



#41 FEMININE TABLE FOOTBALL

Developed by: Credit Agricole
Year and country: 2015, France
Type of project: Event

<https://www.youtube.com/watch?v=LslYScxlGnI>

Synthesis of the case study

To celebrate the 7th FIFA Women's World Cup and raise awareness on the issue of the feminization of football in a symbolic and playful way, the French Bank Crédit Agricole organized the first women's table football tournament (where the figures are female players). A roundtable on the topic of the feminization of football was also organized. To feed the debate, several specialists took the floor to share their experience and their vision on this topic. Following the round table, a mini-team tournament for female participants was organized, under the encouragement of male participants.

Context and approach

26% of the French are interested in women's football. The disparities between men and women are strong, and more so than women. Among the French who are interested, 38% are men and 16% are women. Women's football carries positive values. This sentiment is shared by more than 8 out of 10 French and 41% think that the image of women's football has improved over the last five years. It generated nearly four times as many positive evocations as negative evocations, one of which is a good overall picture (13% of French people), a lack of media coverage (12%), Moral qualities (11%) and good quality of the game (10%). Still, clichés have a hard life, especially among women. They are half as many as men to have a good image of women's football. And they are four times more likely than men to think that "it's not a girls sport" and that "those who practice it are boys missed or lacking femininity". Football has the same rules, same terrain and tactical dimension for men and women. Crédit Agricole supports the idea and agrees with the 73% of French people who believe that the development of women's football advances more widely the equality between men and women.

Objectives/Challenges

Raise public awareness of the feminization of football.

Target

Everyone.

The deliverable (What did they do specifically?)

Credit Agricole organized a mini-team tournament day with famous French people. This table football, signed by all the people present as well as the players of the French women's team was auctioned by the Artcurial House and the money collected was donated to the association of Nicole Abar, to an association that promotes women's football and combats sexist stereotypes in schools and sports fields. During this day, Crédit Agricole also organized a round table on the theme of the feminization of football, hosted by David Abiker, journalist and columnist. Several specialists shared their experience and their vision: Nicole Abar, President of the association Liberté aux Joueurs; Mercedes Erra, Executive President Havas Worldwide and founder of BETC; Florence Hardouin, Executive Director of the French Football Federation; Eric Macé, Sociologist.

Key learnings

This event demonstrated the power of a simple idea: to change the stereotypes. Football table is something we are used to play, but never with "female" players. So it's a simple and catchy way to attract people attention and to engage people. No need to have a huge event, just take pictures and videos, and the digital reach will do the rest.

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