Open invitation for application

**International Campaign on Women’s Football and Empowerment FIFA World Cup in Brazil 2014**

In June and July 2014, the world’s eyes are set on Brazil. The No. 1 football country welcomes hundreds of thousands of international guests and journalists to the men’s World Cup. The teams that have qualified all have one thing in common: women’s football plays a subordinate role in their countries and is subject to prejudice. DISCOVER FOOTBALL initiates an international campaign that brings football activists and journalists that fight for women’s rights and women’s football in their home countries to Brazil in order to make their cause available to a global audience. Become part of our campaign and meet other inspiring football activists and journalists.

**From July 3rd to July 7th 2014 we will gather in Rio de Janeiro** to exchange experiences and expertise, network and present our cause to the people in Brazil and the spectators from all around the world.

**We are looking for**

**committed female (sports) journalists**

to become part of our International Campaign on Women’s Football and Empowerment during the Men’s FIFA World Cup in Brazil 2014.

You are...

...at least 18 years old and female
...a journalist for football and/or human rights
...committed to promote gender equality and women’s rights and to fight against any kind of discrimination
...free to travel from 3rd of July to 7th of July 2014 to Brazil (the flight will be paid)
...able to develop and implement a media strategy bringing the voices of female football players during the World Cup to a broad audience in your home country
...speaking and understanding English
...living and working in one of the following countries:
  - Algeria, Cameroon, Côte d'Ivoire, Ghana, Nigeria;
  - Argentina, Brazil, Chile, Colombia, Costa Rica, Ecuador, Honduras, Mexico, Uruguay;
  - Bosnia and Herzegovina;
  - Iran.

**APPLY NOW!**

And be part of the DISCOVER FOOTBALL Campaign on Women’s Football and Women’s Rights during the men’s FIFA World Cup in Brazil 2014

DISCOVER FOOTBALL is an initiative of Fußball und Begegnung e.V.
Mainzer Str. 58 – 12053 Berlin – info@discoverfootball.de - www.discoverfootball.de
Application

Conditions

- The Program will start in the afternoon of 03.07.2014 and end in the morning of 07.07.2014. You have to make sure to participate in the whole program
- Hotel costs (double rooms, including breakfast) will be covered by DISCOVER FOOTBALL for 4 nights from 03.07.2014-07.07.2014 in Rio’s Nice Hotel: http://www.riosnicehotel.com.br/
- International travel costs will be covered by DISCOVER FOOTBALL up to 1.300 EUR
- Visa costs up to 60 EUR will be covered by DISCOVER FOOTBALL
- Costs for food and drinks during the whole program have to be covered by you

We expect from you

- independence in organizing your trip
- commitment and reliability
- fast and reliable communication

To apply please send us

1. A short CV including your contact details
2. A letter in which you answer ALL the following questions:
   A. Why do you want to become part of the campaign (approx. 500 words)
   B. A concept/proposal for a media strategy, addressing e.g. the following questions: How you plan to report on women’s football and women’s rights during the World Cup in your home country? How many articles/blogs do you think you can publish before and after the gathering in Rio? In which media? (approx. 500 words)
   C. Describe your professional background and (if applicable) the media institutions you are currently working/volunteering for (approx. 200 words)
   D. What is the situation for female (sports) journalists in your country? (approx. 200 words)
   E. How is the media coverage of women’s football in your country? (approx. 200 words)

Please send your application to info@discoverfootball.de not later than the 21.04.2014

Selection process

We will select 4-6 journalists from all applications.
The selection will be made by the DISCOVER FOOTBALL project team for the campaign in Brazil considering the following criteria:

1. Quality of your concept for the media strategy and how many people you assume to reach with it
2. Professional background and expertise
3. Commitment

We will contact you as soon as possible.

Notes

- Please feel free to apply, even if you are not part of a big media institution. If you have a good idea how to reach and inform many people, we will nonetheless consider your application.
- Please be ready to make your travel and visa arrangements very fast in case you will be selected.
- If you have any questions don’t hesitate to contact us at info@discoverfootball.de
About the Campaign in Brazil

In June and July 2014, the world’s eyes are set on Brazil. The No. 1 football country welcomes hundreds of thousands of international guests and journalists to the men’s football World Cup. The teams that have qualified all have one thing in common: women’s football plays a subordinate role in their countries and is subject to prejudice. Women’s struggle to play football reflects social conflicts around gender roles and women’s rights. Notwithstanding the drawbacks, many (esp. young) women play football and thereby conquer social spaces that, by tradition, used to be exclusively male. In this, these women challenge their societies’ gender order and open up new and diverse paths for girls and women to choose in life.

**DISCOVER FOOTBALL** initiates an international campaign that brings to Brazil football activists and journalists that fight for women’s rights and women’s football in their home countries in order to make their cause available to a global audience. The campaign's two main aims are: (1) to raise public awareness of the situation of girls and women in football; (2) to strengthen women’s commitment in football along with the structures they have created by enabling an international exchange.

Exhibition panels, short films, panel discussions, press conferences, a special program for girls, public street tournaments and a documentary film will inform the international public about women’s rights and women’s football around the world.

About **DISCOVER FOOTBALL**

**DISCOVER FOOTBALL** advocates for a world in which girls and women can do sports without being discriminated against for any reason. We are committed football enthusiasts who use sport as a tool to empower women and promote intercultural understanding. We organize international exchanges, conferences and tournaments where women and girls build skills and share knowledge that will help them gain autonomy, mobility and power. Our non-profit organization relies largely on the voluntary work of women, making it unique in the world of football.

We have won several awards and our work has been recognized by the UN special advisor on Sport for Development and Peace, Mr. Willi Lemke.

Our partners

In Brazil we will work together with:


The campaign in Brazil is funded by the Federal Foreign Office of Germany and the Ministry of The Interior.