Women Empowerment through Sport
10th EFDN Anniversary Conference

1. Background about Mifalot Education
2. Diverse Programs in Israel and abroad
3. Women in Sport - Case Study
Mifalot’s Background:

https://www.youtube.com/watch?v=GUjjQ_Hf3r4
Mifalot - Historical Highlights

1997
Founded by then-owners of Hapoel Tel Aviv F.C. - total of 4 after-school youth groups.

2002
First program launched for children with special needs.

2010
Israeli-Palestinian coexistence work recognized by Beyond sports (Tony Blair).

2012
“Ensured Future” educational program for youth at risk starts.

2018
Annual reach of more than 100,000 beneficiaries.
Women in Israeli Sports

The gaps and inequality in the State of Israel between women and men is a well-known reality. According to the gender index of the Center for the Advancement of Women in the Public Arena, at the Van Leer Institute in Jerusalem, the gender gap in Israel has been changing over the years, however, a sharp reduction in inequality has not been reached yet.

The gap division between Men and women in Israel:

Periphery 30%
Professional Gender 52.5%
Work Market 29%
In the Arab Society 42.5%
Holding Power 58%
The Problem-Lack of women’s Representation

- Women's sports in Israel, suffers from a very low profile, low exposure and low public interest
- The numbers speak for themselves - the soccer association has about 1,000 female players of all ages, and the basketball association, which is considered a popular and successful women's sport, has about 4,000 female.
- Amounts of a few thousand are also found in individual sports such as swimming, athletics and gymnastics. However, the financial investment in these sports is very low, as is their level of exposure. Only 21,389 women athletes are active in Israel, and they constitute only 20% of the total number of competitive athletes in the country.

How does Mifalot Influence women?

• Mifalot Education and Society Enterprises makes use of sports and recreational activities as a platform for social change and for promoting gender, cultural and sectorial equality.

• Mifalot provides a framework for about 20,000 girls and young women throughout the country annually, who take part in the Women's Empowerment Programs and impart the values of the organization forwards.
Goals for Empowerment for women and Young Girls

- **Promoting equality** and empowerment for women and girls from the Arab and Jewish sectors and working with different minorities. Integrating low socio economic populations in the community through social activities.

- **Integrating values** and skills through sport, including: leadership, prevention of violence and racism, group value and a healthy lifestyle.

- **Acquiring knowledge**, tools and life skills for financial education and economic conduct, providing operative tools for personal, family and social economic development.

- **Target feminine themes** such as: women's rights, women's leadership.

- **Impacting women** to be part of a broader women movement and feel connected.
Mifalot’s Programs for Women:

- Connecting people between sectors: Jewish and Arab societies
- Employability Programs
- Leadership Programs for young girls and women
- Professional Training - soft skills & Hard Skills

Women Empowerment
Employability:

Employability skills are traditionally consisted of “Hard” skills and “Soft” skills. **“Hard” skills** are the technical aspects of the role; generally refer to relevant knowledge, technical skills and tangible outcomes. **“Soft” skills** are interpersonal skills include leadership, communication, negotiation, expectations management, problem solving and decision-making.

N.B Soft skills are largely intangible and are not associated with a deliverable or a concrete output. (Brandeis University, 2012)
“Know your Neighbor” and “Neighbors United” Programs

Between Israeli, Palestinian and Jordanian girls; 6 hours a week: 2 hours of help with homework + 4 hours of soccer training
Volley-Ball, "Catch-Ball" coaches Training Program & “Beyond the Net” Program:

Discussing Body Image, Nutrition, Hygiene and Leadership of Women and Girls
Professional Training

Our female empowerment program, enabled **forty women** from the Bedouin Community in the Negev to become catch-ball coaches who then trained hundreds of others:

They played successful Catch-ball games, allowing them to be active, take pride in their skills, and develop stronger self-confidence in their abilities. At Mifalot, we try to break the social stigma that excludes females. We believe sports are a powerful tool for empowering women across the globe.
The “Game of Life” Program and Seminars Abroad

Empowering People with Disabilities, Special Needs through sport sessions, ODT and Fun!
M&E with Kaye Academic College of Education for Evaluation of Mifalot’s Programs

Ph.D Judith Zamir- Head of the Unit for Evaluation in Kaye College- Reports about a joint collaboration with the Ministry for the Development of the Negev and Galilee

Nurit Verchov (the team’s coach who worked with Bedouin women) said:

“Being involved in a physical activity and in Sport serves as a surface to solve daily problems. The self esteem, Self confidence, interpersonal relations and the ability to handle with success or failure changes and improves.” (July 2015)
Mifalot’s Message for Women and Girls:

- Understanding the power of Sport as a tool for being social agents and leaders in the society
- Being active in acquiring new skills for improving one’s self confidence for success
- Inspiring other females to be involved in sport frameworks to impact others and experience meaningful social engagement
- Being open minded to trying “Manly” sport fields and reduce gender differences
Past Steps to Support Women:

Free access for women to soccer games in Israel in 2010 was allowed to promote their presence in stadiums in order to reduce violence and create a respectful atmosphere.

http://www.one.co.il/Article/156345.html
Women Speak about Soccer in Social Media Platforms:

https://www.facebook.com/%D7%91%D7%A0%D7%95%D7%AA-%D7%9E%D7%93%D7%91%D7%A8%D7%95%D7%AA-%D7%9B%D7%93%D7%95%D7%A8%D7%92%D7%9C-551902968280017/?fref=mentions