

LA LIGUE D'ÉGALITÉ

La Ligue D'Égalité Impact Report
Second Edition
October 2022 - June 2023
Yaoundé, Cameroon



FUNDACIÓN
LALIGA

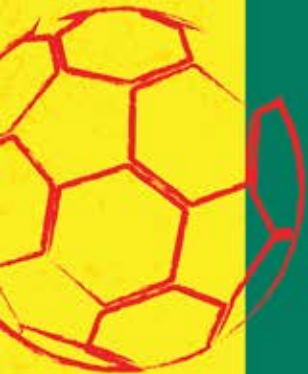
LALIGA





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INTRODUCTION

Girls and women around the world face difficult challenges, stereotypes and barriers to sport. Petrichor has been working in Cameroon for 7 years through an association model that is built on equality, community change and sustainability through football. Girls in Cameroon face similar challenges of access to sport, inequality and stereotypes. La Ligue D'Égalité was built for them.



This innovative league is run by Petrichor Football Association in partnership with LaLiga and FUNDACION LaLiga. The success of the league, media attention and impact in Cameroon proves we have not started a project but a movement.

The La Ligue D'Égalité pilot league was launched in February 2022 which impacted 180 young girls and helped educate 25 female coaches. Our follow up league began in October of 2022 with growth of over 200%. It reached 550 young girls and nearly 50 female coaches educated by FUNDACION LaLiga. Over 162 games, 8 months and thousands of minutes played the girls expressed themselves, learned leadership skills and had fun.

This initiative has proven to create impact, provide leadership pathways and show the world that girls can thrive with equal access to sport. In this report you will get a picture of how the power of sport can create social change and positive pathways.

TABLE 1: LEAGUE OBJECTIVES AND METHODOLOGY

GAMES PLAYED: 162 PLAYERS IMPACTED: 550

SPECIFIC OBJECTIVE	TARGET GROUPS	RESULTS INDICATORS	MEANS OF VERIFICATION	NUMBER OF PARTICIPANTS IMPACTED
Provide young girls in Cameroon the opportunity to play football in an organized league. Giving equality, dignity, confidence and leadership skills through the power of sport.	Girls in the Yaounde community and surrounding areas ages 8-15.	Improved physical performance. Players have proper equipment. Players grow in confidence and leadership.	Equipment distributed to 100+ players that needed it. Team leaders chosen to help lead teams. Youth players interviewed by local media, ESPN Africa and Petrichor.	550 youth participants aged 8-15 directly impacted through this project.

TABLE 2: WOMEN'S COACHES TRAINING

Women's Coaching Course:

The young girls we work with do not see many female role models and leaders. There are several reasons including cultural stereotypes, no opportunities and lack of education. As a part of this league we run women's coaching courses in an effort to start changing mindsets and breaking down barriers. Nearly 50 women have completed the LaLiga methodology coaches course alongside this initiative. The long term goal is to create ongoing educational opportunities and pathways into the game itself through internships and coaching placements for graduates. This has never been done to this scale and quality and we are committed to providing top level education and programs to women through La Ligue D'Égalité.

SPECIFIC OBJECTIVE	TARGET GROUPS	RESULTS INDICATORS	MEANS OF VERIFICATION	NUMBER OF PARTICIPANTS IMPACTED
<p>Provide women in Cameroon the opportunity to learn the La Liga Methodology and other coaching essentials.</p> <p>Provide pathways for women to gain leadership roles in the coaching and sports world.</p>	<p>Women coaches, aspiring sport leaders and future coaches in Cameroon (mainly Yaounde).</p>	<p>Attend coaching sessions.</p> <p>Achieve base level coaching knowledge.</p> <p>Coaching tools and methods learned.</p>	<p>Basic equipment distributed to participants. (Journal, pen, bag, whistle, stopwatch)</p> <p>Attendance lists, photo and follow up communication records.</p>	<p>45 participants directly impacted through this project.</p>

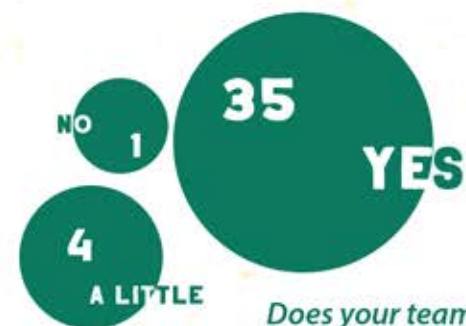
QUANTITATIVE DATA



Multiple surveys were completed at the beginning and end of the league with the participants to measure the change. We were able to get some insights from a third party unbiased opinion through surveys done by coaches and community leaders about the players change also.

DATA SNAPSHOT

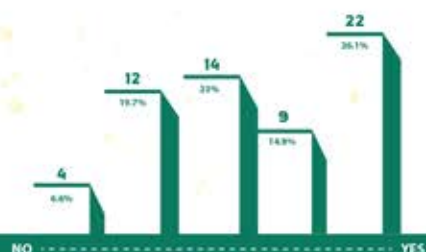
Players Responses



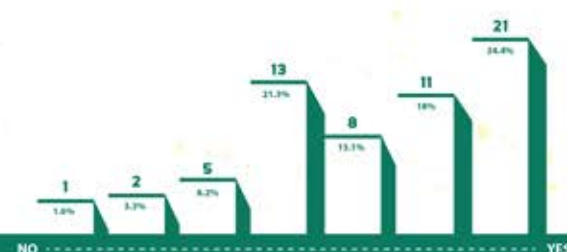
61 Responses



Do your teammates and your community respect you more today than at the beginning of the League?



Did your confidence grow during La Ligue D'Egalite?



Does La Ligue D'Egalite give you the feeling that you are getting the same opportunities as guys in football?

What was your favorite part of the League?

- Playing football regularly
- Training more outside of game days
- Spending time with my teammates

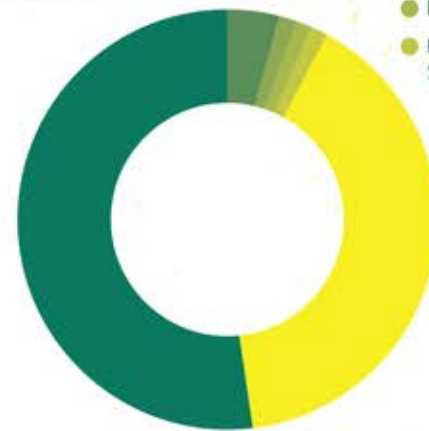


If there was a change in respect, with who specifically?



- Teammates
- Neighborhood
- Parents
- School
- No change
- Others

If your confidence grew, who made it grow most?



- My Team
- My Coach
- My Father
- Family
- Personal Growth
- Playing Football Specifically

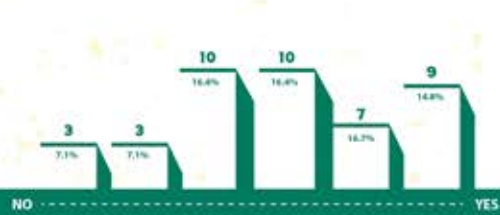
COACHES ANALYSIS OF GIRLS

What area has helped her grow the most?

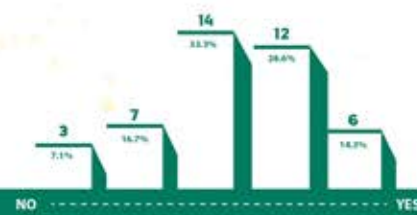
- Playing Football
- Taking Responsibility
- Spending time with others her age



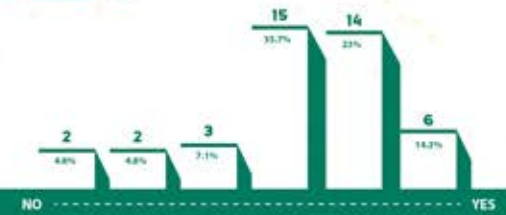
42 Responses



Has she started speaking up more since the beginning?



Has she gained confidence since the beginning of the League?



Has the respect that the girl gets from her team and/or her community grown?





petrichor
elite
team

PLAYER INTERVIEWS



What is your name? Ndebi Henriette FLORINE

How old are you? 14 years old

Where are you from? Yaoundé

How old were you when you started playing soccer? 8 years old

When did you join Petrichor? This is my 3rd year with Petrichor Elite Teams but I have played with my member club for 7 years.

What do you enjoy most about playing with Petrichor? What I like most is the work of the coaches, we're making progress every day and PETRICHOR has plans for us girls, we're slowly moving towards professionalism and it makes us dream and know that these dreams can come true one day by the grace of GOD and all the efforts PETRICHOR is making for us, it's incredible and also my teammates who are there to help me progress every day, it's a pleasure to play with them, there are a lot of good players.

How does it feel to play in the equality league? It's been great, it's given me a lot of games in my legs, and it's also given me the chance to meet some really good players and play against them on the pitch. I'd say I've gained more experience in the game and improved tactically, and I've also learned to simplify my game and stop carrying the ball around too much.

What prizes have you won in your career? I've won several prizes: boots, jerseys, backpacks, balls, and at the Equality League tournament I was awarded the prize for best revelation in the u15 category.

What do you hope to become one day? Since I play soccer, I'd like to be a professional, live from soccer, be a leader because of soccer, be a role model for others, one day be called up to the national team, and also play abroad for the club I love, Olympique Lyonnais.

Who is your favorite player? Cristiano Ronaldo

If you have a message for a young girl like you, what would you tell them? Keep your head high, get down to work, accept criticism from coaches or other people who know you. If you walk with good people you're bound to be a good person, don't do things that could kill your dream of becoming a footballer, believe in yourself and above all pray.

LA LEAGUE D'ÉGALITÉ

captain

LA LEAGUE D'ÉGALITÉ

PLAYER INTERVIEWS

What is your name?

Manu

What is your position?

Elite Team Captain

What did you think of the league this year?

It was the second édition. There were more teams and even more competent ones, which made the compétition more exciting and fun. We finished first in the championship once more but winning the final this time was the cherry on the cake.

What advice would you give to others playing in La Ligue D'Egalite in the future?

All the play is for fun and with that fun we can have even more fun. Be courageous, stay fair and do your best.



MANU



INDIRECT IMPACT AREAS



TRANSPORTATION:

The taxi and bus services that our teams use each weekend to get to and from games have grown. Guaranteed clients each weekend has helped these transportation companies invest back into and grow their businesses. Creating better services, safety and branding.

FOOD:

The local cafe has grown by over 100% to provide refreshments and food for the spectators and players on gameday.

FIELDS:

Community infrastructure and field improvements are helping other clubs and programming in the communities we work with.

PROJECT VENDORS:

We all rise together and this includes vendors for jerseys, equipment, signage and media. This project has helped develop the sports management sector in Yaounde to new heights.





CONCLUSION

We no longer wonder what the impact will be. We have now seen that this first of its kind league is the catalyst for young girls all over Cameroon to dream big. This partnership has and will continue to greatly impact youth football in Cameroon. It is growing a desire and instilling value in girls to express their talents and play the beautiful game. It is motivating women coaches around the country to pay attention to and elevate girls football. It is also equipping and allowing them to have an outlet for their new teams to play. Petrichor can say with confidence that after the second version of this project has finished, girls youth football has started to take root in Cameroon.

Cameroon now has more organized girls football, better coaches, a functioning league and more talented girl athletes than ever before. This partnership is changing the face of girls youth football in Cameroon and beyond.



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*Petrichor is a registered 501(c)3 in the United States and
an officially recognized Sports Association in Cameroon.*

