
- **Devex**: Innovative, large-scale solutions needed to address malnutrition (US, 30 July)

Online Articles & Blogs (4)
Organized by date

- **FJE News**: #GirlsCan Campaign Kicks Off With FIFA Women’s World Cup to Empower Girls in Sports (Global, 9 June)
- **AutoStraddle**: The New Generation Queens: A Zanzibar Soccer Story (Global, 19 June)
- **PSImpact Blog**: #GirlsCan Campaign Scores for Health At the FIFA Women’s World Cup (Global, 6 July)
- **Global Citizen Blog**: Introducing #GirlsCan, your new favorite hashtag (Global, 15 July – photo essay)

Broadcast (1)

- **West African Democracy Radio** (24 June)

Press Release Pick-ups (4)
Organized by date

- **Modern Ghana** (Ghana, 19 June)
- **News Hour** (Bangladesh, 20 June)
- **The Daily Star** (Bangladesh, 21 June)
- **Women’s Sports Journal** (Global, 24 June)
Op-eds (3)

- *Huffington Post Canada*: [A Win at the Women’s World Cup Isn’t a Win for Women’s Rights](https://www.huffpost.com/entry/womens-world-cup-2015-canada-party-or-progress_n_7542428) (Canada, 26 June)
Annex 9: Participant Evaluation

Following the Girl Power in Play symposium, Women Deliver conducted a participant survey in order to fully capture information and feedback from the attendees. A total of 161 participants were emailed the link and invitation to complete the survey, of which 57 individuals responded.

An analysis of the results indicate that:

- Most survey participants (50%) were between the ages of 30-50, 33% under 30, 15% were 50 and older.
- The vast majority of survey participants work in North America (69%); 32% sub-Saharan Africa; 24% Asia; 17% Latin America and Caribbean; 15% Europe; 13% Middle East and North America; 2% Australia.
- The survey participants’ areas of focus ranged from non-communicable diseases to refugees to physical education. More than 50% of participants indicated they worked in the areas of gender norms, education, and human/gender rights.
- Most participants indicated their professional role as advocate (44%) or program manager (48%); other roles included researcher (24%), service provider (28%), athlete (7%), and policymaker (6%). Eighty percent of survey participants indicated they work in the non-profit sector (17% academia, 13% media, 9% public sector, and 2% commercial sector).

Overall, the survey results were very positive about the Girl Power in Play symposium. For example, the majority of survey participants rated the following items as excellent or very good:

- Overall organization of the symposium (88%);
- Overall materials received at the symposium (82%);
- Symposium plenaries (77%)
- Symposium Smart Talks (84%)
- Symposium concurrent sessions (68%)
- Likelihood of attending another Girl Power in Play symposium or event (82%)

“It was a great link of different sectors in the symposium and great making those connections. I felt at home and not lost like most big conferences.”

“Most empowering experience!”

“Absolutely wonderful, everything! Especially the food, something for everyone and all healthy. The conference was beautifully executed in all areas.”

“I commend the organizers (Girl Power in Play) for the great work, indeed it was such an amazing forum, real powerful.”

It is equally as important to acknowledge constructive criticism in order to learn and improve. With this in mind, the following survey feedback provides information for reflection and consideration. There was a call for the increased need for research and more tangible information (including additional web-based information about the symposium in general).
There was also a call for ensuring more diversity amongst speakers and attendees, especially between plenary and concurrent session speakers, noting the lack of representation from Asia and Latin America. Survey participants also felt there wasn’t enough time within concurrent sessions to really engage in a dialogue with the panelists and amongst the audience members.

A number of survey participants focused their comments on the need to push the conversation around girls and sports further to discuss tough questions.

“At times it felt a bit as if we were constantly preaching to the choir - if we have a bit more diversity of speakers and attendees, we might be able to look at these issues from a more holistic/connected lens.”

“I would have been interested to hear more critical presentations that discussed mistakes that have been made in girls’ sports programs (and what was learned from them) and the potential danger of sports’ programs (and how to prevent them). Too often I felt like the presentations were advertisements for organizations and only focused on positive results, while ignoring failures. Obviously failures and mistakes aren’t something that representatives want to talk about when they’re only given 7 minutes to talk about a program - but from my own experience as a program manager, it is the failures that teach us the most. I think this critical focus would have been immensely valuable for all attendees.”

“I would have welcomed a more critical look at sport as a tool for empowering girls. Many of the discussions seemed to present sport as a ‘silver bullet’ for all issues facing girls but I would have liked a more critical discussion of when it has worked and when it hasn’t.”

On what attendees would change about the Girl Power in Play symposium: “More on what research has been done, what is known, what are next steps, and to work across sectors to advance research.”

On how attendees would rate the official symposium materials/handouts: “A more in-depth research document or concept note with some more background on the issues would have been a good addition to the folder.”

“I would have liked more detailed information about the effects of sport on girls empowerment, practical information (e.g. case studies from programs implemented), and a more critical/nuanced reflection on play as a tool for empowerment.”
Survey participants provided very useful feedback. In response to the survey question, “To what extent do you feel you or your organization benefitted from participating in Girl Power in Play?,” a majority of participants reported they “Benefitted Somewhat” and “Benefitted Greatly.” The symposium served as a positive space to network with organizations and individuals. Over 94% of survey respondents networked with other organizations they had previously been unaware of, granting new opportunities to create partnerships cross-sectorally. Additionally, survey participants believed their engagement in the symposium was of great value to their organization.

“Having leaders in various fields rally around the idea of sports in development will help me present the case to decision makers at my organization who have expressed an interest but were not sure about the possibility of implementation. I think we will integrate sports in our programming in the next 1-3 years.”
The initiative participants showed through their responses to the survey question, “As a result of attending Girl Power in Play, will you (please check all that apply),” was overwhelmingly positive. Nearly the complete sample (93%) answered they would maintain contact with fellow symposium attendees after the close of the conference. 89% of the survey participants additionally reported they would spread the knowledge they gained at Girl Power in Play to their networks so that those who were unable to attend could learn more. Further to disseminating the symposium messages, over half the responses (59%) indicated they will take concrete action by signing on to the Call to Action through their organizations.
# Annex 10: Contact List

<table>
<thead>
<tr>
<th>Full Name</th>
<th>Organization</th>
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<tbody>
<tr>
<td>Anna Barrett</td>
<td>A Ganar</td>
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<tr>
<td>Sarah Kennell</td>
<td>Action Canada for Sexual Health and Rights</td>
</tr>
<tr>
<td>Tanya Salewski</td>
<td>Aga Khan Foundation Canada</td>
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<tr>
<td>Cynthia Coredo Moses</td>
<td>Boxgirls Kenya</td>
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<tr>
<td>Rashida Parveen</td>
<td>BRAC</td>
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<tr>
<td>Lisa Kikulis</td>
<td>Brock University</td>
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<tr>
<td>Erin Sharpe</td>
<td>Brock University</td>
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<tr>
<td>Lucie Thibault</td>
<td>Brock University</td>
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<tr>
<td>Cathy van Ingen</td>
<td>Brock University</td>
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<tr>
<td>Cora Climo</td>
<td>Bucknell University</td>
</tr>
<tr>
<td>Karlen Herauf</td>
<td>Canadian Association for the Advancement of Women and Sport and Physical Activity (CAAWS)</td>
</tr>
<tr>
<td>Karin Lofstrom</td>
<td>Canadian Association for the Advancement of Women and Sport and Physical Activity (CAAWS)</td>
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<tr>
<td>Martha Saavedra</td>
<td>Center for African Studies, University of California, Berkeley</td>
</tr>
<tr>
<td>Clare Beckton</td>
<td>Centre for Women in Politics &amp; Public Leadership, Carleton University</td>
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<tr>
<td>Christopher Williams</td>
<td>CMW Productions</td>
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<tr>
<td>Roberta Bouchard</td>
<td>CMW Productions</td>
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<tr>
<td>Sophie Legros</td>
<td>Coaches Across Continents</td>
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<tr>
<td>Isabelle Cayer</td>
<td>Coaching Association of Canada</td>
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<tr>
<td>Keira Torkko</td>
<td>Coaching Association of Canada</td>
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<tr>
<td>Brian MacPherson</td>
<td>Commonwealth Games Canada</td>
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<tr>
<td>Abdul Hamid</td>
<td>Concern Universal</td>
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<tr>
<td>Sanjana Gaind</td>
<td>CREA</td>
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<tr>
<td>Megan Shutzer</td>
<td>Dalberg Global Development Advisors</td>
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<td>Annik Leblanc</td>
<td>DFATD</td>
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<td>Majken Gilmartin</td>
<td>Eir Soccer</td>
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<td>Moya Dodd</td>
<td>FIFA</td>
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<td>Claudine Labelle</td>
<td>FitSpirit</td>
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<td>Emma Highwood</td>
<td>Football Federation Australia</td>
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<td>Sarah Walsh</td>
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<tr>
<td>Alana M. Glass</td>
<td>Forbes.com SportsMoney</td>
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<tr>
<td>Ashley Page</td>
<td>Foreign Affairs, Trade and Development Canada (DFATD)</td>
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<tr>
<td>Theadora Mills</td>
<td>GAIN</td>
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<td>Florencia Vasta</td>
<td>GAIN</td>
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<td>Name</td>
<td>Organization/Role</td>
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<tr>
<td>Dr. Mary McDonald</td>
<td>Georgia Institute of Technology</td>
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<tr>
<td>Sonia Bianchi</td>
<td>Girls &amp; Football SA</td>
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<tr>
<td>Carrie Golden</td>
<td>GirlSportWorks</td>
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<tr>
<td>Dominic Schofield</td>
<td>Global Alliance for Improved Nutrition</td>
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<tr>
<td>Lynnette Marie Neufeld</td>
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<td>Natalie Poulson</td>
<td>Global Partnership for Education</td>
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<td>Cindy Cone</td>
<td>Goals for Girls</td>
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<td>Rebecca Beth Hershow</td>
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<td>Katie Pelo</td>
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<td>Lisa Berg</td>
<td>Growing the Game for Girls (G3), International Sport Connection</td>
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<tr>
<td>Majidah Nantanda</td>
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<td>Caitlin Fisher</td>
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<td>Fatuma Abdulkadir Adan</td>
<td>Horn of Africa Development Initiative</td>
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<td>Minky Worden</td>
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<td>Katrina Galas</td>
<td>In Common Consulting</td>
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<tr>
<td>Madhumita Das</td>
<td>International Center for Research on Women</td>
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<tr>
<td>Jazmyn Henry</td>
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<td>Ricardo Mimbela</td>
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<tr>
<td>Carole Oglesby</td>
<td>IWG and WSF</td>
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<tr>
<td>Mashal Hussain</td>
<td>Karachi United Football Foundation</td>
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<tr>
<td>Emily Power</td>
<td>Margaret Eaton School Digital Archives</td>
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<td>Naomi Seminega</td>
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<td>Amy Hollingsworth</td>
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<td>Ani Armenian</td>
<td>Merck</td>
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<td>Lydia Mahenkoz Kasiwa</td>
<td>Moving The Goalposts</td>
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<td>Pangulu Ngangambi René</td>
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<tr>
<td>Roozbeh Mirebrahim</td>
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<td>Solmaz Sharif</td>
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<tr>
<td>Jenny Wolf</td>
<td>Olympic Speedskater</td>
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<td>Lindsey Talerico-Hedren</td>
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<td>Rachel Haig</td>
<td>One World Play Project</td>
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<td>Lisa Tarver</td>
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<td>Linda Whitehead</td>
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<td>Sarah Eckhoff</td>
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<td>Yvette Macabuag</td>
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<td>Jade Hawes</td>
<td>Reclaim Childhood and Communities for Kids</td>
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<td>Melissa Tan</td>
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<td>John Byl</td>
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<td>Corneille Nibaruta</td>
<td>Rescue Poor Child (RPC)</td>
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<td>Margarita Matias Valencia</td>
<td>RESULTS Canada</td>
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<td>Samphe Lhalungpa</td>
<td>Retd UNICEF Professional</td>
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<tr>
<td>Yvonne Chang</td>
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<td>Emma Colucci</td>
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<td>Elyse Ruest-Archambault</td>
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<td>Nina Valentie</td>
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<td>Deanna Duplessis</td>
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<td>Soccer Without Borders</td>
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<tr>
<td>Carlos de Cárcer</td>
<td>Sport and Cooperation Network</td>
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<td>Carolyn Townsend</td>
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