



Online & Social Media Report

GGWCup Europe 2019 in Copenhagen May 14th
Time frame: October 1st 2019 to October 1st 2019



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Erasmus+ Programme
of the European Union

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Introduction

Introduction

Twelve European women from twelve different European countries accepted the GGWCup Coach Challenge: Set a football team of women with fewer opportunities with a low level of sports activities from their home country and participate in the GGWCup in Copenhagen on May 14th 2019. Leading up to the tournament the teams will pick one of the 17 Global Goals to play and take action for. By challenging each selected coach to set at team of women with fewer opportunities and share their experiences and approaches, we aim to accelerate and expand our knowledge of how to reverse the unfortunate trend towards gender and socially determined inactivity in populations.

Our goal for this EU Online & Social Media Campaign was share about coaches, their work, the teams in order to create new images of women being active by featuring all types of women in action on and off the pitch and in their communities. We seek to change the images that define an active woman by showing women of all ages, sizes, nationalities being active, and have her/them inspire other women to step onto the field.

Teams were asked to take action for a selected Global Goal and to prepare for a football tournament. As part of their social action points, teams were encouraged to take action by taking photos of the actions and share them on their social media outlet, with their local community, and with the global goals community. Some teams ended up on the front pages of leading sports newspapers.

There were key times during the project where we created more content, such as during the selection of teams, announcement of teams and during the GGWCup. Within this objective, we also aimed to measure the language around the posts, for example, encouraging words such as 'strong women leaders, sustainable development goals, global goals, role models, social activists, etc.'

Our success metric for this campaign is to grow our engagement on social media coming from different teams and players. We have 12 EU coaches and in total 30 teams participating in the GGWCup Europe 2019. All 30 teams are role models and we hope to see when we engage them, they will engage others and become changemakers. Secondly our aim was to increase the number of users to GGWCup social media pages as this was an indicator for a growing global community of active women who are engaging less active women to get active and add purpose to their new or re-won active everyday.

This rapport is www.talkwalker.com by TalkWalker (Luxemburg) and Key Account Executive Marius Hoffmann.

Success Snapshots

GGWCup Europe 2019 made waves on Social Media.

MENTIONS



ENGAGEMENT



POTENTIAL REACH

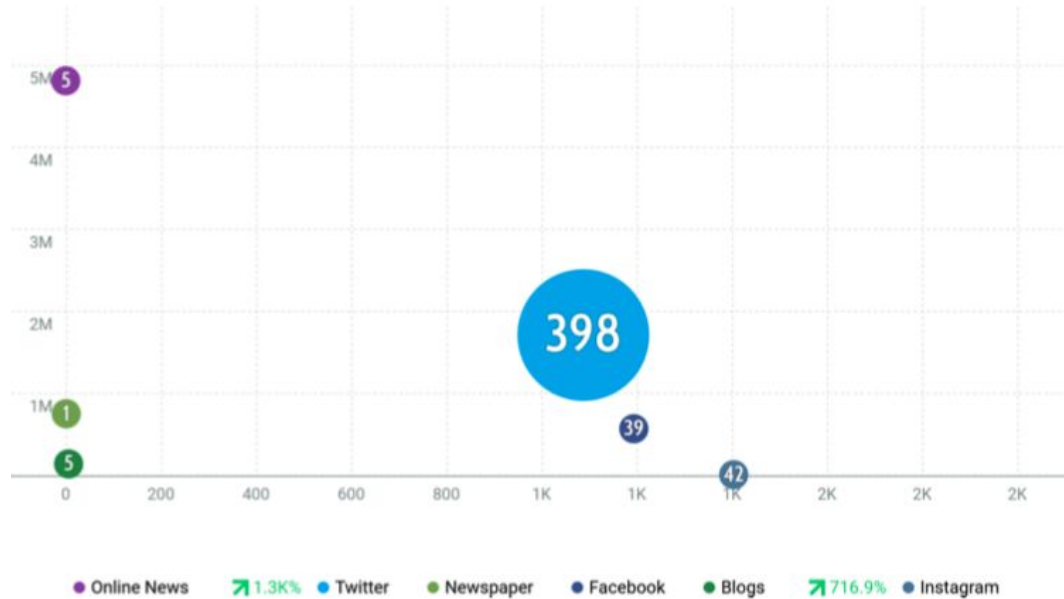


Audience / VIP / Partners

Where are the conversations taking place?



From which media type is the conversation? Reach vs Engagement:

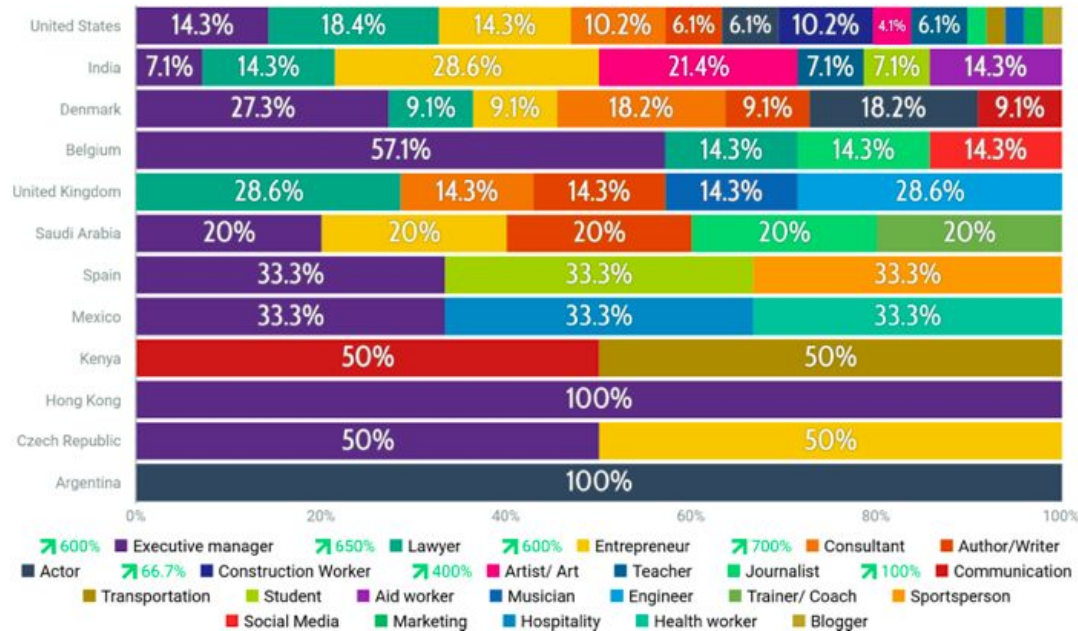


Who are the audience?

TOP OCCUPATIONS

by Countries/Regions

Results 106



Standout reach results, top 6:

Margrethe Vestager is a Danish politician nominated as Executive Vice President-Designate of the European Commission from 2019. She currently serves as European Commissioner for Competition from 2014 to 2019.

AJFSF sending organization to Team Let Us Bee from Madrid.

Nina Groes Director at Divers - Equality & Social Mobility. Public Speaker. Board Member.

Influencers 	Sentiment	Reach	Reach per mention	Engagement	Engagement per mention
 Margrethe Vestager @vestager		249.9K	249.9K	161	161
 Global Goals World Cup, facebook.com		21.6K	5.4K	99	24.8
 Fundación C&A @fundacioncya		3.5K	3.5K	67	67
 AJFSF @AJFSFemenino		6.8K	3.4K	42	21
 officialskippz, instagram.com		0	0	30	30
 Nina Groes @NGroes		4K	4K	27	27

World Best News

45.476 followers on Facebook

Featuring:

- Rikke Rønholt, GGWCup co-founder
- Katerina Salta, coach for team Hestia FC from Greece. Winner of the GGWCup Europe 2019
- Roxanne Hehakaija (better known as "Rocky") founder of Favela Street and the only female member of the Street Legends.

"I think it is important that its an all female tournament. I do agree that we always need to have men involved as well. But in this case I've never seen such a diverse football audience in my life. From young players to older women. All sizes, all different backgrounds and culture. And we had a lot of male supporters. We had male referees, we got male commentators. Its important especially for amateur women's football there aren't a lot of platforms or options to play football. So I think it is very important that we make this especially for women," – Rocky.

[Watch video on YouTube.](#)

Verdens Bedste Nyheder
23 May · 🌐

Global Goals World Cup sætter fokus på Verdensmål gennem sport 😊 30
hold af stærke kvinder fra flere lande sætter Verdensmålene i fokus
gennem fodbold og projekter. Læs mere her:
<https://www.verdensmaal.org/.../st%C3%A6rke-kvinder-dribled-...>

ROCKY HEHAKAIJA
- men i dette tilfælde har jeg aldrig oplevet så divers et publikum til fodbold i mit liv.

Watch together with friends or with a group Start Watch Party

👍❤️ You and 35 others 1 comment 6 shares

Posts from guest speakers, referees, politicians and VIPs. Examples.



Instagram post by **vestager** • Following

vestager • Great Global Goals World Cup @ggwcup - Women of Europe unite in Copenhagen to play for the world #takeheball. I believe in the power of being a team and playing as a team: Then we can achieve what we want - #FutureOfEurope #ThisTimeImVoting

23w

signessimonsen @olgaregitze 🥰❤️👍

23w Reply
View replies (1)

Liked by rikke_ronholt and 1,552 others

MAY 10

Add a comment... Post

Twitter post by **Kristian Jensen** 14. maj

Til Global Goals World Cup i København, hvor kvinder fra hele verden spiller fodbold. I hold efter verdensmesterskabet. Jeg blev involveret til at være dommer, fordi jeg ifølge snerterne Sara Hjort Ditlevsen og Johannes Lassen er den eneste, som elsker fodbold og verdensmål. Ige så meget som dem.

Det er tredje gang jeg deltager i Global Goals World Cup, og det er altid en sand fornøjelse at møde, træne kampene for en bedre verden sender os på tværs af nationaliteter.

A collage of four photos from the event. The top-left photo shows a man in a blue jacket holding a colorful soccer ball. The top-right photo shows two women, one in a grey hoodie and one in a black jacket, both holding a colorful soccer ball. The bottom-left photo shows a group of people playing soccer on a field. The bottom-right photo shows a group of people standing together outdoors.

Twitter post by **Christiane Vejle** @chris... · 14/05/2019

Tusind tak til alle tweeps der bidrog med fodbold terminologi i tråden igår. Jeg kerte fuld fake it till you make it bluff idag til #ggwcup og fik anerkendende nik fra både dommer og publikum. Takket være you guys! ❤️👍

— Copenhagen Cap... · 14/05/2019

Big thanks to @christianevejo for support and exceptional commenting at #TechQuality's game at #GGWCup and for rooting for our cause #MoreWomeninTech

greatercph.com/women-in-tech

A photo of two women smiling together. The woman on the left has bright red hair and is wearing a pink jacket and a green scarf. The woman on the right has dark hair and is wearing a blue jacket and a blue cap. They are standing outdoors in front of a building.

Stories from EU Teams. Examples.

so proud of these badass awesome women!



@greens.saudi

@GGWCUP

#SAUDIWOMENINSPORTS

Add This to Your Story >

@asociacionmum



@ggwcup

Add This to Your Story >

Letíme  

@ASOCIACECSR_CZ @GGWCUP



TURNAJ V DÁNSKU

16:11

hours minutes seconds

Add This to Your Story >



The last few days, a few Bristols have been reppin' the UK with Team Brave at the @ggwcup in CPH

#BRISTOLSBROAD

Beaut kit courtesy of @hartsbakery

Check out the link in my bio for a great @happiful_magazine article about Brave and the event, where we all had a blast and even won an award for social inclusion!

Add This to Your Story >

Și fetele joacă fotbal!  călătorește la Copenhaga cu Ana Stănciulescu și alți 6.

31 min · 

Plecăm la Global Goals World Cup! Zilele următoare vom documenta experiența trăită de fetele de la Dream Team la turneul din Copenhaga!

#GGWCup #ErasmusPlus #kbhblx #GlobalGoals #GenderEquality #SDG5 #DanaCup #DreamTeam



@ggwcup

AEROPORTUL INTERNAȚIONAL HENRI COANDA

@asociamum

Add This to Your Story >

VIP interviewed on GGWCup Europe 2019 match day:

Kristian Jensen - Minister of Finance Denmark (V)

Jesper Nygård - Director of Real Dania, which is the foundation that has been instrumental in building the BLOX building (Where we play) and is also member of the board of Danish Centre for Architecture. Also sits on the board of Brøndby FC. Board member of the Foundation for Social responsibility.

Pilou Asbæk - Game of Thrones actor (Euron Greyjoy) – has also played in big Danish TV drama shows, and has hosted awards shows.

Ellie Jokar - Stand Up comedian, rapper (original from Iran). She had her breakthrough in the DR2 satirical series 'Det slører stadig' where she, among other characters, played Sara El Sheikh, a boorish reporter from Dubai, who was in Denmark to study Danish culture. Also made the documentary 'Hvem f.... Er Ellie?' (Who the f.... is Ellie?) for DR3. Plays Iqbal's mom in the popular children's film

Sara Al Naser - Debate, stand up comedian, actor. Came to Denmark from Jordan in 2000. Got her big breakthrough as the ghetto reporter.

Latifah in the DR2 satirical program "Det Sløre Stadig" ("It Still Blurs"), which has also had its own talk show on DR (Danish National Radio + TV). Ambassador for the Exit Circle (A group for abused women in the Copenhagen area).

Michael Falch - Singer & GGWCup Referee. Award winning popular singer – but also occasional actor and writer. Got his breakthrough in the early 1980s with the band **Malurt** (hits "Superlove" and "Meet me in the dark" /Mød mig i mørket). Has been a radio host at P3, where he has interviewed legends such as The Clash and Bob Geldorf.

Camilla Jane Lea - Radio host and former journalist at Aller Media and the TV program Boogie at DR and TV host at DR. Has also arranged skate competition Copenhagen Pro for many years. Her father is a former soccer player (and English).

Christiane Vejle / Elektronista - Tech expert – one of the few women we have in Denmark. Digital trend and future analyst, blogs, moderator and speaker. Also known as host on the Radio 24syv program 'Elektronista'.

Clara Mai Kunstmann - Head of Digital Development, TV2 (BIG national Danish TV). Former chief editor of magazines at Aller Media and head of their Future Lab.

Espen Gullikstad (Norway) - Special Adviser to Prime Minister Erna Solberg in her function as co-chair of the UN Secretary Generals SDG Advocacy Group.

Gail Gallie (woman, British), Co-founder of Project Everyone. Background in marketing, advertising and quit a cushy job in BBC to save the world with movie maker Richard Curtis. Has dedicated her life to making the Global Goals Famous.

Cecilia Leveaux - First Secretary of the **Embassy of Sweden**
EU Coach Irina-Maria Giurgiu (Dream Team -Goal 5 Gender Equality) & First Secretary of the **Romanian Embassy: Alina Jelea.**

VIP interviewed on GGWCup Europe 2019 match day, cont:

Marie Carmen Koppel - Soul singer. Won Berlingske's talent prize in 1989 and has since lived to sing. Has lived two years in the USA, where she, among other things, sang at famous R&B clubs like 'Chaz & Wilson', '**Café Wha!**' and 'Sylvias' with some of the greatest American soul and R&B stars. Still touring frequently and publishing Christmas album later this year.

Safina og Filippa Coster-Waldau - Style referees and Nikolaj Coster-Waldau two daughters. It's their 3! GGWCup. They've been to New York twice.

Christiane Vejle / Elektronista - Tech expert - one of the few women we have in Denmark. Digital trend and future analyst, blogs, moderator and speaker. Also known as host on the Radio 24syv program 'Elektronista'.

Clara Mai Kunstmann - Head of Digital Development, TV2 (BIG national Danish TV). Former chief editor of magazines at Aller Media and head of their Future Lab. Once invited by Lenny Kravitz to visit his island. Knows Christiane Vejle and is a guest in her Christmas specials.

Ritt Bjerregaard (CPH Dream Team Member) - Former Danish politician. She is a member of the Danish Social Democrats, and was Lord Mayor of Copenhagen from 1 January 2006 to 2010. Bjerregaard was Education Minister in 1978. From 1975 to 1978 she was in the Cabinet of Prime Minister Anker Jørgensen Social Minister from 1979 to 1981 in Anker Jørgensen's fourth cabinet. She was **European Commissioner** for the Environment from 1994 to 1999. Minister for Food, Agriculture and Fisheries in the Cabinet of Poul Nyrup Rasmussen IV from 2000 to 2001.

Ann Rosenberg - Ann Rosenberg is Senior Vice President & Global Head of SAP Next-Gen, a Purpose Driven Innovation University and Community.

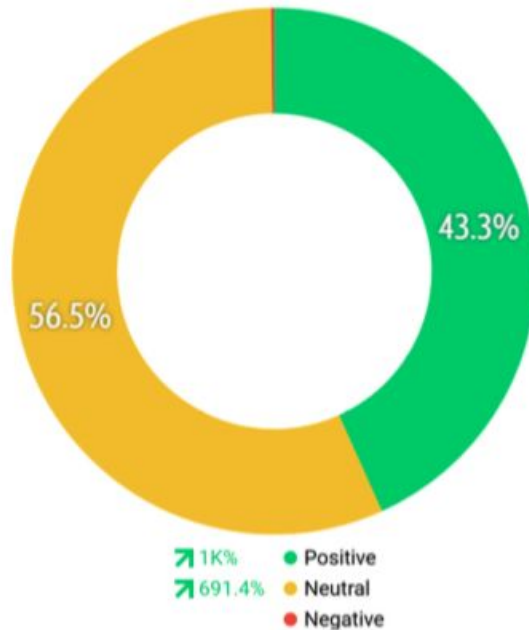
Host: Ted Shumaker - US on air personality, Sports Announcer and Radio Host.

[All interviews on YouTube.](#)



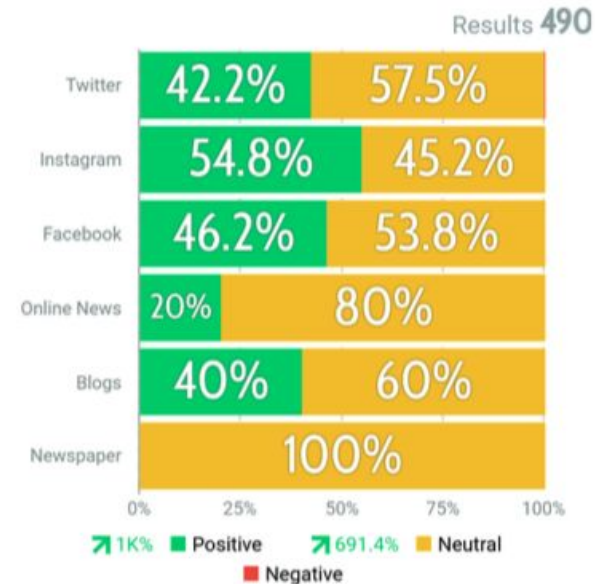
What is the tone of the conversation?

SHARE OF SENTIMENT



SENTIMENT

by Media Types



Teams interviewed on GGWCup Europe 2019 match day:

[Sustainable Heros](#) - Danfoss - Goal 11

[Girls Get Equal](#) - Plan Børnefonden - Goal 5

[The Energizers](#) - Ministry of Foreign Affairs of Denmark - Goal 7

[HELLEBROEN](#) - some players former Danish national soccer players
- Goal 1

[Inspiring Inequalities](#) & GGWCup Europe coach Jackie Bachteler -
Goal 10.

[Let Us Bee](#) & GGWCup Europe coach Natalie Orive Siviter - Goal 15.

[Rudolph Care](#) - Danish Skincare - Goal 12

"I created Rudolph Care because I wanted it all. Beautiful skin, luxurious products and the certainty of knowing that I wasn't filling my body and nature with harmful, endocrine-disrupting chemicals," founder Andrea Elizabeth Rudolph.

[All videos on YouTube.](#)



Andrea Elizabeth Rudolph invited all her followers on Instagram to share their ideas for a TEAM CHEER. She also shared from the team's training. Instagram followers: 44.6k.

What are the hashtags used when sharing about GGWCup:

[Find relevant post from @GGWCup \(screen shots\) here.](#)



What are the most mentioned celebrities when sharing about GGWCup:

[Find relevant posts from @GGWCup \(screen shots\) here.](#)



What are the emotions mentioned when sharing about GGWCup:

[Find relevant posts from 'GGWCup \(screen shots\) here.](#)



What are the emojis used when sharing about GGWCup:

[Find relevant posts from @GGWCup \(screen shots\) here.](#)



GGWCup Twitter

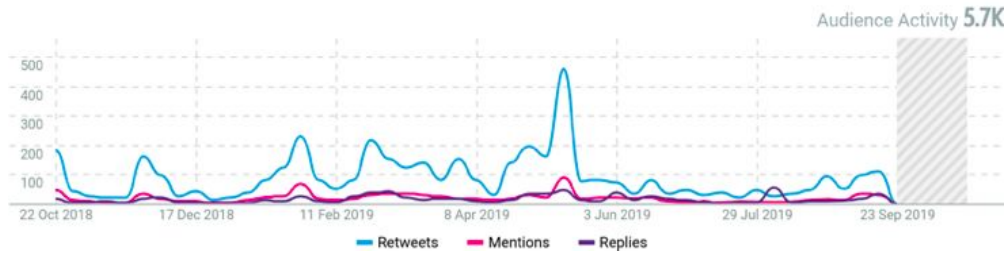
GGWCup Activity, Twitter overview:

OWNER ACTIVITY										
Owner Activity		Owner Tweets		Owner Replies		Owner Retweets		Avg Owner Activity/Day		
1.2K		589		75		492		3.2		
↗ 2K%		↗ 2.2K%		↗ 971.4%		↗ 2.2K%		↗ 2K%		

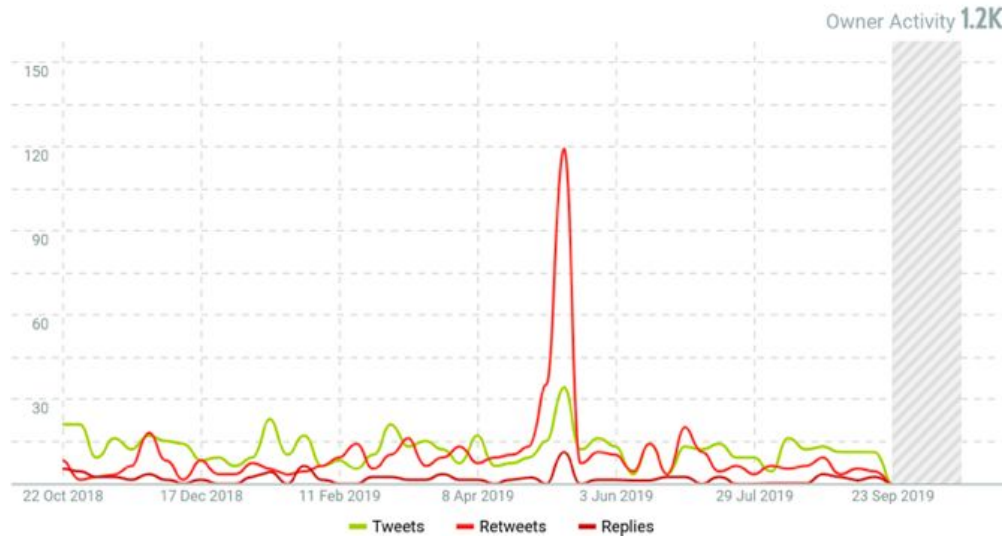
Audience Activity	Audience Mentions	Replies	Audience Retweets	Audience Impressions	Likes	Avg Audience Mentions	Avg Audience Replies	Avg Audience Retweets	Avg Audience Impressions	Avg Audience Likes/day
5.7K	866	655	4.2K	30.4M	9.9K	2.4	1.8	12.1	83.2K	27
↗ 3.5K%	↗ 3.2K%	↗ 7.2K%	↗ 3.3K%	↗ 5K%	↗ 3.6K%	↗ 3.2K%	↗ 7.2K%	↗ 3.4K%	↗ 5K%	↗ 3.6K%

Twitter activity:

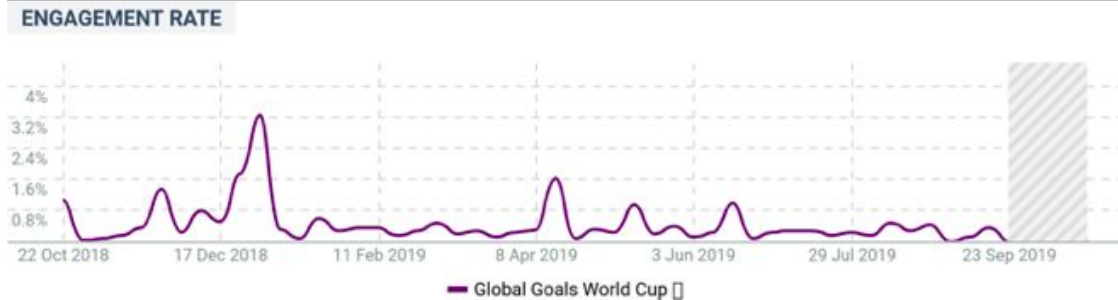
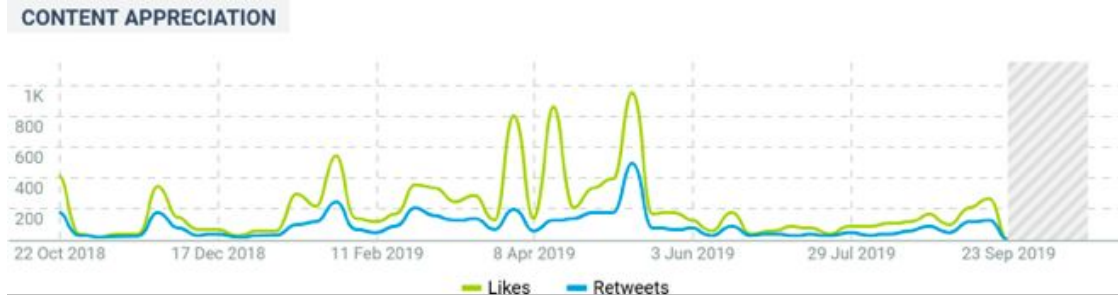
AUDIENCE ACTIVITY GRAPH



OWNER ACTIVITY



Twitter content appreciation and engagement rate:



Twitter overview:

Twitter									
Date Range	Number of Tweets	Tweet Impressions k per month	Profile visits	Mentions	Engagement rate %	Link Clicks	Retweets	Likes	Comments
October 2018		135			1,8	97	297	915	33
November 2018		60,1			1	41	95	272	10
December 2018		59,4			1,4	34	102	318	2
January		54,5			1,4	36	143	342	7
February		52,7	18	4	1,6	38	181	442	14
March	64	65,2	873	249	1,6	73	196	478	18
April	38	338,2	1,358	130	0,9	251	275	1,500	35
May	97	205	2,606	322	1	146	273	735	16
June	39	43,1	592	166	1,1	31	111	275	5
July	53	50,6	594	38	1,2	19	114	269	2
August	49	37,8	554	110	1,7	28	130	373	3
September	66	225	9,267	683	1,5	175	391	1,300	21
AVERAGE	58	151	1982.75	212.75	1	81	192	601.5833333	13.83333333

GGWCup Facebook

Facebook reach:

Facebook		
Date Range	Followers	Post Reach Average
October 2018	4508	812
November 2018	4592	530
December 2018	4620	627
January	4625	573
February	4674	1031
March	4779	1019
April	4931	1033
May	5084	2340
June	5353	788
July	5375	766
August	5397	747
September	5417	670
AVERAGE	4906.615385	852



Facebook reach:

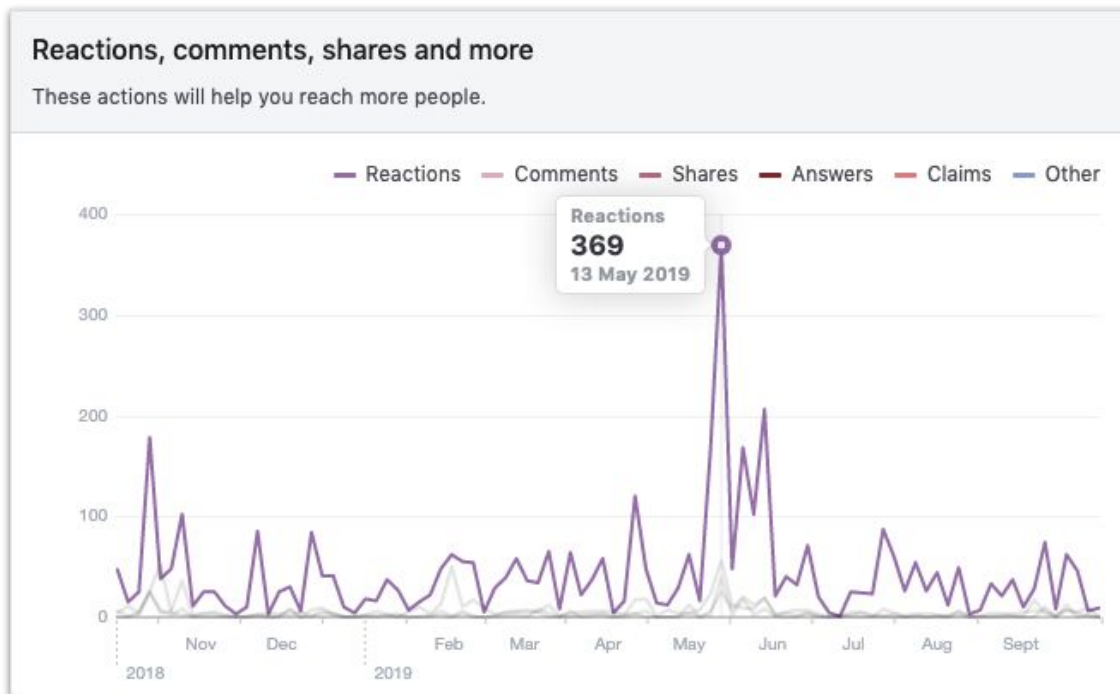
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Net followers

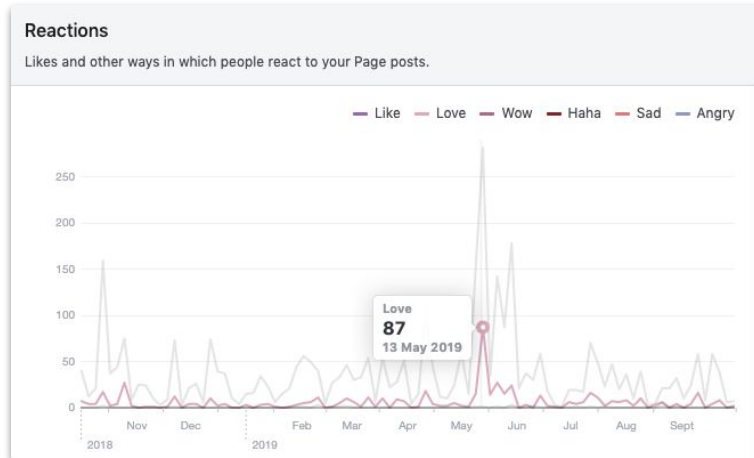
Net followers shows the number of new followers minus the number of unfollows.



Facebook reactions, comments:



Facebook reactions:

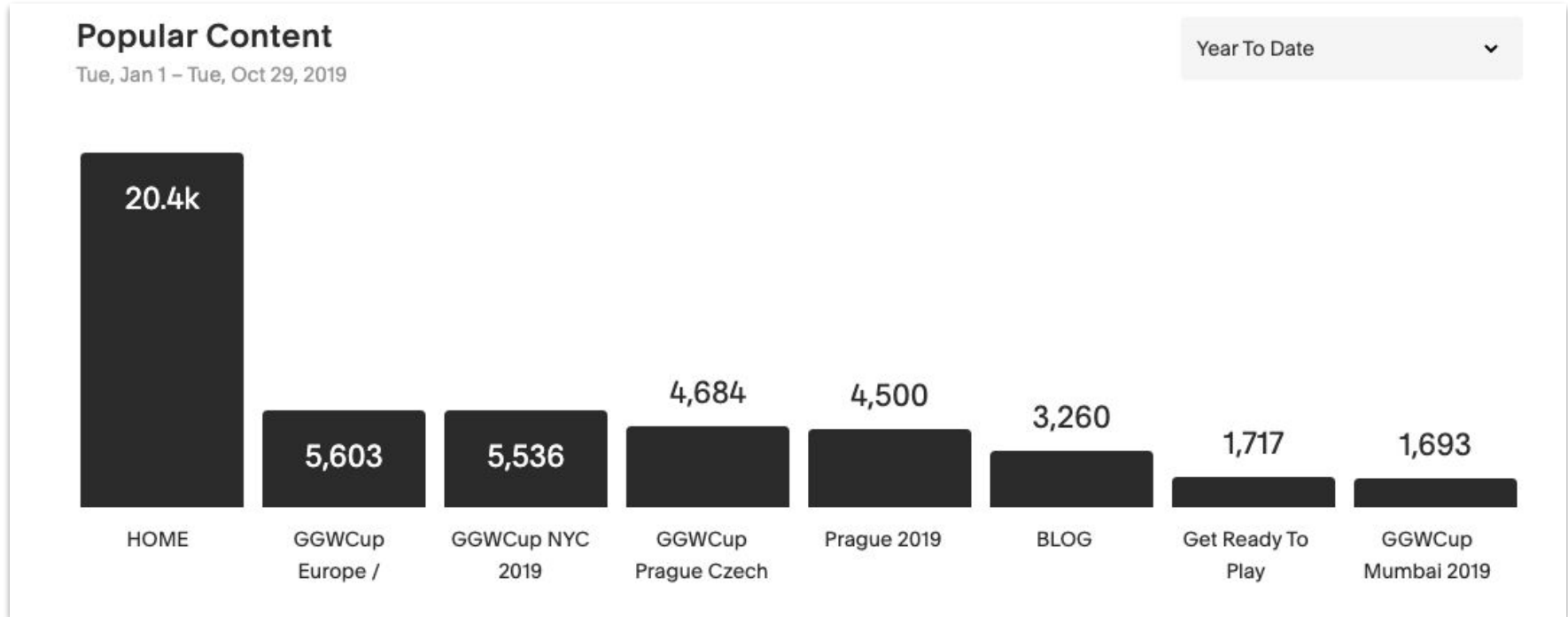


2 x Facebook event for GGWCup Europe 2019:

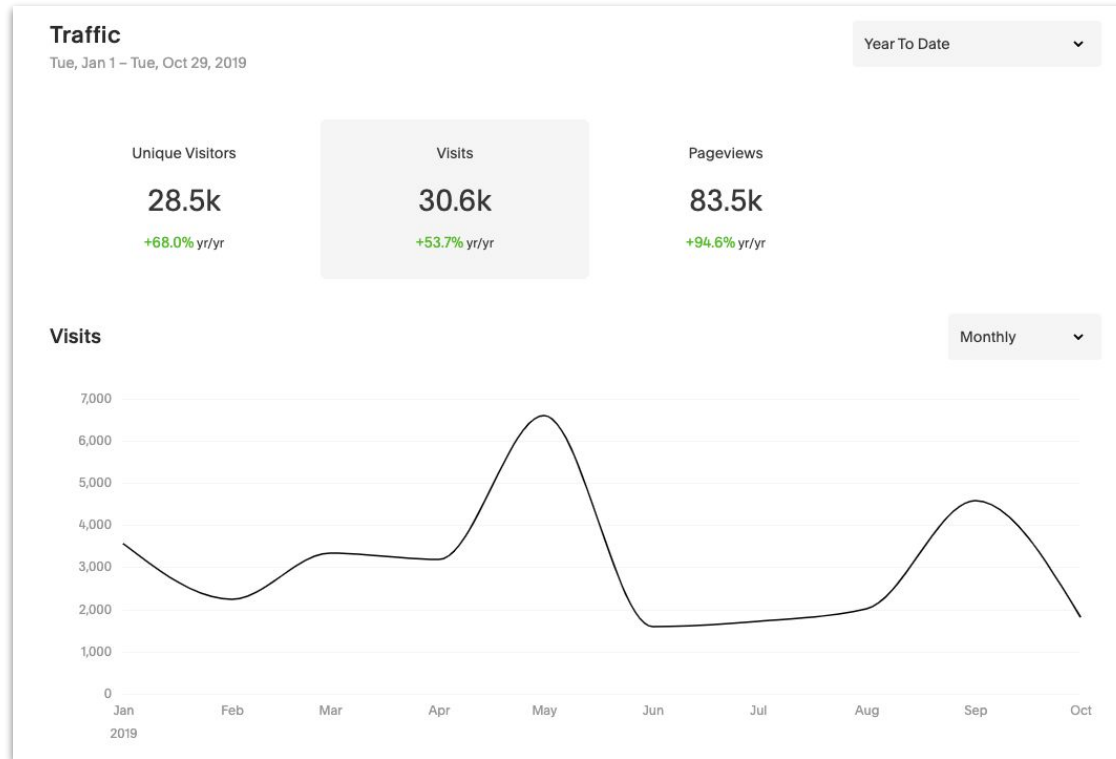
Event	Budget spent	Reach	★ Responses	Tickets clicks
 <p data-bbox="305 434 645 517">Rita Blås Lopper x GGWCup BLOX -DAC 14 May 09:30</p>	Not boosted	18.8K 	890 	160 
 <p data-bbox="305 602 687 685">GGWCup Copenhagen / Europe BLOX 14 May 09:30</p>	Not boosted	35.2K 	845 	373 

GGWCup Website

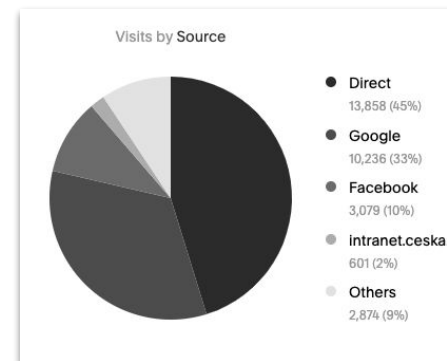
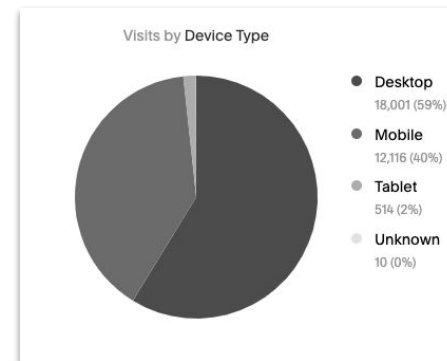
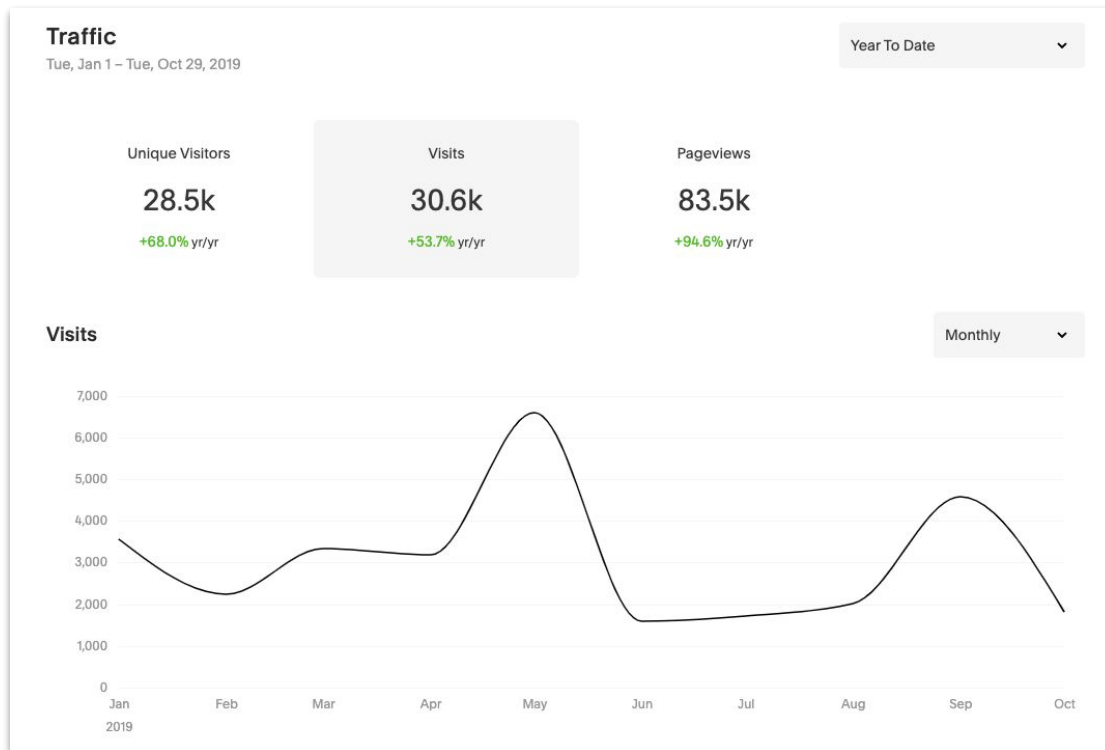
Website GGWCup.com:



Website GGWCup.com:



Website GGWCup.com:



GGWCup & Teams

Coach presentations

- [Carmen Manduapessy - The Netherlands - Favela Street - Goal 4](#)
- [Becca Todd - UK - Team Feel Brave Goal 3](#)
- [Irina Gurgiu - Bucharest, Romania - Dream Team Goal 5](#)
- [Jackie Bachteler - Sweden - Inspiring Inequalities - Goal 10](#)
- [Cynthia Debono - Malta - Sugar Skulls - Goal 5](#)
- [Katerina Salta - Greece - Hestia FC - Goal 16](#)
- [Shabnam Ruhin - Germany - Hope Fighters - Goal 4 \(Danfoss\)](#)
- [Carmen Grimm - Germany - Champions Ohne Grenzen - Goal 12](#)
- [Natalie Orive Siviter - Spain - Let Us BEE - Goal 15](#)
- [Lydia Lechner - Austria - Kicken ohne Grenzen - Goal 5](#)
- [Amina Moustafa - Ireland - Heart Throbs - Goal 3](#)
- [Tereza-kramlova - Czech Republic - The Same - Goal 10](#)
- [Shabnam Mobarez - Denmark - Team10 - Goal 10](#)



Coach presentations

Meet the EU Ambassador Coaches. Online presentation of project with links to individual coach and team presentation pages:

[See presentation page.](#)



Becca Todd



Carmen Manduapessy



Irina Giurgiu



Jackie Bachteler



Cynthia Debono



Katerina Salta



Shabnam Ruhin



Carmen Grimm



Natalie Orive Siviter



Barbora Votikova



Fabiana Bytyqi



Lydia Lechner



Amina Moustafa



Tereza Kramlova



Shabnam Mobarez



EU+ Amb. Coaches

EU Coach Social Media Map

Coach	Facebook	Instagram	Twitter
Giurgiu Irina-Maria Romania, Bucharest	Irina's Private - @dreamteambucuresti	@irinagiurgiu6	
Natalia Orive Siviter Spain / Madrid	@AJFSFemenino - @asociacionmum	@asociacionmum	@AJFSFemenino - @asociacionmum
Becca Todd England, Bristol	@teambrave.bristol		
Katerina Salta Greece	@hestiaFC	@hestia_fc	
Jackie Bachteler Sweden, Stockholm	@Women in soccer	@jbachteler	
Carmen Grimm Germany, Berlin			
Amina Moustafa Ireland		@thenamesamina	@thenamesamina
Rocky Hehakaija Carmen Manduapessy The Netherlands	@FavelaStreet	@rockende - @cmanduapessy	@Rockende - @Favelastreet
Cynthia Debono Malta		@cynthiadebono	@cynthiadebono
Shabnam Ruhin Germany, Hamburg		@morgentau_rs	@RuhinShabnam
Shabnam Mobarez Denmark		@Shabnam_mobarez9 - @shabnammobarez	@shabnammobarez

GGWCup Europe team presentations incl. actions

[Ganni Girls – Goal 5](#)

[Greens – Goal 15](#)

[Techquality – Goal 5](#)

[HELLEBROEN – Goal 1](#)

[Girls Get Equal from Plan Børnefonden – Goal 5](#)

[Hope Fighters – Goal 4](#)

[The Same – Goal 10](#)

[Heart Throbs – Goal 3](#)

[Hestia FC – Goal 16](#)

[Waste No Waste – Goal 12](#)

[Ladies In Red – Goal 3](#)

[Rudolph Care – Goal 12](#)

[Sustainable Heros from Danfoss – Goal 11](#)

[Sugar Skulls – Goal 5](#)

[Grundfos – Goal 6](#)

[Team10 – Goal 10](#)

[Favela Street – Goal 4](#)

[Let Us BEE – Goal 15](#)

[The Energizers, the Ministry of Foreign Affairs DK – Goal 7](#)

[Kicken ohne Grenzen – Goal 5](#)

[Champions Ohne Grenzen – Goal 12](#)

[Dream Team – Goal 5](#)

[Asylum United – Goal 5](#)

[Sustainability Influencers – Goal 17](#)

[Feel Brave – Goal 3](#)

[Inspiring Inequalities – Goal 10 \(blog\)](#)

[Future Leaders from YMCA-Scouts of DK – Goal 17](#)

GGWCup Europe teams presented on @GGWCup social media outlets. Examples.

[Find all posts here.](#)



Global Goals World Cup @ggwcup

#GGWCup qualifier: **Favela Street** @favelastreet and coach duo **Carmen & Rocky** @Rockende. They use the pwr of street football to create a new generation of role models around the world. In CPH they will play for **#SDG4** > <https://buff.ly/2UgATNr> @EUErasmusPlus <pic.twitter.com/YLAs0BDwgF>

Promote your Tweet
Your Tweet has **5,198** total impressions so far.

Impressions	5,198
Total engagements	34
Media engagements	14
Detail expands	8
Likes	7
Profile clicks	3
Retweets	1
Hashtag clicks	1

Global Goals World Cup @ggwcup

A big welcome to **@RuhinShabnam** and team **Girl Power** w/ mission "to use the power of sport and movement to empower and improve inclusion and social participation of women and girls" 🙌🏽🙌🏽🙌🏽 #erasmusplus #taketheball @EuSport Support the team > <https://buff.ly/2CwHtyCD> <pic.twitter.com/aiSOkR4sMI>

Promote your Tweet
Your Tweet has **1,283** total impressions so far. Get more impressions on this Tweet!

Impressions	1,283
Total engagements	45
Likes	16
Link clicks	10
Media engagements	6
Retweets	5
Detail expands	4
Profile clicks	3
Hashtag clicks	1

Global Goals World Cup @ggwcup

Remember these faces... the 12 amb. coaches are arriving in Copenhagen tonight. We are 🙌🏽 excited to learn from them and together develop ideas for engaging women in society and keep them on the field. #ErasmusPlus #GGWCup #steelhouseph #bloxxbh #GlobalGoals <pic.twitter.com/d5n2ap0KP7>

Impressions	633
Total engagements	22
Likes	11
Detail expands	4
Retweets	3
Media engagements	3
Hashtag clicks	1

Dream Team sharing about playing football. Example

The Dream Team from Romania formed around Goal 5 Gender Equality decided that the first step to addressing the inequalities is gaining more visibility so that women and girls football is more recognized within the Romanian public. This became their main action towards their Goal and was demonstrated through their #taketheball challenge. Their campaign consisted of different actions such as:

- creating and sharing high quality images and videos of the female players in action
- bringing key media figures and bloggers into the campaign-taking photos of them with the ball and participating in matches

Their blog “Girls are playing football too” had over 40.000 monthly reaches and the presentation video of the players got 6.500 views.



Social Media Kit & Invitations for match day May 14th 2019

[Press Pick Up GGWCup Europe, Copenhagen 2019](#)

[Request access to high res photos](#)

[About the GGWCup x Erasmus+ Europe Ambassador Coach Program \(one pager\)](#)

[Social Tool Kit GGWCup May 14 2019 in Copenhagen incl. invitation - partner and friends](#)

[About the Herstory Arena, PR note](#)

[Social Tool Kit GGWCup May 14 Copenhagen incl. invitation - Embassy](#)

[Invitation GGWCup Copenhagen May 14 - A4 PDF](#)

[For GGWCup Europe / Copenhagen incl. logo and team pictures for reference incl. press photo EU Coaches.](#)



GGWCup Coach Program - organised by Eir Soccer and supported by Erasmus+

The Power of a Play Guide: Engaging Women to take local action and reach the Global Goals.

The Erasmus+ application additionally addresses a third data point from the Eurobarometer, which indicates that low income and low education are also correlated with low levels of physical activity. This suggests that women with fewer opportunities are the least likely to engage in sport and getting all the health enhancing and social benefits, which are associated with participation.

We set out to address this issue by nurturing a community of female coaches with specific skills and focus on engaging women with fewer opportunities. By challenging each selected coach to set at team of women with fewer opportunities and share their experiences and approaches, we aim to accelerate and expand our knowledge of how to reverse the unfortunate trend towards gender and socially determined inactivity in populations.

Twelve teams from the European Union participated in the special GGWCup Europe in Copenhagen May 14th, 2019. Team Hestia from Greece won the overall GGWCup Europe and was playing for Goal 16: Peace, Justice and Strong Institutions. They will play in the GGWCup NYC Finals 2019:

"My motivation is to fight against any kind of discrimination, as well as to promote the social inclusion and integration of refugee women, and equal access to sport for women," says Team Captain and EU Coach Katerina Salti.

Here is a brief film about the team: <https://www.youtube.com/watch?v=SuYs9ubcUA>
More information and pictures: [GGWCups.com](#) & [YouTube](#) & @GGWCup on social media.

About Eir Soccer & GGWCup

Eir Soccer is a Danish sports association committed to raise awareness of gender equality and access for all to sport. They work to create a safe, inclusive, playful and life-long way for women to engage, connect, and use football as a meaningful tool to change the world for the better.

Global Goals World Cup (GGWCup) is a new form of 5v5 football amateur world championship for women, which successfully merges citizen and stakeholder engagement in sustainable development with sport. Each year, multiple ggwcups lead up to the global final in New York City during the UN General Assembly.

GGWCup has been established in partnership with UNDP and the Danish Ministry of Foreign Affairs, and is supported by a range of civil society, corporate and sports partners. [Video about the GGWCup.](#)

GGWCup Breakdown

- Played for the world since UNGA 2016. GGWCup NYC Finals 2019 is tournament no 14.
- 4,000+ women have already joined the action.
- 22,500 actions have been taken - some even changed laws
- 100+ million media impressions per event
- In 2020 GGWCups there will be ggwcups in 8 countries.

More links to film / video

[GGWCup Europe Event Film](#)

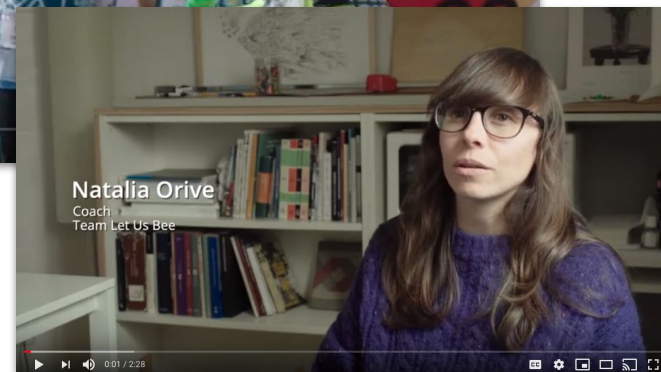
[GGWCup Herstory Film](#)

[World's best News film from match day](#)

[Let Us Bee Documentary](#)

[Hestia FC Documentary](#)

[GGWCup NYC Finals Film](#)



Links to online publications / newspapers

Børsen (Danish) May 24 2019

[Fodbold, kvinder og en kamp for en bedre verden](#) by Pernille Mohr Nielsen
Ligestilling og bæredygtig energi er nogle af de verdensmål, som kvinder fra nær og fjern kæmper for, når de går på fodboldbanen og spiller om at blive det bedste hold, ikke i, men for verden.

Spanish Futsal Players Association "AJFSF" (Spanish) May 21, 2019

[El equipo LET US BEE gana el premio al proyecto con mayor alcance e impacto de los Global Goals GGWCup en Copenaghe, Dinamarca](#)

Jyllands-Posten Sport (Danish) May 16 2019

[Aktivistisk verdensmesterskab vil forene sport og bæredygtighed](#) by Signe Laursen
Fodbold er universelt, skaber forståelse og sammenhold på tværs af landegrænser, siger en af grundlæggerne bag Global Goals World Cup, der forsøger at skabe en bedre verden med bolden som redskab.

Marca.com (Spanish) May 12, 2019

["Siempre hay que dar la cara": de víctimas de la violencia de género a futbolistas](#)
by Alberto R. Barbero & Carlos Fernández

[Press pickup and Project in the media.](#)



Foto: Pablo García (MARCA)

Invitations to European Embassies in Copenhagen

- The Netherlands
- UK
- Romania (joined)
- Sweden (joined)
- Malta
- Greece
- Germany
- Spain
- Austria (joined)
- Ireland (joined)
- Czech Republic (joined)



EU in New York City during GGWCup NYC Finals 2019.

On Tuesday, September 24th the GGWCup and the GGWCup Europe winners, Hestia FC, had the honor of being invited to the reception for the EU Delegation at the UN during the UNGA74. In a conversation from the stage between H.E. Donald Tusk, President of the European Council and H.E. Frans Timmermans, First Vice-President of the European Commission, the Global Goals World Cup was put forward as “a very tangible contribution to raising awareness about the SDGs and promoting their implementation”.



The winning team of the GGWCup Europe, Hestia FC, in conversation with High Representative of the Union for Foreign Affairs and Security Policy and Vice-President of the European Commission, H.E. Federica Mogherini.



From left: Danish Foreign Minister, Jeppe Kofod, Coach for the GGWCup Europe winning team; Hestia FC, Katerina Salta, Project leader for the European Ambassador Coach Program at GGWCup, Nanna Amalie Dahl, set designer for the GGWCup Europe, Olga Regitze Dyrlov Høegh and CEO of GGWCup, Majken Gilmartin.



[Blog: Meet the EU Champions Making Waves at GGWCup](#)

Special Photo Exhibition showed in New York City: Event at EU at UN and GGWCup NYC Finals 2019.



GGWCUP JOURNAL

FAVELASTREET GOAL 4 PLAYED FOR QUALITY EDUCATION **4**

EUROPE 2019

After touring the world it was fun to return to Copenhagen and together with the city play4 partners, and volunteers build a GGWCup on our home! This tournament was the culmination of a special GGWCup Coach Project funded by Erasmus.

The team coaches from twelve European countries accepted our invitation to join the special Coach Project. Their challenge was to set a team and develop ways to engage the players in the Global Goals while getting them onto the field.

After the tournament we asked the teams what is the most significant change that took place for you because of your participation in the GGWCup and Erasmus project.

"I realised that we had to play football and learn. This was a real challenge for me because my emotional situation was low at that time. My weight, my age, physical situation (...) in the weekly training sessions. It was physically hard for me but I laughed so much that when it finished I felt that I came out with "my head clean" and strength. In May, the trip. Upon arriving in Copenhagen, I really enjoyed everything: the hostel, the dinner, the players. All was unbelievable! Everything was joy, laughs, hugs, "Good Luck" with emotions: Friendship, unity, joy, solidarity... and also I kicked the ball! Never will forget this."

-Luis, GGWCup player from Team Let Us Be ANTIHUM (Women United Against Violence)

The program was established in 2018 as part of an Erasmus grant related to the creation of the GGWCup Europe in Copenhagen, May 14th, 2019. W

"It helped me deal with a very rough time in my life and made me feel included in a team and made me feel like I belonged."

- Bethany player on Team Brave, GGWCup Europe 2019




Erasmus+ Programme of the European Union




GGWCUP JOURNAL

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- TEAM CAPTAIN & EU COACH KATERINA SALTA



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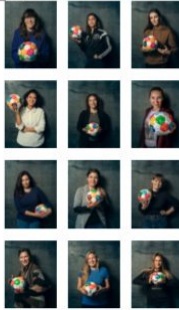

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Erasmus+ Programme of the European Union

Europe in New York City during GGWCup NYC Finals. On match day.

- [See all SoMe posts](#)
- [One pager about the EU+ programme](#)



Silvio Gonzato, EU Amb. to the UN.



Conclusion

Conclusion

All participating teams was making waves on Social Media and engaging their community and fans.

Not all teams have business social media profiles or have not shared their reach/engagements number. But when we ask the team captains to give us an estimate on how many people they reach before thee tournament, they answer:

- *whole company knows about the tournament through internal communication, each of the team member has information and photos on their FB and INSTA profile.*
- *1000 cca*
- *At least 3000*
- *at least 4 thousand*
- *approximately 2000*
- *around 4000*
- *approx 4000*
- *We reached over 300 kids and teenagers plus their trainers and other social workers involved in free-time clubs*

And when we ask why did they team participate, the team captain answer:

- *team spirit and energy do something important*
- *That a bunch of girls who formerly didn't know one another and who are as different as humans can be could form a REAL team and fight together like a real pack for something higher and important. I love my teammates and I am very proud of our cooperation.*
- *We managed to turn the fun into something useful*
- *it is a great feeling to live and participate in something good. it´s for our kids.....*
- *Everyone was involved. Board and lots of employees on the spot during the event*
- *I am proud that our team has played with full commitment and all players have tried to give the best performance.*

Conclusion, cont:

This project have given us data and insight about our audience and on how to engage more in both the tournaments, the action the teams are taking and the Global Goals in general.

The main learnings have been:

- We reached our intended goal and everyone involved have helped create new images of active women taking action for the world they want. On and off the pitch. Students, refugees, former professional players, new players, CEOs.
- Good synergies between content and outlets. Website, and various social media outlets.
- All EU teams and in total 30 teams participating in the GGWCup Europe 2019 have showed that they want to be active: When we invite them and engage them, they will engage others and become changemakers.
- Our audience used encouraging words such as Responsible, Creative, Great, Good, Amazing, United' when sharing about the tournament.
- We successfully increased the numbers of users to GGWCup social media outlet in general.
- We know an estimate on the Teams reach. In the future we will need to find ways to have them share specific numbers and audience profiles to learn more about over second target group.
- In the future we will start tracking on Instagram at campaign/project start. Instagram is not allowing historical data tracking.
- Top five performing Instagram posts September 2019 are representative for a GGWCup social media campaign and themes and hashtags that are engaging and are creating excitement within the audience:

VIP and personal GGWCup-story in a mix with a personal player story / role model, team story / SDG action and invitation to a coming event.

[Find relevant posts from @GGWCup \(screen shots\) here.](#)





Thank You.



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Erasmus+ Programme
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