

طموحي

WOMEN & SPORTS Success Stories

THE
Coca-Cola
FOUNDATION

eje التعليم من أجل التوظيف
education for
employment

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A VIBRANT SOCIETY, A THRIVING ECONOMY AND AN AMBITIOUS NATION

The Kingdom of Saudi Arabia (KSA) through the Vision 2030 development plan aiming at a transition to a new era of inclusive opportunity. With over 50% of KSA's university graduates being female, the KSA will continue to develop their talents, invest in their productive capabilities and enable them to strengthen their future and contribute to the development of society and the economy.

Current impact KPIs:

- Five years after the launch of Vision 2030, the empowerment of female entrepreneurs has increased the number of women- owned SMEs by 16 percentage points from 22% to 38%.
- Increasing the proportion of women leaders in the labor market by training 260 leaders and 246 managers.
- The first women's football league was launched in 2020 together with the establishment of 25 women's national teams.
- Participation of 72 Saudi female players, the most in the Kingdom's history, at the 5th Arab Women's Sports Tournament in Sharjah in 2020. The participants won 12 medals.
- Participation of women in the labor increased from 19.4% in 2016 to 33.2% in 2020.



The "Toumouhi Challenge" is a program aimed to empower, educate, connect, and mentor 9.000 women in Saudi Arabia supporting them to improve their skills, acquire new skills, offer employment opportunities, and create their own small and medium businesses in the sports industry.

The main objective of the "Toumouhi Challenge" is to create awareness and impact while at the same time focusing not only on quantitative results but also on quality impact KPIs. Thus, this program will contribute to the creation of an ecosystem that becomes a pathway for women's economic empowerment in KSA through sports.

The vision of the "Touhoumi Challenge" is to educate the female population of KSA on the values of sports and how this philosophy can advance their career and socioeconomically empower them in every sector or industry they wish to perform. EFE.org, in collaboration with Coca-Cola Foundation, has a mission to train female beneficiaries on sports values, capabilities, skills, and aspirations in correlation with their career pathway, leading this generation of Saudi women to change the socioeconomic status of their lives.



Toumouhi is the Arabic word for 'My Ambition'. Ambition is multifaceted; Every journey has its own ambitions, whether it's to represent your Country or to simply follow your dreams.

'My Ambition' was chosen to represent each of the program participant's personal journeys toward their goals and aspirations. It also illustrates The Coca-Cola Company's aim to enable economic empowerment for women and youth in Saudi Arabia supporting the Country's 2030 Quality of Life Program; to increase participation in sports.



The Coca-Cola Foundation is The Coca-Cola Company's primary international philanthropic arm. Since its inception in 1984, The Foundation has awarded more than \$1.4 billion in grants to support sustainable community initiatives around the world.



Education For Employment (EFE), a non-profit organisation providing training to young graduates and also assisting them in job placements with its partners in the Middle East and North Africa. We provide youth with skills and job opportunities to transform their futures, and we match the businesses with talented, committed entry-level employees ready to succeed from Day One.




CYNISCA - SPARTAN PRINCESS

Cynisca was a wealthy Spartan princess. She is famous for being the first woman to win at the Olympic Games, competing in the sport of chariot racing. Cynisca first entered the Olympics in 396 BCE, where she won first prize competing with a team of horses she had trained herself. In 392 BCE, Cynisca entered her horses in the Olympics for a second time and was awarded another victory in the same event.




2134–2000 BCE (before common era), Illustrations on Egyptian temple walls from the Eleventh Dynasty showed women exercising and playing ball games.

6TH
CENTURY
BCE THE
HERAEAN
GAMES
WERE THE
FIRST
RECORDED
WOMEN'S
ATHLETIC
COMPETITION,
HELD IN THE
STADIUM AT
OLYMPIA.



WOMEN IN CHINA

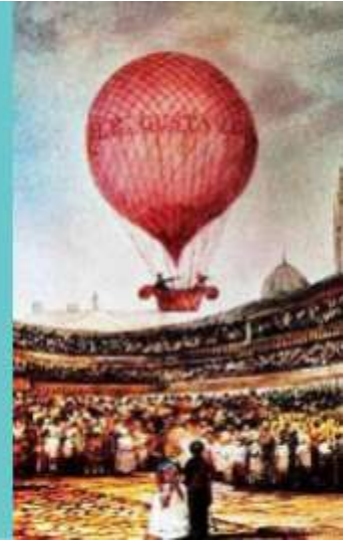
Cuju or Ts' u- chü (蹴鞠) is an ancient Chinese football game. Cuju is the earliest known recorded game of football. It is a competitive game that involves kicking a ball through an opening into a net without the use of hands. Descriptions of the game date back to the Han dynasty, a Chinese military work from the 3rd– 2nd century BCE that describes it as an exercise. It was also played in other Asian countries like Korea, Japan, and Vietnam





ELIZABETH THIBLE

Élisabeth Thible, at the age of 19 , became the first woman to fly in a hot air balloon in 1784 . She did so above Lyon, France, in a balloon named " La Gustave". She was a French aviator who was the first woman on record to fly in an untethered hot air balloon. She was born in Lyon on 8 March 1757 . On 4 June 1784 , eight months after the first crewed balloon flight,



“FARAH THANK YOU FOR SHARING YOUR PASSION FOR FOOTBALL WITH ME, KEEP GOING ON YOUR JOURNEY.”~ ZINEDINE ZIDANE



FARAH JEFRY

Farah Jefry is an 18- year- old footballer who has been playing football for over 10 years prior to her exciting collaboration with Adidas. Adidas announced the signing of Farah, who is a Jeddah Eagles' midfielder, making her the first Saudi sportswoman to represent Adidas.

SARAH ATTAR

Sarah Attar (born August 27 ,1992) is a Saudi- American track and field athlete who competed at the 2012 Summer Olympics as one of the first two female Olympians representing Saudi Arabia. She also competed in the marathon at the 2016 Olympics.



SAUDI SPORTSWOMEN NOTCHED UP AROUND 100 MEDALS SPANNING REGIONAL AND INTERNATIONAL EVENTS - FENCING TOPPED THE LIST WITH 29 MEDALS.



HASNA AL-HAMMAD

Hasna Al- Hammad has made her mark on the world by earning a gold medal in fencing, making her the first female fencer in the history of Saudi Arabia. Al Hammad has participated in many championships, raising the The Kingdom' s flag high in Kuwait, Jordan, and the Philippines.



ASEEL AL HAMAD

Aseel Al- Hamad is a Saudi Arabian interior designer, engineer, and motorsport enthusiast. She became the first female board member of the Saudi Arabian Motor Federation and is a member of the International Automobile Federation.

THE RAPID PACE OF GROWTH IN THE SPORTS SECTOR IS MEANT TO MATCH VISION 2030'S AMBITION.



MARIAM FARDOUS

Mariam Fardous is the first Arab to dive in the North Pole and the 3rd woman in the world to do so. She has a master scuba diver certification from the Blue Reef Diver in Jeddah and has trained in specialized diving techniques in Russia. She has two master degrees in pediatrics from London and epidemiology from Riyadh.

LINA AL MAEENA

Lina Al Maeena is the founder of Jeddah United Basketball Club and the Jeddah UnitedSports Company. She writes for espn. com and she was named one of the "200 Most Powerful Arab Women" by Forbes.



FEMALE PARTICIPATION IN SPORTS IN KSA HAS
SKYROCKETED BY 150 PERCENT
SINCE 2015.



RAHA MOHARRAK

Raha Moharrak is the youngest Arab and the first Saudi woman to climb Mount Everest. She has also climbed Mount Kilimanjaro, Mount Vinson, Mount Elbrus, Aconcagua, Kala Pattar, Pico de Orizaba and Iztaccihuati.

KARIMAN ABULJADEYEL

Kariman Abuljadeyel is a sprint athlete and the first Saudi woman to compete in the 100 meters at the 2016 Olympic Games in Rio de Janeiro, Brazil.



SAUDI FEMALES ARE TAKING THE SPORTS SECTOR BY STORM, SPEARHEADING AN ATHLETIC RENAISSANCE.



AMAL BAATIA

Amal Baatia is a fitness coach specialized in Crossfit and Calisthenics and a board member of the Saudi Fitness and Wellness Federation

SARA MOKHTAR

Sara Mokhtar is a certified Kyokushin karate, kickboxing and Aikido instructor. She is also an assistant professor at King Abdulaziz University.



FEMALE BOARD MEMBERS ARE NOW REPRESENTED
IN OVER 38 SAUDI SPORTS
FEDERATIONS.



YASMIN GAHTANI

Yasmin Gahtani is the first Saudi wall-climbing instructor certified by the American Mountain Guides Association and a board member of the Saudi Climbing Association.

LAMA BASRI

Basri is a sports physical therapist with a concentration on preventative measures as well as intervention-based measures in athletics. She is also a member of the Saudi Federation of Sports Medicine and has a Master's degree in Motion Analysis and Motor Control from New York University.



WHAT KIND OF JOBS EXIST AROUND SPORTS.

Careers in sports refer to any job that is involved with the athletic industry, including athletic and non-athletic positions. Sports careers include positions for people who work directly with athletes as well as behind-the-scenes, supporting athletic events. Some of the professions that can deal with sports are the following:

- Sports Coach Sports Official
- Sports Referee
- Club Development Officer
- Sports Development Manager Sports Development Officer
- Sports Administrator
- Sports Marketing Officer Sports Public Relations Sports Event Manager
- Sports Nutritionist Sports Psychologist
- Exercise Physiologist
- Sports Physiotherapist
- Player Development Manager
- Athlete Agent
- Sports Photographer
- Sports Presenter
- Sports Journalist
- Sports Commentator
- Personal Trainer
- Community Recreation Officer Seniors Program Officer Facility Designer
- Instructor of Swimming and Water Safety
- Greenkeeper
- Landscape Architect
- Physical Education Teacher



Sports economics is a discipline of economics focused on its relationship to sports. It covers both the ways in which economists can study the distinctive institutions of sports and the ways in which sports can allow economists to research many topics, including discrimination and antitrust law. The theoretical foundations of the discipline are heavily based on microeconomics. Sometimes Sports Economics can be dismissed as a side hobby for number crunchers. However, with the proliferation of globalized sports markets as well as the extreme rise in sports media, the economics of sports cannot be dismissed. In the United States, the Super Bowl regularly commands the attention of millions. In the EU, over 15 million people are employed in the sports world. On a larger scale, sports and sporting outlets provide immense health benefits as well as general satisfaction for a citizenry which are both prominent state concerns the world over. Another great feature of Sports Economics is the data-rich environment that sports provide. In sports, there are data sets provided from which economists can easily apply and investigate common economic models or problems, thus contributing to the field of economics at large.

Nelly Attar

THE ENTREPRENEUR OF SPORTS

Nelly Attar is a Lebanese national, born and raised in Saudi Arabia. She started off her career as a mental health professional, specializing in general psychology (MRes and BSc in Psychology). While working as a therapist and life coach for four years in Saudi Arabia, Nelly offered fitness and dance-fitness classes for females on a part-time basis. Nelly's classes helped improve the lives of many, both physically and emotionally. Increasingly, Nelly started to offer more and more fitness sessions and services across Riyadh, until eventually, she launched her own studio. Three months into launching her own business (August 2017), Nelly switched careers to focus entirely on the emerging sports industry in Saudi Arabia. Nelly is now a thriving entrepreneur, trainer, and athlete. She has recently been awarded the 'Female Fitness Influencer of the Year Award' for the GCC at the FIT Awards hosted by Sport360 in Dubai.



Sports Marketing is a subdivision of marketing that focuses both on the promotion of sports events and teams as well as the promotion of other products and services through sporting events and sports teams focussed on customer fans. It is a service in which the element promoted can be a physical product or a brand name. The goal is to provide the client with strategies to promote sports or to promote some other product, service, business, or cause through sports. Sports marketing is also designed to meet the needs and wants of consumers through exchange processes. Sports marketing is the key to success. While the brain of a business is finance, the body of the product offered, and the heart is its marketing. It pumps oxygen and the necessary nutrients to every other body part. Unlike in the old times, those who understand the sports law of marketing know that marketing no longer deals only with the communication of the product to the consumers. The activity is now found in every aspect of the sports business. One should not turn a blind eye to the importance of marketing. Marketing fuels both the external and internal activities of the business today.

Divya Goel

THE MARKETER OF SPORTS

An example of a successful woman in sports combined with marketing is Divya Goel. Divya is currently Integrated Marketing National Basketball Association (NBA). In her previous life, she has run marketing at the new Premier Lacrosse League, spent six years at the NFL running paid media for brand initiatives and live events. She became the social media analyst for the Sacramento Kings and then the NFL. It was in this position that she learned the intricacies of the sports business, what impact social content could have, and why these emerging platforms were so key to business survival. Omni-channel marketing strategies have never been more important when looking at fan engagement funnels, and she looks to use her current skills to enhance brand and fan relationships, brand partnerships, and provide companies with the tools and knowledge they need to be able to succeed in growing their footprint.



Sports & Operations

Sports operations are the field of business dealing with sports and recreation. Sports operations involve any combination of skills that correspond with planning, organizing, directing, controlling, budgeting, leading, or evaluating any organization or business within the sports field.

Shaima Saleh AlHusseini

THE OPERATIONS OF SPORTS

An example of a successful woman in the sports industry and specifically in sports combined with operations management is Shaima Saleh AlHusseini. In her role as Managing Director for the Saudi Sports for All Federations, advocates for a healthy and active lifestyle for people of all ages across the Kingdom. Al-Husseini received her bachelor's degree in English language and literature from King Saud University, followed by a master's degree from Boston University. She became a teaching assistant at Boston University before returning to the Kingdom. In 2016, she joined the Saudi Arabian Olympic Committee as manager of clubs and educational institutions in mass participation.

By January 2017, she became the General Sports Authority's director of clubs and educational institutions in mass participation.

Al-Husseini held this role while working with the Institute of Public Administration for nine years. She began her career with them as an instructor and consultant, a role she continues today. From 2013 to 2016, she was the head of the social responsibility unit, overseeing community services.



Advanced technology has opened the door to new opportunities in many industries, especially in the sports industry. Athletes' performance can be tracked by using wearable devices like smartwatches and smart costumes, which measure their athletic movements in real time taking into account various factors such as breathing, heart rate, hydration, and temperature leading to the perfection of their performance. Also, technological devices including accelerometers contribute to reducing measurement errors in data collection. Thus, the process of data collection has become easier resulting in accuracy and transparency. Moreover, the ticket purchasing process has dramatically been improved thanks to technology. People can now download their tickets online and they can find the exact seat they are looking for or use promotion codes offered by sponsors. Except for ticket purchasing, people use cloud technology, such as GPS, so as to be informed about the traffic conditions, public transportation, or medical help needed in case of emergency during a game.

Marilou McFalane

THE TECH OF SPORTS

An example of a successful woman tech expert in sports is Marilou McFalane. She is the founder and CEO of Women in Sports Tech (WiST), a nonprofit organization with the mission of driving transformative growth opportunities for women, from the classroom to the boardroom, at the intersection of sports, technology, and innovation. Marilou has been a youth soccer coach for 10 years and following her belief that people should reach their full potential, she founded WiST with the vision of equitable access to opportunities and inclusive cultures across the sports tech landscape.



Sports law is important as it addresses legal issues and disputes relating to players, spectators, sponsors, stadiums, broadcasting, and other factors. It guarantees fairness, equality, and accountability within the sporting world. Sports Law does not consist of an individual branch of law but is an amalgamation of many areas of law applied to a range of sporting contexts and situations. Governing bodies must ensure and maintain the integrity of their sports. The necessity for cooperation is one reason why sports law is important. Lawyers and policymakers should work together to find out which cooperation is beneficial to their teams and for what reasons. So, sports Law is related to sponsorship contracts that specifically require contractual attention to ensure that players are aware of what is expected of them. Also, it is regarded to health and safety regulations, sports injuries and compensation, employment laws, and discrimination laws making sure that players aren't being discriminated against because of their religion, race, or stature. By keeping players away from biased practices, sports as a whole can involve a much larger array of talented individuals.

Marisa Domínguez Rubio

THE LAW OF SPORTS

An example of a successful woman sports lawyer is Marisa Domínguez Rubio, an experienced Legal Counsel working in the sports industry. She is the founder and the president of WISLaw, an international non-profit association with the objective to promote women in the sports law sector by empowering its members in the acquisition of new skills and techniques. Marisa is also a Senior Legal Counsel at FIFA for the past 18 years and manages to address issues with contractual disputes involving players, clubs, coaches, and national federations as well as coordinated meetings at the FIFA Football Tribunal.



Sports are considered by philosophers to be a key component of education and consequently human development, as shown by Ancient Greek philosophers like Plato and Aristotle. In nowadays society sports play an essential role in people's everyday lives, especially among players, coaches, referees, and spectators. In fact, there are some main philosophical issues in the sports industry regarding sportsmanship, cheating, performance-enhancement, dangerous and violent sport, sex, gender, race, fans and spectators, disability sport, and sport aesthetics. The advent of technology has influenced the philosophy of sports through computational science and neuroscience encouraging growth while acquiring skills in sports.

Cristine Brennan

THE PHILOSOPHY OF SPORTS

A successful woman writer in sports is Cristine Brennan. She is an award-winning national sports columnist for USA Today, a commentator for CNN, ABC News, PBS NewsHour and NPR's Morning Edition and a best-selling author. She is considered one of USA's top 10 sports columnists three times by the Associated Press Sports Editors; she has covered the last 20 Olympic Games, summer and winter. She was the first woman sports writer at The Miami Herald in 1981 and the first woman to cover Washington's NFL team as a staff writer at The Washington Post in 1985. She was the first president of the Association for Women in Sports Media (AWSM) and started a scholarship- internship program that has supported more than 175 female students over the past two decades. She has published seven books. Her 2006 sports memoir, *Best Seat in the House*, is the only father-daughter memoir written by a sports journalist. Her 1996 national best-seller, *Inside Edge*, was named one of the top 100 sports books of all-time by Sports Illustrated.



Sport is an expression of humanity such as art. Indeed, the main purpose of sports is to meet physical challenges and to compare yourself to others in doing so. It is part of human nature to want to compete and test one's limits. People want to challenge themselves and push their limits. But, sports can also be a form of art. As sports like art convey values and meanings external to the sport that represent an alternative to the culture in which sports practitioners find themselves. Sports and arts are the two most universal languages we have as they give us the means to express ourselves and connect with other people worldwide regardless of their culture or language. Music is considered to be an integral part of sports which inspires people to reach their full potential. As it is also well known that music plays an instrumental role in sports events like it does in the Olympic games. Both athletes and artists devote their lives to what they love to do the most. They are aware that the road to fame is hard and success far from guaranteed, but their inner drive pushes them.

Gina Maria Prince-Bythewood

THE ART OF SPORTS

Gina Maria Prince-Bythewood (born June 10, 1969)[1] is an American film director and screenwriter.[2] She began her career as a writer for multiple television shows in the 1990s, including the anthology series CBS Schoolbreak Special, for which she was nominated for two Daytime Emmy Awards. Prince-Bythewood made her feature film directorial debut with *Love & Basketball* (2000), for which she received an Independent Spirit Award.



Media and Sports are closely related since media gain profit through sports while sports are transmitted through media. All kinds of media like TV, Radio, newspapers, magazines, and the internet deliver sports information and sports events. Sports issues gain a lot of publicity and discussions in the media. Now more than ever, there have been a lot of sports channels and sports websites as the majority of people are interested in sports. Digital media play a vital role in covering sports issues by using new technologies to adhere to the needs of the wide public to watch sports events. So, the media is the mediator between the viewers and the sporting events. Social media also plays a key role in how athletes and sports clubs interact with others. While fans can express their love for their favorite athlete in social media, athletes in turn have to be very careful about their public comments and interaction with their fans and sports communities. Athletes may be held accountable for posting inappropriate comments which eventually may lead to the termination of their contract, as it has done in the case of the Manchester United striker, Federico Macheda, who has been fined £15,000 and warned about his future conduct after admitting making discriminating comments on Twitter.

Doris Burke

THE MEDIA OF SPORTS

Doris Burke is one of the most famous female sports experts and analysts as her career is admirable. Doris in 2000 became the first woman to comment on a New York Knicks game on the radio and TV, the first woman to comment on a Big Eats Men's Game (an NCAA tournament), and also the first woman to become the main commentator on college basketball games. In 2017, she became the first female NBA game analyst to serve full-time in that capacity. In 2020, Burke became the first woman to serve as a game analyst for the NBA Finals when she provided commentary on ESPN Radio(ESPN is an American international basic cable sports channel owned by ESPN Inc.). For all of these reasons, Doris is an analyst worth mentioning.



ESports turns online gaming into a spectator sport. It mimics the experience of watching a professional sporting event, except instead of watching a physical event, spectators watch video gamers compete against each other. The eSports trend has become so widespread in recent years that games can often be viewed at an organized arena event. As with traditional sports, these games are broken down into competitive leagues and tournaments. There have been several major eSports operators, such as Turtle Entertainment, Major League Gaming (MLG), and Dreamhack. Activision Blizzard, one of the leading game publishers, bought out Major League Gaming in 2016 and has also developed its own proprietary eSports platform. Large broadcasters have also invested heavily in the eSports industry, with U.S. sports broadcaster ESPN releasing its own eSports brand at the beginning of 2016 including its own awards and ceremony. Moreover, many European countries have started broadcasting eSports on major channels. In addition, large online gaming platforms dedicate resources to eSports streaming. Epic Games, in particular, has made great strides with Fortnite game tournaments and competitions available for fan viewing. ESports has become a lucrative industry in recent years, generating hundreds of millions of dollars in profit.

Li Xiaomeng - Liooon

E-SPORTS & GAMING

Li Xiaomeng (Chinese: 李晓萌), better known by her in-game name Liooon, is a Chinese professional Hearthstone player. She is the first woman to win the Hearthstone Grandmasters Global Finals and to win a BlizzCon Esports tournament.

On November 2, 2019, representing China in Hearthstone Global Finals, she defeated Bloody Face (Luna Eason, representing the United States) to become the Hearthstone Global champion, claiming a prize of \$200,000 (USD). She was the first woman to win a BlizzCon Global Championship, and the first Hearthstone Global Champion from mainland China since the start of tournaments in 2014.



fairness team building

equality

discipline inclusion

perseverance

respect



طموحي

How would you create a future for yourself, your team, and your community by getting involved in the sports industry?



After reading this case study we hope that you get inspired and gain more knowledge on the effort and achievements of women in the field of sports.

To participate in the "Toumouhi Challenge" we call you to form a team of six ambitious women or register as an individual, come up with an innovative idea, and submit a two-minute video answering these six questions.

- 1. Introduce yourself and/or your team (if available) and your relationship with women in Sports in Saudi Arabia.**
- 2. Do you have a sports-related goal or business idea? If yes, what is it?**
- 3. How do you plan on achieving your sports-related goals?**
- 4. What are the major challenges that you face with achieving your sports-related goals?**
- 5. How can you help and positively contribute to the development of women in sports in Saudi Arabia?**
- 6. What is it that you are searching for? or what are you missing to be able to reach your sports-related goals?**

We and the judging committee look forward to hearing your ideas and envisioning a better future for sports in the Kingdom of Saudi Arabia and the world created by capable amazing women like you.

Good luck!

The "Toumouhi Challenge" Team
