



Importancia
de la
Mujer

FCC

Focus on women development at FCC

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Methodological approach



Fútbol Con Corazón as an organization that promotes education in values and skills for life focuses its execution on the constructivist social pedagogical model that bases the teaching-learning activities, it basically consists of the design of playful exercises and learning experiences, in which children and teenagers can acquire skills for life and re-signify the cultural values of their context, in such a way that they become generators of social change in the environment in which they find themselves.

Under the Social-constructivist pedagogical model, Fútbol Con Corazón bases its pedagogical activities on two methodologies: The Integrated Teaching Methodology and the Football for peace methodology.



Integrated Teaching Methodology:

This methodology seeks that girls and boys build their knowledge based on the experience of directed play, it seeks to potentiate the skills of the participants by exposing them to situations in which certain previously established themes must be applied while having fun playing. Critical reflection on individual and collective actions that favor one's own well-being and that of others is promoted.

The activities are planned in advance according to the theme, age, context and skills, always with high playful- experiential content and intentional to generate a motivating and fun experience in turn.

Football for Peace Methodology:

It takes advantage of the convening force of football to develop values and skills for life, gender equality and problem and conflict resolution. To achieve these objectives, it proposes rules that complement those already existing in traditional football without losing the motivation and competitiveness of this sport. Among these rules we find:



Mixed teams, in which men and women learn to live together as equals in rights, responsibilities and opportunities.



The first goal must be scored by a girl, promoting female participation in a sport generally classified as a male activity.



All participants must participate, the active participation of all is promoted without distinction of any kind.



There is no referee, the girls and boys learn to solve their problems assertively.

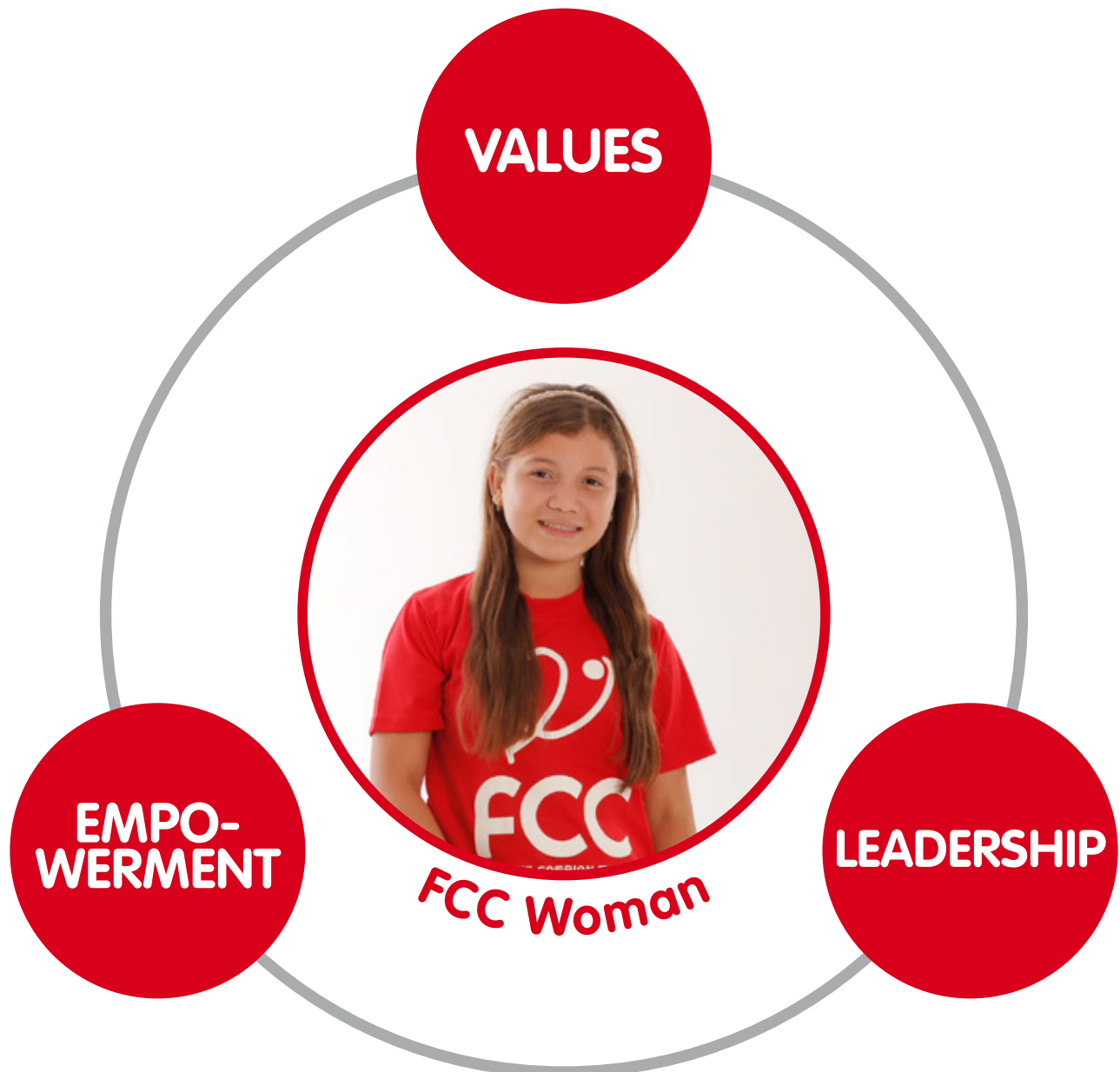
In the development of the different activities, themes such as values, gender equality, teamwork, non-violence, healthy and responsible sexuality, life project, among others are promoted.

These methodologies have been applied for mixed and female projects, it seeks to generate gender equity in the different communities by reducing existing social inequalities, understanding that for this it is necessary to develop female empowerment and leadership, for this reason we guide girls in the importance of valuing and empowering oneself, founding a life project with the necessary tools to generate well-being for oneself and for others. Likewise, we develop new masculinities in boys with the purpose that they learn to accept and support female empowerment.

Pillars of Work



At Fútbol Con Corazón we are committed to the development of female potential, understanding that current and past society does not generate the necessary resources to guarantee the well-being of girls, teenagers and women. In order to provide tools that promote physical, social and emotional well-being in women, Fútbol Con Corazón establishes 3 pillars in the work we develop in favor of female well-being. These pillars are as follows: **VALUES**, **EMPOWERMENT** and **LEADERSHIP**.



The pedagogical model of Fútbol Con Corazón aims to develop values in its participants. The re-signification of values is encouraged, since it is understood that the participants already come with a conception of what value is, however, many times that conceptualization can be harmful for the same person and for their social environment, therefore In Fútbol Con Corazón, more than teaching values, what we do is re-mean them by turning them into constructive values.

Values become a fundamental pillar of female well-being because they allow the development of:

- **SELF-LOVE:** value, accept and love oneself as a woman feeling happy and proud of your body and your way of being.
- **HEALTHY BEHAVIORS:** activities that promote your physical, social, and emotional well-being.
- **DEFENSE OF THEIR RIGHTS:** strengthening of cognitive, emotional and social tools that allow knowing, understanding, defending and promoting their rights.
- **ASSERTIVE DECISION MAKING:** decide wisely and assertively about your life and the relationship you establish with others.
- **GENDER SOLIDARITY:** understand, accept, value and support actions and ideas for the well-being of women.

- ▶ **Values** constitute the starting point to generate well-being, starting from self-love that generates countless tools and potentiates their abilities to project themselves as a being of value and that generates value in others, thus promoting the development of positive actions and good decision making.




FEMALE EMPOWERMENT



Female empowerment allows our participants to identify, recognize and enhance their skills, contributing to their comprehensive training, to make good decisions that keep them away from risky behaviors typical of the vulnerable contexts in which they are immersed, such as violence, use of psychoactive substances, unwanted pregnancies, school dropouts, among others. Likewise, female empowerment allows the development of a life project based on values, accompanied by assertive actions that allow achieving their objectives.

At Fútbol Con Corazón, female empowerment is promoted as a strategy to contribute to the fight against poverty and inequality, generating a social impact from the 1,400 girls and young people who are currently part of the program. Every day in training, these girls assume leadership roles through our soccer methodology and values, for example; our training sessions are mixed and during football matches the first valid goal has to be scored by a girl, in this way during the matches we can see how the boys do everything possible to pass the ball to the girls on their team so that they score the goal.

This is one of the various pedagogical tools aimed at helping our girls, who live in socially vulnerable environments, discover their potential and the importance of their role in society and thus succeed in making good decisions to their future. But not only is female empowerment promoted through methodologies, projects are developed in which various skills that promote their empowerment are enhanced. Among these projects we find different approaches:

 **Leadership:** ludic-experiential activities that allow the development of critical thinking skills, expression of ideas and emotions, decision-making, among others that allow our girls and adolescents to freely express their ideas and take actions that are an example for society.

These skills have allowed our young women to represent FCC in international events as participants, leaders, exhibitors and transforming agents of change.



Sport: providing the possibility of developing their sports skills through training, training championships, competitive championships, local, national and international championships, women's soccer team, sports festivals.



Life project: activities that promote the construction, appropriation and execution of a constructive life project to society with cognitive and emotional tools that allow it to achieve its objectives.

EDUCATION:

1. Professional training, giving young people the opportunity to join a professional career that can contribute to their future employment.
2. Training in pedagogical skills and knowledge, training more than 180 young people in community leadership, pedagogical skills, methodologies and development of community projects.

LABOR:

1. Training and connection to working life as trainers at FCC.
2. Formulation and development of community projects with the support of FCC.
3. Entrepreneurship through FCC franchise.

YOUTH LEADERSHIP

At FCC, female leadership is a topic of great value and interest, since it allows a direct connection with being and acting based on the constructivist social model with which we work, where the role of the participants is active taking initiatives and encouraging individual and collective participation in others that allows to favor the construction of their learning, which is strengthened as they interact. taking in this way leadership allowing them a personal, adequate, healthy and positive development.

The curricular contents play a very important role in this process of female leadership, since they take an equitable approach, in which women play a role or role jointly and thus achieve empathy with their peers.

On the other hand, women are given the opportunity to lead projects as a source of personal and professional growth with clear objectives of work in the community, they allow them to develop greater technical and socio-emotional tools, strengthening their life project and in turn becoming a skills potentializer in others, a source of employment and references to follow.

Fútbol Con Corazón promotes female leadership in each of its projects, always encouraging autonomy, good decision-making, life projects, resilience, expression of ideas and other skills that allow to initially lead the development of their life and then interaction processes social and personal growth as they are:



Female Projects in Fcc



Project carried out in 2011 and 2012 with FCC participants in the Paz and Pueblo headquarters, is based on 3 components:

- 1** Employment and use of free time in theater activities, allowing to strengthen in back then the themes of Respect, Healthy and Responsible sexuality, drug addiction prevention and life project.
- 2 Youth leadership:** this was carried out through training and accompaniment of young leaders of the senior categories (promoters category), who gave playful workshops to young people from the venues related to the aforementioned topics.
- 3 Home Visits:** conducting visits to the families of the participating girls to strengthen the themes at home.



Held in 2013 with FCC participants from the constructors and promoters categories, the themes of empowerment and female leadership were strengthened through training workshops, biweekly work sessions and presentations at various events representing FCC, additionally talks and activities such as practical sample of the learning obtained in the training.



2012-2018, we worked on trainings, friendly soccer matches and sports tournaments to strengthen ties and communication with partner institutions and thus replicate our methodology through these meetings. The project had female representation from each of the venues.



Carried out in 2019, led by 2 female teachers who are members of the Lidercor program, aimed at the Venezuelan migrant population, using football as a pedagogical tool to develop values and life skills in girls and young people. Strengthening the themes: Non-violence, Positive Leadership, Life Project, No to addictions and Healthy and Responsible Sexuality. In addition to joint work with families.

Female Participation



2 women are selected for each municipality (10 municipalities) that is, 20 women are methodologically, pedagogically and administratively trained with the aim of organizing sports schools in their municipalities and enhancing female empowerment through football.



Annual participation in regional tournament (4 years in a row). 2 championships and 2 runners-up. Girls from the different venues are selected to form two sports categories with 20 participants per category, impacting 40 girls and adolescents, not only trained in sports, but also their life skills, values, leadership, empowerment, resilience among other capacities that allow better comprehensive development.



Sharing experiences through group meetings and activities, among which the holding of friendly matches and preparation for tournaments with educational institutions in the city stands out. Each game is a sample of the learning obtained from the methodological development.



More than 80 women trained in the lidercor program, with pedagogical, methodological and leadership skills.



More than 20 women have been trained and then have served as coaches with the organization. From the aforementioned, 1 young person works internationally at FCC Panama, more than 10 young people have participated in international meetings representing FCC, 2 young people have participated as trainers of trainers in the Lidercor program.

Life Story:

Angie Roa



This is the story of a woman who as a child never imagined how far she would go; this is the story of Angie, a leader of heart who was born in Colombia and who today teaches soccer and values to girls and boys in vulnerable conditions. I remember my childhood and difficult moments come to mind: the separation from my parents after fights, verbal and even physical abuse between them, the problems in my neighborhood have always been prostitution, drug addiction and pregnancy at an early age.

When I was 11 years old, Fútbol Con Corazón came to my neighborhood to tell me that football is fair, that football is about values; It came at a time in my life when I really needed it, Fútbol Con Corazón taught me that as a woman I have an important value, that I must fight for my dreams, that I must be resilient and overcome all obstacles and above all I managed to build my own life Project.

Today I am more sure that all I need is a single opportunity to show myself how far I can go if I trust myself, thanks to the training provided by FCC in values and life skills, they have allowed me to continue growing, allowing me to risk belonging in the selection of FCC which I was a leader within the group strengthening my interpersonal skills, then FCC bets on a project called Lidercor, leaders of heart where I fell in love with the vocation of teaching, allowing me to teach children and young people from the most vulnerable neighborhoods of Barranquilla, leadership skills have allowed me to continue preparing, thanks FCC I traveled to Argentina making an exchange as a Latin American youth leader, 2108 FCC gave me the opportunity to show my sports skills in a world exchange in Mexico City, 2109 FCC gives me the opportunity to apply for a female empowerment project with important organizations such as so n Women Win and Nike, of which I was one of the winners to carry out the project with Venezuelan migrant girls, the project was called Un Gol por las Panas, thanks to the great opportunity to represent FCC. I was able to travel to Paris to present This project and exchange with young people from other parts of the world, with young people like me, believers in female empowerment, was a pleasant experience that helped to expand my knowledge, at the end of our project we extended the invitation to the winning young women to participate to tell our life stories to inspire many girls, adolescents and young people around the world to believe in their dream, that everything is possible if we believe in each one of us, November 2019 we meet again in Amsterdam was a dream come true, each life story told was an apprenticeship, it was a show of courage, empowerment each situation experienced by each young person from each country.

Today I have the certainty that I only need a single opportunity to show myself how far I can go, thanks to FCC for providing so much knowledge, support and motivation, I am the empowered, brave and passionate woman that I have become.

