

2:10PM-2:50PM

BREAKOUT SESSIONS

Choose one of the breakout sessions for a follow-on discussion with the Lightning Presentation speaker and these leading experts.

• **MEDIA REPRESENTATION (ROOM: AMPERE ABC)**

Danielle Warby
Writer, Public Speaker,
and Women's Sports
Advocate

Donna de Verona
Two-time Olympic Gold
Medalist in Swimming;
Member, IOC Women
and Sport Commission;
Sports caster

Moderated By:
Ann Odong
Women's Football
Media Expert

• **MOVING FEMALE PHYSIOLOGY MAINSTREAM (ROOM: JACQUARD C)**

Laura Youngson
Co-Founder, Equal
Playing Field;
Co-Founder, Ida Sports

Dr. Georgie Bruinvels
Sports and Exercise
Physiologist and
Research Scientist,
Orreco

Moderated By:
Mayi Cruz-Blanco
Global Head of Athlete
Programmes, Adecco

• **RIGHTS-BASED APPROACH TO FOOTBALL (ROOM: AMPERE D)**

Caitlin Fisher
Global Policy Officer,
FIFPro

**Women's Rights
Activists**

Moderated By:
Minky Worden
Director of Global
Initiatives, Human
Rights Watch

3:00PM-4:00PM

PANEL - THE FUTURE OF THE GAME PROFESSIONALIZATION AND COMMERCIALIZATION

The women's game has grown in participation, but its commercial side isn't keeping pace. What will attract investor confidence in women's football and overcome the perception of women as a "cost burden" on the men's game? Hear from those who have invested in growing the game financially, strategically, and against the odds to share their lessons learned and future plans in support of women's football. We will address key motivations behind sponsor investment, the importance of men's football clubs in women's growth, the pitfalls that cause leagues to collapse, the trajectory and growth of the game, and the best methods to finance and support grassroots efforts.

SPEAKERS

Becca Roux
Executive Director, USWNT
Players Association

Sally Horrox
Managing Director, YSport

Moderated By:
Amanda Vandervort
Fan Engagement &
Marketing Expert

Tatjana Haenni
Head of Women's Football,
Swiss FA

Ed Ramsden
Director, Lewes FC

4:00PM - 5:00PM

PANEL - A SEAT AT THE TABLE DELIVERING MORE DECISION-MAKERS

Panelists will deliver a hard-hitting assessment of where we really stand regarding women in governance and address tangible ways to increase more women in decision-making roles from grassroots football to international federations and governing bodies. From FIFA gender equality reforms, to quotas, to gender audits, to pulling your own seat up at the table, we'll look at what works, what doesn't, and new ways of thinking about the future.

SPEAKERS

James Johnson
Senior Vice President of
External Affairs, City Football
Group

Moya Dodd
Former Australia Women's
National Team Vice Captain;
Co-Founder, Football
Women International

Moderated By:
Tariq Panja
Sports Reporter, The New
York Times

Ebru Koksal
Chair, Women in Football

5:00PM

WRAP-UP AND NEXT STEPS

6:00PM

espnW RECEPTION

EQUALITY SUMMIT AGENDA 2019

JULY 5, 2019
LYON, FRANCE



EQUALITY SUMMIT

TODAY'S CHALLENGES TOMORROW'S GAME PLAN

#EqualitySummit

#AnyGirlAnywhere

**CONVENING
FOOTBALL'S
THOUGHT-LEADERS
& CHANGE-MAKERS
TO TACKLE THE
TOUGH ISSUES AND
ACCELERATE THE
TRANSITION TO
EQUALITY.**



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This one-day summit will convene thought leaders, policy-makers and legends to share new thinking on old problems. By placing high-level industry knowledge, lived experience and a passion for progress in the same room, the Equality Summit will tackle the difficult and neglected topics facing women in football. Together we will generate solutions that will inspire and equip changemakers around the world to accelerate the transition to gender equality.

AGENDA

8:00AM **DOORS OPEN**

9:00AM **WELCOME TO THE EQUALITY SUMMIT**

We're excited to have football's most influential thought leaders together to discuss the most pressing issues for women in football and advance creative solutions. We invite everybody to contribute fully to the discussions and debates in a constructive, collaborative environment.

SPEAKERS

Maggie Murphy

Co-Organizer and Director of Communications, Equal Playing Field

Dr. Ashleigh Huffman

Global Director of Gender Equality, Athletes for Hope

Amanda Vandervort

Fan Engagement & Marketing Expert

9:15AM - 9:45AM

KEYNOTE - FACING CHALLENGES HEAD-ON

THE BATTLE FOR GENDER EQUALITY

Providing women and girls with equal access and opportunity to participate in football will fuel sustainable growth of the game at all levels. Julie Foudy will lead a spirited coffee chat with Kristine Lilly and Vero Bouquete about their experiences in football and ideas for how we can draw on our collective voices to positively impact the future of the game for all.

SPEAKERS

Julie Foudy

Former U.S. Women's National Team Captain; ESPN Analyst

Kristine Lilly

Former U.S. Women's National Team Player

Vero Boquete

Former Spain Women's National Team Captain; Professional Football Player, Utah Royals FC

9:45AM - 10:45AM

PANEL - RISE UP

THE NEED FOR WOMEN IN COACHING

Women coaches are astonishingly successful. 92% of the world's major women's tournaments since 2000 - FIFA Women's World Cups, Olympics, and UEFA Women's European Championships - have been won by female-coached teams. So why are women coaches not more sought-after and recognised? New research will be presented on the massive gender gap in coaching, and panelists will discuss ways to navigate institutional barriers and discrimination that impede hiring and retention, while proposing new strategies to capitalise on success.

SPEAKERS

Yasmeen Shabsough

Former Jordan Women's National Team Player

Dr. Leanne Norman

Reader in Sports Coaching, Carnegie School of Sport at Leeds Beckett University

Vera Pauw

International Football Coach & FIFA Instructor

Sunil Gulati

Member, FIFA Council; Michael K. Dakolias Senior Lecturer, Columbia University

Dr. Donna De Haan

Assistant Professor at Utrecht University and the Hague University of Applied Sciences

Moderated By:

Moya Dodd

Former Australia Women's National Team Vice Captain; Co-Founder, Football Women International

10:45AM-11:15AM

COFFEE BREAK

11:15AM-12:15PM

PANEL - CREATING SAFE SPACES

REBUILDING THE SYSTEM TO END ABUSE

Football's #metoo is now a reality. While the world has achieved progress towards gender equality and women's empowerment, there are women and girls in football who continue to suffer discrimination, harassment and abuse. Panelists will discuss the recent crisis in the Afghanistan Women's National Football Team, and the systems and structures that permit physical, emotional, and sexual abuse to exist. We'll delve into the systemic changes, structures, and education needed to protect players, coaches, staff, and referees regarding this pervasive and timely issue.

SPEAKERS

HRH Prince Ali Bin Al Hussein

Founder, AFDP Global; President, Jordan FA

Kirsty Burrows

Consultant, IOC; Managing Director, Sports Rights Solutions S.L

Moderated By:

Suzy Wrack

Women's Football and Women's Sport Writer, The Guardian

Kelly Lindsey

Head of Women's Football, CONIFA; Head Coach, Afghanistan Women's National Team

Gigi Alford

Head of Sport and Human Rights, World Players Association and Sport & Rights Alliance

12:15PM-1:00PM

LUNCH

1:00PM-2:00PM

LIGHTNING PRESENTATIONS

As an entree into the breakout sessions, experts will present on timely topics in the women's sports landscape, offering attendees insight into critical thought-leadership designed to shape future policy.

- MEDIA REPRESENTATION**

Interest in women's football is growing exponentially, yet it only makes up a fraction of the story-telling on television, online and across social media. What's more, women in all areas of media, from decision-makers to on-air talent, are drastically under-represented. We'll look at how women are portrayed in the media, the nuances of language and choice of images, how the narrative is evolving, new media opportunities available to shape and share the conversation, and what the impact of having more females in the industry could mean for the future of women's soccer as a whole.

SPEAKER

Kely Nascimento-DeLuca - Director/Producer of Warriors of a Beautiful Game; Founder/President of the Nascimento Foundation

- MOVING FEMALE PHYSIOLOGY MAINSTREAM**

Are women really all that different from men when it comes to sports performance and injuries? The dearth of data and information available on female athletes has made this question difficult to answer. We'll share new and impactful information regarding female genetics and physiology that's shedding a new light on female athletes and opening the door to medical innovations in the women's game

SPEAKER

Dr. Celeste Geertsema - Sports and Exercise Physician, FIFA Medical Center of Excellence, Aspetar

- RIGHTS-BASED APPROACH TO FOOTBALL**

Football has made considerable progress in embedding human rights as part of the FIFA reforms - in its statutes, in its policies, and even into its committee structure through a Human Rights Advisory Board. With an increasing focus on rights for athletes and others in sport, we'll consider the shortfalls, and required structures and remedies, to bring these commitments to life.

SPEAKER

Mary Harvey - CEO, Center for Sport and Human Rights