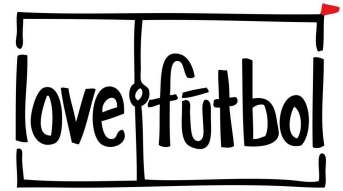


# LF Inclusion & Equity Framework



## Introduction

love.fútbol's vision can only be fully realized if it is truly inclusive.

Over the years, much of our progress in inclusion and gender equity has been driven by the passion, commitment, and leadership of individuals across our team. That has been powerful, but if we are serious about reaching every child, everywhere, we must now take the next step.

This is a shift from people-driven to institutional-driven, without losing the heart that brought us here. Inclusion and gender equity need to be embedded in how we think, design, deliver, and sustain our work. It goes much further than a specific program or isolated project. Inclusion and gender equity are in our DNA and reflected in every decision, every space, every partnership, and every experience we help create.

This framework exists to guide that transformation, ensuring that these principles are consistently translated into action, measured through results, and sustained over time. Ultimately, this is about redefining what quality means at love.fútbol. Because a project is not complete unless it is inclusive.

## Inclusion Pillars Overview:

Pillar	Focus	Key Elements
<b>1. Integration Across LF Methodology</b>	Embed inclusion across project lifecycle	Understanding (community mapping, safety), Design (inclusive spaces, co-design), Programming (girls participation, leadership), Governance (female representation, safeguarding)

<b>2. Organizational Structure &amp; Ownership</b>	Clear accountability and leadership	Global Inclusion Committee (strategy, standards), Regional Champions (implementation, local integration, feedback loops)
<b>3. Partnerships Ecosystem</b>	Leverage expertise and scale	Programmatic partners (NGOs, educators, specialists), Strategic partners (governments, sponsors, multilaterals)
<b>4. Ambassadors &amp; Advocacy</b>	Drive visibility and inspiration	Female athletes, coaches, leaders and influencers supporting advocacy, campaigns, and engagement
<b>5. Tools, Templates &amp; Systems</b>	Standardize and scale implementation	M&E dashboards, inclusion tools, design checklists, program trackers, safeguarding and feedback systems
<b>6. Capacity Building</b>	Strengthen internal and external capabilities	Training programs, onboarding modules, workshops, inclusion specialists and advisors
<b>7. Measurement &amp; Accountability</b>	Track progress and ensure results	Global KPIs dashboard, reporting (quarterly/annual), integration into performance reviews and project success metrics
<b>8. Movement &amp; Network Layer (Joga Pra Elas)</b>	Connect and amplify global impact	Local-to-global leagues, platform for visibility, learning, collaboration, and movement building

## 1. Integration Across the LF Methodology

### A. Understanding (Pre-Project Phase)

#### Processes

- Gender & inclusion community mapping:
  - Who uses the space? Who doesn't? Why?
- Safe space assessment:
  - Perception of safety for girls and women
- Stakeholder mapping:
  - Women leaders, girls groups, schools, NGOs

#### KPIs

- % of girls/women consulted in assessment (target: 50%+)
- of female stakeholders engaged
- Baseline participation gap (girls vs boys) documented
- Safety perception score (baseline)

### B. Design (Space & Experience)

#### Processes

- Inclusive design checklist applied to all spaces:
  - Visibility (lighting, openness)
  - Access (location, transport, timing)
  - Multi-use flexibility
- Co-design sessions with girls and women
- Gender-sensitive scheduling and access planning

#### KPIs

- % of projects with co-design sessions including girls (target: 100%)
- Inclusion design checklist completion (100%)
- of design adaptations made based on female input

## C. Programming (Activation & Use)

### Processes

- Dedicated girls programs (safe entry points)
- Mixed-gender inclusion programming
- Leadership development (coaches, mentors, referees)
- Workshops on gender equity, leadership, life skills

### KPIs

- % of girls participation (target: 40–50%+)
- Retention rate of girls vs boys
- **of female coaches/mentors trained**
- **of gender equity workshops delivered**

## D. Governance (Sustainability & Ownership)

### Processes

- Inclusive community committees:
  - Minimum female representation requirement
- Female leadership pathways
- Safeguarding and reporting mechanisms

### KPIs

- % of women in local leadership (target: 40%+)
- Presence of safeguarding/reporting system (100%)

## 2. Organizational Structure & Ownership

### A. Global Inclusion & Gender Equity Committee

#### Core Members:

- Adele
- Marisol
- Karina
- Alexia

- Fabi

**Role:**

- Define strategy and standards
- Support regions
- Review progress quarterly
- Capture and share learning globally

**B. Regional Joga Pra Elas Champions**

**Structure:**

- 1 champion per region (US, Brazil, Mexico, EMEA, etc.)

 **Role:**

- Drive implementation locally
- Support teams and partners
- Ensure integration into projects
- Feed insights back to global committee

**3. Partnerships Ecosystem**

**A. Programmatic & Workshop Partners**

Build a **global network of partners** that specialize in:

- Gender equity in sport
- Girls empowerment
- Safeguarding
- Education & leadership

Examples of partner types:

- NGOs (local + global)
- Universities / research centers
- Coaches & facilitators
- Feminist sport collectives

## **B. Strategic Partnerships**

### **Targets:**

- Government programs (sports, education, gender equity)
- Global sponsors (Nike, Pepsi, Adidas, etc.)
- Foundations focused on gender equity
- Multilateral orgs (UN Women, UNESCO)

## **4. Ambassadors & Advocacy**

### **Global & Regional Ambassadors**

#### **Profiles:**

- Female athletes
- Coaches
- Community leaders
- Influencers

#### **Role:**

- Visibility
- Advocacy
- Inspiration
- Partner engagement

Connect to:

- Women's World Cup
- Global campaigns

## **5. Tools, Templates & Systems**

### **Digital Tools (Integration with your current stack)**

- **M&E dashboards** (4Global, internal tools)
  - Track gender KPIs across projects
- **Standardized templates:**
  - Inclusion assessment form

- Design checklist
- Program tracker
- **Community feedback tools:**
  - Anonymous reporting (safeguarding + inclusion)
- **AI-enabled insights (future):**
  - Identify gaps and trends across regions

### **Core Templates to Develop**

- Gender & Inclusion Assessment Tool
- Inclusive Design Checklist
- Program Planning Toolkit
- Governance Guidelines (with gender lens)
- Safeguarding & Feedback Protocol

## **6. Capacity Building**

### **A. Internal Training**

- Mandatory onboarding module:
  - Gender equity in sport
  - Inclusion principles
- Ongoing learning:
  - Workshops
  - Case studies
  - Regional exchanges

### **B. Inclusion Specialists**

Hire or partner with specialists to:

- Improve sport space design
- Train teams
- Support complex contexts

Could be:

- Global advisor + regional consultants

## **7. Measurement & Accountability**

### **Global Dashboard**

Track:

- Participation
- Leadership
- Programming
- Safety

Report:

- Quarterly (internal)
- Annually (external / partners)

### **Incentives & Accountability**

- Include gender equity in:
  - Regional performance reviews
  - Project success criteria
  - Partner reporting

## **8. Movement & Network Layer (Joga Pra Elas)**

This is where everything connects.

### **The League as the Connector**

- Local leagues → National → Global
- Platform for:
  - Visibility
  - Learning
  - Collaboration

### **“Built with Love – Inclusion Seal”**

- Certification for strong projects
- Useful for partners