

Forum: Fédération Internationale de Football Association (FIFA)

Issue #2: Measures to promote gender equality and investment in Women's Football

Student Officer: Daniela Alejandra Silvera Villarreal

Position: Chair of the Fédération Internationale de Football Association (FIFA)



Spain players celebrate with the trophy after winning the Women's World Cup final against England at Stadium Australia, Sydney, Australia, Aug. 20, 2023. (Reuters Photo)
<https://www.dailysabah.com/sports/football/spain-crowned-2023-womens-world-cup-champs-after-edging-england>

Introduction

Women's football is a section of the sport that has been continuously growing and spreading worldwide due to increased participation, the professionalization of the sport, and the media attention it has garnered. "Put simply, women's football is booming. It has arrived. And it is only going to get bigger in the years to come." (UEFA) Despite this

increase in the sport, several issues, inequalities, and a lack of investment impede women's progress in the sport. With several historical barriers, this sport has faced several bans and discrimination since the beginning, as people kept the thought that football was to be 'male-dominated'. Women to this day face unequal pay, several stereotypes, a lack of funding, support, recognition, and many more. Over time, several FIFA Council members and important football figures have spoken out on the importance of working towards a more inclusive and equal environment for women. Some agree to fully search for solutions, while others seek to partially solve it by not making a full investment or not striving for equal pay, creating different perspectives on this issue. With this in mind, addressing this issue is crucial not only to overcome long-standing discrimination and structural barriers but also to unlock the sport's full social and economic potential. Searching for agreements and solutions will promote gender equality, empower women and girls in the sport, challenge stereotypes, and continue to increase the participation, leadership, and visibility for female players.

Definition of Key Terms

Gender Inequality: Access to resources, opportunities, and the freedom to pursue choices is unequally distributed between men and women as a result of disparities. (Plan International)

Discrimination: The unjust or biased treatment of individuals or groups due to attributes such as race, gender, age, or sexual orientation. (American Psychological Association)

Gender Mainstreaming: The incorporation of a gender equality perspective throughout every phase and level of policies, programs, and projects. (Council of Europe)

Gender Pay Gap: The significant gap between the incomes of men and women. (Pew Research Center)

Prize Money Gap: The significant gap between the prize money of men and women in sports tournaments (BBC)

Media Coverage: The attention and publicity that a business, organization, or individual receives through newspapers, magazines, television, online platforms, or other media outlets. (PR Lab)

Sponsorship: Funds provided, typically by a company, to support an individual, organization, or activity. (Cambridge Dictionary)

Professionalization: A process through which occupations gain, or strive to gain, public recognition as professions based on how well they fulfill certain established criteria. (Science Direct)

Harassment: The repeated and unjustified behavior of one individual or group directed toward another individual or group. (Legal Dictionary)

Gender-Based Violence: Sexual, physical, verbal, psychological (emotional), or socio-economic violence done to a person or group due to an imbalance of power; to harm, humiliate, or subordinate them. (Council of Europe)

Maternity Rights: The legal protections and entitlements afforded to pregnant employees or those who have recently given birth. (Which? Legal)

Grassroots Football: football that is available to people no matter their age, ability, ethnicity, nationality, religion, sex, sexual orientation, or any other personal trait. (UEFA)

Member Associations (MAs): The centre governing bodies of 211 countries and territories across six continents, which are responsible for the development and governance of football within their territories. (InsideFIFA)

Confederations: Six groups of several MAs recognized by FIFA, which organize continental competitions and provide a framework for collaboration among member associations. They are the Asian Football Confederation (AFC), the Confederation of African Football (CAF), the Confederation of North, Central America, and Caribbean Association Football (CONCACAF), the South American Football Confederation

(CONMEBOL), the Oceania Football Confederation (OFC) and the Union of European Football Associations (UEFA). (Soccer Wizdom)

FIFA Forward Programme: FIFA's global initiative to enhance football development across its member associations and confederations. It provides support for football projects, improvement of football development, and equal participation without barriers. (InsideFIFA)

General Overview

According to FIFA, there are around 29 million women and girls playing football worldwide, and they aim to facilitate the sport to 60 million by 2026 (InsideFIFA). The goal of opening opportunities to women shows the commitment of FIFA and important figures worldwide. Over the years, FIFA and its affiliated organizations have taken several actions to progress in this matter. They have created several programs, awareness campaigns, initiatives, partnerships with UN bodies, regulations, and many more. Despite the global increase in women's participation and the advocacy of people towards this sport, several barriers impede the advancement and professionalism of the sport. These barriers are often found to be systemic issues that result in unequal pay and prize money, underrepresentation of women in leadership and coaching roles, insufficient investment in infrastructure and development programs, and ongoing harassment and discrimination. Furthermore, there is a lack of consistent frameworks to enforce gender equality in clubs, national teams, and grassroots or amateur Leagues, which often results in slow progress and efforts.

Gender Disparities In Leadership And Coaching

According to the University of Twente, on average, 10% of the leadership positions in sport governing bodies are occupied by women. Furthermore, women are believed to occupy less than 20% of the coaching positions in sport, and this percentage is even lower among the elite levels of sport, demonstrating the severe underrepresentation of women in these positions (University of Twente). This lack of representation is due to the non-existence or unavailability, on top of the 'male-dominated' nature of the sport. This is caused many times by male interviewers being biased in the recruitment process and

choosing someone that they feel will be better at the continuum of the job, which sets women at a disadvantage. The implicit acceptability of a gender imbalance [in the sports] suggests that the attitudes and behaviours expressed in the sport community, from athletes to governing boards, are influenced by entrenched gender stereotypes that portray women as inferior or less competent in this domain (Kuntz & Moorfield, 2024). Some clubs, as a result of implementing some initiatives, have agreed to annually disclose some information on the demographic breakdown of their workforce, allowing clubs to increase their female representation in their clubs. There has been success in hiring more women for operations roles; however, there has been a collective failure to meet female leadership targets in many of the clubs. (Tong 2024)

Unequal Pay And Prize Money

Throughout sports, there has always been a visible gap between the pay of male athletes and female athletes, and football is just a prime example of this gap. In the United Kingdom alone, Premier League male athletes earn salaries over £250,000 per week with added high-value sponsorship deals. In contrast, the top women's players in England earn roughly the same in a year, and it's not unusual for full-time players to have salaries of £20,000-30,000 per year. (Mitchell 2023) As a result of this notable gap, calls and efforts for football's gender pay gap to be reduced are constantly growing. Many claim that when a woman is paid less than a man for the same job, this is a clear case of injustice. Others say that it is not an injustice because the nature of male domination brings more to the sport than women in the sport. With FIFA's new and extensive human rights framework, gender equality is addressed, meaning equal pay will be worked on. However, this framework must be embedded in FIFA's governing bodies before equal pay can be remedied in the sport. Similarly, on the other side, prize money for women is faced with the same constraints, as it has been evident that women's World Cup prize money is around seven times lower than men's World Cup prize money. "The discordant amount of prize money stands in contrast to gender equality, a principle recognized not only by FIFA itself but also in international law." (Stein, 2020)

Investment in Women's Football and Structural Inequalities & Resource Allocation

"It's [women's football] growing as well, and exponentially, and we are targeting

[growth] as well to have \$1 billion revenue just with the Women's World Cup to reinvest in the women's game." (Infantino 2025) There has been an exponential change in the landscape of the women's game; investors are becoming more interested in the sport, and its audience is growing throughout the world. The investment in media exposure of the sport has also seen growth; however, there are still many efforts to be taken to ensure that the media coverage of women's football is equal to men's football to ensure full visibility and exposure. On the other hand, resource allocations face more problems in the sport. A study in Sure, United Kingdom, found that 40% of women footballers surveyed do not have access to their own pitch, one in four (25%) do not have changing room access, and one in five (21%) do not have appropriate facilities for when they are on their period. (London Daily News, 2024) These statistics highlight the structural inequalities that limit the development and professionalization of women's football. Furthermore, a lack of allocation exists in funding coaching support, youth development programs, medical, and career support services for women in the sport.

Gender-Based Harassment and Violence

Gender-based harassment and violence remain present in women's football, and they affect players, coaches, referees, and other participants at all levels. Women and girls involved in football face the risks of physical, psychological, verbal, sexual, and financial abuse, which are often worsened by societal stereotypes and structural inequalities within the sport. (UN Women) When many female athletes experience an act of violence, they report their experiences, and they are ignored or inadequately addressed by governing bodies and institutions. In 2023, a player from the Spanish Women's National Team endured an unwanted kiss from a football federation official and was still on pending trial in 2024. This shows that cases are never taken seriously until they are on display for the world to see. Despite some advancements designed to protect women from abuse, a lack of funding or ineffectiveness causes a lack of trust in the justice system within the industry. Cultural stereotypes are also a contributor to the persistence of harassment and violence. Female footballers are often stigmatized as 'masculine' or 'intimidating,' discouraging participation and reinforcing discriminatory attitudes. (ISCA 2024)

Major Parties Involved

Gianni Infantino (President of FIFA): "We need everyone. We need the UN agencies, which have been very helpful to us in this World Cup, to participate with us. We need the governments, we need the institutions, to create dedicated spaces for women, and for women's sport and women's football in particular, of course. We need the partners, the sponsors, to pay a fair price. We need the media," (Infantino 2023). President Infantino is a strong advocate for women's equality in the sport. He is constantly vocal on urging and encouraging promotion and investment. To showcase his commitment to equality, he has attended forums to collaborate with female executive leaders. He has achieved a partnership with UNW to make "sport activities more accessible to women and girls and in disseminating the diverse sport content that promotes gender equality" (PBS 2019). President Infantino is a strong advocate and key figure in this topic due to all his efforts and constant involvement in discussions.

Sarai Bareman (FIFA Chief Women's Football Officer): "This year we've felt a seismic shift in the way that people see the women's game. [...] To put our players on the pedestal that they belong, [...] break down barriers and show every young girl and boy, from every corner of the world that they can dream to make a living from football." (Bareman 2023) Sarai Bareman is a strong advocate for the visibility of women in the sport. She is one of the leaders of FIFA's global strategy for women's football and has promoted initiatives such as the effective use of FIFA funds for women's national teams. Sarai Bareman is a strong advocate and key figure in this topic due to her constant involvement in discussions and action plans.

Fatma Samoura (FIFA Ex-Secretary-General): "So, my plea continues, make sure that they find the right facilities that can cater to all, including the needs of vulnerable people, remote people, and also women and young girls. Elsewhere, we will continue to grow and develop women's football. This is only the beginning." (Samoura 2023) Before Samoura stepped down from the Secretary-General position, she was able to expand the FIFA Women's World Cup to 32 teams and increase prize money, which significantly expanded the visibility and investment in women's football globally. Furthermore, she worked on several advancement projects and continues to be a strong advocate for diversity, inclusion, and the empowerment of women in the sport.

Sarai Bareman is a strong advocate and key figure in this topic due to her impactful efforts in resolving this issue and her voice in the matter.

Debbie Hewitt (FIFA Vice President): "What is exciting with the trajectory of the women's game is that the best is still to come. (Hewitt 2022) "The global game needs a pipeline for the next generation of female leaders, and networks and mentoring can help " (Hewitt 2023). As one of FIFA's Vice Presidents, Hewitt has a very present role in the promotion of gender equality in football. She has worked on initiatives, like the SIGA Global Mentorship Programme, to strive for increased female representation in leadership roles. Furthermore, she has advocated for inclusive policies within the sport to foster investment in women's football and ensure equal opportunities for women. Debbie Hewitt is a strong advocate and key figure in this topic due to her constant appearance in initiatives and her commitment to gender equality in the football world.

Alejandro Domínguez (CONMEBOL President): "Football has no gender and women's soccer has no ceiling, we are committed in CONMEBOL to promote soccer in South America respecting human rights [...] as well as the development of women's soccer" (Domínguez 2021) As the CONMEBOL President, Alejandro Dominguez has a very controversial position in the issue. Alongside the entirety of CONMEBOL, he has been committed to advancing women's football through women's empowerment programs and promotion of the sport in collaboration with UNW and UEFA. Despite his efforts, he has been vocal that he does not believe in equal pay in football, which makes him a crucial figure in the issue in regards to the possible resolutions for equal pay in the sport.

Timeline of Events

Date	Description of Event
1921	The Football Association (FA) decides to ban women's football from official football grounds, stating that "the game of football is quite unsuitable for females and ought not to be encouraged." The ban lasted 50 years, severely restricting the growth of women's football at the time.

(BBC, 2021)

- 1969 The Women's Football Association (WFA) was established in England by 44 representatives from various clubs to organize and promote women's football. (The FA)
- 1971 Following the formation of the WFA and its efforts, the ban was finally lifted. (BBC)
- 1991 FIFA held the First FIFA World Championship for Women, in which the games only lasted 80 minutes. (National Women's History Museum)
- 1995 The first official FIFA-sponsored Women's World Cup happened. The game featured 12 women's national teams showcasing the growth and development of the sport globally. (National Women's History Museum)
- 2012 FIFA appointed the first woman to the executive committee to address gender imbalance and reform the football governing body. (Fare, 2012)
- 2014 A group of women filed a lawsuit against FIFA for sexual discrimination over the decision to use synthetic pitches at the Women's World Cup in Canada. (BBC, 2014)
- 2018 FIFA launches its first global strategy, FIFA Women's Football Strategy, to accelerate the sport's growth, collaborating with confederations, member associations, clubs, and more to maximize women's football potential (InsideFIFA)
- 2020 FIFA launches Women's Football Development Programmes, allowing all 211 member associations to sustainably develop women's football and cover areas of club licensing, league development, coach mentorship,

and education. (Inside the Games, 2020)

- 2021 FIFA launches the Women's Development Programme aimed at growing participation, enhancing the commercial value of the sport, and building the foundations for women around the world. (InsideFIFA)
- 2024 The Women's Super League obtained a groundbreaking three-year broadcast deal with Sky and BBC to air Women's matches, increasing the visibility and investment in women's football in England. (VERSUS, 2024)

Evaluation of Previous Attempts to Resolve the Issue

FIFA Women's Football Development Programme

The FIFA Women's Development Programme is one of the attempts that FIFA has taken on to tackle this issue. The program aims to provide all 211 member associations (MAs) with the opportunity to apply for and access additional resources and specialist expertise to develop women's football at a national level. (InsideFIFA) It is tightly correlated to the FIFA Women's Football Strategy with the ultimate goal of advancing women's football. It showcases FIFA's commitment to supporting MAs in developing the sport by building upon the solid foundations laid by the FIFA Forward Programme. In recent years, FIFA has expanded this project to include more programs available to the MAs, such as Global Benchmarking of Women's Leagues, Elite Performance: Coach Mentorship, Elite Performance: Women's National Team Preparation, and more. Furthermore, with its recent renewal with a new timeline to culminate in 2027, the program continues to strive for growth, development, and support in the women's game.

The program has been effective since its implementation in the football world, as it has made crucial advancements since its creation. This can be seen through the increase

in programmes within the MAs, as they have administered 1,067 programmes. Furthermore, it has supported 702 female coaches to finance their coaching qualifications and helped 120 female executives complete their leadership training. These efforts address global engagement of people in the sport and gender disparities in coaching and administration (InsideFIFA).

FIFA Women's Football Strategy

The FIFA Women's Football Strategy is another attempt by FIFA at tackling this issue. The strategy strives to reach its goals through its five strategic pillars: develop & grow, showcase the game, communicate & commercialize, govern & lead, and educate & empower (InsideFIFA). This initiative is run by FIFA's Women's Football Division as part of the work done towards the strategic objective Goal 8: more initiatives related to Women's Football. Similarly to the Women's Development Programme, the strategy works closely with FIFA confederations and Member Associations (MAs), clubs and players, the media, fans, and other stakeholders to realise the full potential that exists within the women's game and work towards it. The Secretary-General of that time, Fatma Samoura, said: "As FIFA's first female Secretary General, I am proud to launch our first-ever global strategy for women's football. The women's game is a top priority for FIFA and via our new strategy we will work hand-in-hand with our 211 member associations around the world to increase grassroots participation, enhance the commercial value of the women's game and strengthen the structures surrounding women's football to ensure that everything we do is sustainable and has strong results. Most importantly, it will make football more accessible to girls and women and encourage female empowerment, a subject of great importance, now more than ever before." (Samoura 2018)

The strategy has been effective since its implementation in the sport, as several advancements have been made. For example, in South Africa, the Women's Football Strategy was launched. In which various stakeholders, including FIFA consultants, came together to identify the priority areas, frame the goals and actions that would eventually lay the foundation for the strategy, which aims to supercharge women's football in the area (InsideFIFA). Furthermore, in 2022, FIFA reported that "To date, 144 member associations have a strategy for women's football, while 244 programmes have been carried out, benefitting 88 member associations. The positive upswing is also

reflected in the current FIFA/Coca-Cola Women's World Ranking, where 185 nations were listed in the August 2022 edition – more than ever before." (FIFA 2022).

Possible Solutions

Developing Frameworks

Developing and implementing frameworks and/or policies, through member associations, global competitions, and any regional activities, that enhance security and inclusivity to prevent discrimination and harassment at all levels of football. Furthermore, the frameworks could implement certain measures to ensure that at all levels of football, all women have equal opportunities to secure jobs in leadership, as players, or simply to participate at grassroots levels, thereby increasing involvement and participation in the sport.

Extending Investments in Women's Leagues and Competitions

Increasing and boosting the investments from FIFA into the different divisions, leagues, and competitions to generate more commercial visibility as well as ensuring the break of inequality in pay and prize money in women's football. FIFA could extend its support to regional tournaments and club championships to professionalize the sport and attract possible sponsorships or media coverage. The increase in investment would benefit players, managers, and leaders, as well as empower young girls around the world.

Expanding Current Programs

FIFA should expand and fully fund its current programs aimed at women's football to expand grassroots and community engagement programs, as it plays a crucial role in the participation growth of girls in the sport. Furthermore, FIFA could improve and take full advantage of any opportunities for leadership-building initiatives to reach the countries where this has yet to be implemented to educate and empower more women in the sport, creating more opportunities. These expansions would increase the development of long-term solutions towards gender equality in both the sport and the governance side.

Sustainable Development Goals (SDGs)

The issue of measures to promote gender equality and investment in Women's Football aligns profoundly to the SDGs #5: Gender Equality and SDG #10: Reduced Inequalities as it looks towards creating and advancing opportunities, resources, and visibility for women in football while addressing gender-based disparities and social, economic, or structural inequalities found in the sport.

SDG #5: Gender Equality

SDG #5: Gender Equality is about achieving gender equality and empowering all women and girls (The Global Goals). It follows its 9 targets, which aim at creating action to reach gender equality. This issue seeks to increase the participation and leadership opportunities for women and girls in football, which connects to Target 5.5, ensuring that there is 'full participation in leadership and decision making' (The Global Goals) in the world of football. Furthermore, this issue seeks to increase the investment of women's football and expand economic and social opportunities for women athletes, coaches, and leaders which correlates to Target 5.7 by creating 'equal rights to economic resources, property ownership and financial services' (The Global Goals) in a sports that is historically dominated by men athletes. Lastly, this issue attempts to create safe and inclusive spaces within the sport that relate to Target 5.2, which aims to 'end all violence against and exploitation of women and girls' within the entirety of the sport. (The Global Goals)

SDG #10: Reduced Inequalities

SDG #10: Reduced Inequalities is about reducing inequality within and among countries (The Global Goals). It follows its 10 targets, which aim at creating action in order to reduce inequalities. The measures this issue aims to take help to tackle Target 10.2, 'Promote universal social, economic and political inclusion' (The Global Goals) by reducing gender-based economic disparities through promoting equal pay, prize money, and investment opportunities for women's football to reduce the financial gap in the sport. Furthermore, this issue seeks to challenge structural and social barriers by working towards Target 10.3, 'Ensure equal opportunities and end discrimination' (The Global Goals) through reducing discriminatory practices and stereotypes that have limited women's participation and leadership in the sport.

Appendix

This section of the issue bulletin is dedicated to providing delegates with valuable sources to utilize during their research.

https://youtu.be/cLDMSPaBYeE?si=xnL_H7pC0tUH7peO

Source A: This video gives a very quick overview of how the FIFA Council works in the world of football and explains briefly which are the confederations and executive members that govern this body.

<https://www.unwomen.org/en/news-stories/press-release/2023/07/press-release-women-s-world-cup-2023-un-women-and-fifa-join-forces-for-gender-equality>

Source B: This link will take you to the press release for when FIFA partnered with UN Women to make a call to action on gender equality and women's empowerment in the sport. This source would help you understand deeply some of the key actions taken by FIFA to strive for the resolution of the issue.

https://youtu.be/nNV6Sq6vD1c?si=ZNErldNF_2UHsJ9B

Source C: This video, published by FIFA, will give you a very quick but very concise overview of their Women's Football Strategy, and it showcases FIFA's commitment alongside its detailed plan to take action towards women's visibility and empowerment of the sport.

<https://digitalhub.fifa.com/m/28ed34bd888832a8/original/FIFA-Women-s-Football-MA-Survey-Report-2023.pdf>

Source D: This report, published by FIFA, is their "snapshot from over 200 member associations" on the growth and development of women's football. This report could give you insights into the sport's current global situation, to then give you an idea of how you could take the action needed to increase the growth of the game.

https://youtu.be/P9hsmaMN574?si=45Sikf0T_yOcmg0X

Source E: This video gives you insights into the perspective of a Cyprus Women's national football team member and the struggles that she and women around the world face when they participate in the sport. This can help you understand the

sub-issues that are found within the sport that go beyond the surface of the main issues.

Bibliography

- "- I Trust Sport." *Navigating the Challenges: The Unfolding Story of Female Leadership in English Football - I Trust Sport*, www.itrustsport.com/blog/navigating-the-challenges-the-unfolding-story-of-female-leadership-in-english-football. Accessed 7 June 2025.
- "100 Years since the Women's Football Ban - What Has Changed? - BBC Newsround." *BBC News*, BBC, 6 Dec. 2021, www.bbc.co.uk/newsround/59532731.
- "Activism." *WSL Signs Record-Breaking £65 Million Broadcast Deal with Sky and BBC*, www.versus.uk.com/articles/wsl-biggest-ever-broadcast-deal-english-womens-football. Accessed 12 June 2025.
- Association, The Football. "Kicking down Barriers." *Www.Thefa.Com*, www.thefa.com/womens-girls-football/heritage/kicking-down-barriers. Accessed 12 June 2025.
- "Bareman: Women Will Play Vital Role in Football's Future ." *FIFA*, inside.fifa.com/tournaments/womens/womensworldcup/australia-new-zealand2023/news/bareman-women-will-play-vital-role-in-football-s-future. Accessed 6 June 2025.
- Cydni. "Harassment - Definition, Examples, Cases, Processes." *Legal Dictionary*, 22 July 2016, legaldictionary.net/harassment/.
- Darvin, Lindsey. "Media Coverage for Women's Sports Has Nearly Tripled in Five Years, According to New Research." *Forbes*, *Forbes Magazine*, 20 Feb. 2024, www.forbes.com/sites/lindseyedarvin/2023/10/31/media-coverage-for-womens-sports-has-nearly-tripled-in-five-years-according-to-new-research/.
- "Discrimination: What It Is and How to Cope." *American Psychological Association*, www.apa.org/topics/racism-bias-discrimination/types-stress. Accessed 6 June 2025.
- Doble, Anna. "The Secret History of Women's Football." *BBC News*, BBC, 9 June 2015, www.bbc.com/news/newsbeat-33064421.
- "Equal Pay and Treatment in Football – the Legal Risks for Clubs and Governing Bodies."

Irwin

Mitchell,

www.irwinmitchell.com/news-and-insights/expert-comment/post/102imah/equal-pay-and-treatment-in-football-the-legal-risks-for-clubs-and-governing-bod. Accessed 7 June 2025.

"Expanded FIFA Women's Development Programme Offers New Initiatives." *FIFA*, inside.fifa.com/womens-football/news/womens-development-programme-expansion-world-cup-brazil-2027. Accessed 12 June 2025.

"Facts and Figures: Women in Sport." *UN Women – Headquarters*, www.unwomen.org/en/paris-2024-olympics-new-era-for-women-in-sport/facts-and-figures-women-in-sport. Accessed 12 June 2025.

"Fatma Samoura Honoured at Best of Africa Awards in London." *FIFA*, inside.fifa.com/organisation/news/fatma-samoura-honoured-at-best-of-africa-awards-in-london. Accessed 6 June 2025.

"Fatma Samoura to Step down as FIFA Secretary General." *FIFA*, inside.fifa.com/organisation/media-releases/fatma-samoura-to-step-down-as-fifa-secretary-general. Accessed 6 June 2025.

"Fatma Samoura: 'This Is Only the Beginning for Women's Football.'" *FIFA*, inside.fifa.com/womens-football/news/fatma-samoura-this-is-only-the-beginning-for-womens-football. Accessed 6 June 2025.

FIFA Launches Women's Football Development Programmes for Member Associations, www.insidethegames.biz/articles/1098266/fifa-launches-womens-football-programme. Accessed 12 June 2025.

"FIFA Vice President: I Don't Believe in Equal Pay in Football." *The Star*, www.the-star.co.ke/news/2023-08-04-fifa-vice-president-i-dont-believe-in-equal-pay-in-football. Accessed 6 June 2025.

"FIFA Women's Football Development – The Story so Far." *FIFA*, inside.fifa.com/womens-football/news/fifa-womens-football-development-the-story-so-ar. Accessed 12 June 2025.

"FIFA Women's Football Strategy Celebrates Four-Year Anniversary." *FIFA*, inside.fifa.com/womens-football/news/fifa-womens-football-strategy-celebrates-four-year-anniversary. Accessed 12 June 2025.

"FIFA Women's Football Strategy Marks Fifth Anniversary." *FIFA*, inside.fifa.com/womens-football/news/fifa-womens-football-strategy-mark

s-fifth-anniversary. Accessed 12 June 2025.

Gender Pay Gap: How FIFA Dropped the Ball | *International Journal of Constitutional Law* | Oxford Academic, academic.oup.com/icon/article/20/1/325/6583007. Accessed 12 June 2025.

"Gianni Infantino Hails Transformational FIFA Women's World Cup™." *FIFA*, inside.fifa.com/about-fifa/president/media-releases/gianni-infantino-hails-transformational-fifa-womens-world-cup-tm. Accessed 6 June 2025.

"Gianni Infantino Highlights FIFA's Commitment to Women's Football as He Attends Leadership Event." *FIFA*, inside.fifa.com/organisation/president/news/gianni-infantino-highlights-fifa-s-commitment-to-womens-football. Accessed 6 June 2025.

"Goal 10: Reduced Inequalities." *The Global Goals*, 23 Jan. 2024, www.globalgoals.org/goals/10-reduced-inequalities/.

"Goal 5: Gender Equality." *The Global Goals*, 23 Jan. 2024, www.globalgoals.org/goals/5-gender-equality/.

Gornall, Katie. "Women's Football: Can the Sport Become Big Business?" *BBC Sport*, BBC, 26 Sept. 2024, www.bbc.com/sport/football/articles/c5y9xpg33wyo.

"Growing the Women's Game (April 2025)." *FIFA*, inside.fifa.com/womens-football/news/fifa-womens-football-development-activities-april-2025. Accessed 12 June 2025.

"Inside FIFA." *FIFA*, inside.fifa.com/en/about-fifa/associations. Accessed 12 June 2025.

"Inside FIFA." *FIFA*, inside.fifa.com/womens-football/development-programmes. Accessed 12 June 2025.

"Inside FIFA." *Women's Football Strategy*, inside.fifa.com/womens-football/strategy. Accessed 12 June 2025.

Katie Falkingham, Sonia Oxley & Anna Thompson. "Prize Money: Cricket Makes Progress towards Gender Parity, Biggest Gap in Football." *BBC Sport*, BBC, 8 Mar. 2021, www.bbc.com/sport/56184881.

Keogh, Frank. "Women's World Cup 2015: Players Sue over Synthetic Pitches." *BBC Sport*, BBC, 1 Oct. 2014, www.bbc.com/sport/football/29453614.

Kochhar, Rakesh. "The Enduring Grip of the Gender Pay Gap." *Pew Research Center*, Pew Research Center, 1 Mar. 2023,

www.pewresearch.org/social-trends/2023/03/01/the-enduring-grip-of-the-gender-pay-gap/.

Kuntz, Joana C. "Exploring Athletes' Gendered Views of Coaches and Their Impact of Coach Competency Ratings." *Psychology of Sport and Exercise*, Elsevier, 20 May 2024, www.sciencedirect.com/science/article/pii/S146902922400075X.

Laverty, Rich. "The Rise, Fall, and Rise Again of Women's Football – a 140-Year History." *FourFourTwo*, FourFourTwo, 13 July 2022, www.fourfourtwo.com/features/the-rise-fall-and-rise-again-of-womens-football-a-140-year-history.

Macfarlane, Andy. "History of Women's Soccer: The Challenges & the Current Game." *History Of Soccer*, 16 Jan. 2023, historyofsoccer.info/womens_soccer.

network, Fare. "FIFA Appoint First Woman to Executive Committee: Fare Network." *Fare*, farenet.org/news/fifa-appoint-first-woman-to-executive-committee/. Accessed 12 June 2025.

"Newsroom." ISCA, www.isca.org/news-detail/1240/insights-into-gender-based-violence-research-findings-and-data. Accessed 12 June 2025.

Perestrelo, Nuno. "Debbie Hewitt Champions Mentorship to Promote Female Leadership in Sport." *Sport Integrity Global Alliance*, 8 Mar. 2023, siga-sport.com/press-releases/debbie-hewitt-champions-mentorship-to-promote-female-leadership-in-sport/.

Peterson, Anne M. "FIFA Partners with the UN to Promote Gender Equity." *PBS, Public Broadcasting Service*, 7 June 2019, www.pbs.org/newshour/world/fifa-partners-with-the-un-to-promote-gender-equity.

Post, LDN Guest. "Women's Football Still Far from Equal, Finds New Study from Sure." *London Daily News*, 22 Oct. 2024, www.londondaily.news/womens-football-still-far-from-equal-finds-new-study-from-sure/.

Prange, Archer, et al. "Equal Play, Equal Pay": Moral Grounds for Equal Pay in Football." 2019, doi.org/10.1080/00948705.2019.1622125.

PRLab_Hub. "Media Coverage: What Is It? Why Is It Important for All Businesses?" PRLab,

prlab.co/blog/media-coverage-what-is-it-and-why-is-important/.

Accessed 6 June 2025.

"Professionalization." *Professionalization - an Overview | ScienceDirect Topics*,
www.sciencedirect.com/topics/social-sciences/professionalization.

Accessed 6 June 2025.

Sarah Katharina Stein,
jeanmonnetprogram.org/wp-content/uploads/JMWP-06-Sarah-Katharina-
Stein.pdf. Accessed 12 June 2025.

"Sarai Bareman Says Women Players Are Finally Receiving the Accolades They
Deserve." FIFA,
inside.fifa.com/womens-football/news/sarai-bareman-says-women-player
s-are-finally-receiving-the-accolades-they. Accessed 6 June 2025.

Sevat, P.M.C. *Gender Inequality among Leadership Positions in Football: An Exploration
into the Motivation of Western European Elite Female Footballers to
Become a Coach or Administrator*, 1 Jan. 1970, essay.utwente.nl/65564/.

Sponsorship | English Meaning - Cambridge Dictionary,
dictionary.cambridge.org/dictionary/english/sponsorship. Accessed 7
June 2025.

Staff, JWS. "FIFA Sets \$1 Billion Revenue Goal for Women's World Cup." *Just Women's
Sports*, 15 May 2025,
justwomenssports.com/reads/fifa-sets-1-billion-revenue-goal-for-womens-
world-cup/.

UEFA.com. "Fa Chair Debbie Hewitt: 'The Biggest Women's European Sports Event in
History': UEFA Women's Euro 2022." *UEFA.Com*, 6 July 2022,
www.uefa.com/womenseuro/news/0277-158ee8b52321-b2ed867b7f5d-10
00--fa-chair-debbie-hewitt-the-biggest-women-s-european-sports-e/.

UEFA.com. "Recent Growth Just the Beginning for Women's Football." *UEFA.Com*, 24
May 2024,
www.uefa.com/news-media/news/028d-1aeeaeb08fff-176aa19514de-10
00--recent-growth-just-the-beginning-for-women-s-football/.

UEFA.com. "UEFA and CONMEBOL Teaming up to Empower Women in Football."
UEFA.Com, 10 Apr. 2025,
www.uefa.com/news-media/news/0298-1d7adc23c260-2eeed403d933-1

- 000--uefa-and-conmebol-teaming-up-to-empower-women-in-football/.
- UEFA.com. "UEFA and Grassroots Football." *UEFA.Com*, 12 Mar. 2022, www.uefa.com/development/grassroots/overview/.
- "UN Women and CONMEBOL Sign Agreement to Strengthen Women's Soccer in the Region." *UN Women – Americas and the Caribbean*, lac.unwomen.org/en/noticias-y-eventos/articulos/2021/03/onu-mujeres-y-conmebol-firman-acuerdo-para-el-fortalecimiento. Accessed 7 June 2025.
- "Understanding Women's Empowerment." *Womens Empowerment - Facts, Stories and How To Help | World Vision Australia*, www.worldvision.com.au/womens-empowerment. Accessed 6 June 2025.
- Unesco. "Towards a Safer Playing Field: Tackling Violence Against Women and Girls in Sport." *UNESCO.Org*, www.unesco.org/en/articles/towards-safer-playing-field-tackling-violence-against-women-and-girls-sport. Accessed 12 June 2025.
- "What Is Gender Inequality?" *Plan International*, 2 Jan. 2025, plan-international.org/learn/what-is-gender-inequality/.
- What Is Gender Mainstreaming? - Gender Equality - *Www.Coe.Int*, www.coe.int/en/web/genderequality/what-is-gender-mainstreaming. Accessed 7 June 2025.
- What Is Gender-Based Violence? - Gender Matters - *Www.Coe.Int*, www.coe.int/en/web/gender-matters/what-is-gender-based-violence. Accessed 7 June 2025.
- Which? Legal. "Pregnancy and Maternity Rights at Work." *Which? Legal*, legalservice.which.co.uk/insight-and-articles/pregnancy-and-maternity-rights-at-work/#:~:text=protected%20from%20being%20discriminated%20against. Accessed 6 June 2025.
- "Women's Football: Key Information and Statistics." *Future Learn*, www.futurelearn.com/info/courses/football/0/steps/6325. Accessed 7 June 2025.
- Zajmi, Xhoi. "Kicking Gender-Based Violence into the Past, Soccer Partners-Up." *Euractiv*, 3 Mar. 2025, www.euractiv.com/section/health-consumers/news/kicking-gender-base

d-violence-into-the-past-soccer-partners-up/.