

GLOBAL GOALS WORLD CUP MUMBAI GIRL CHAMPIONS CALL FOR QUALITY EDUCATION



24 TEAMS. 3000 AUDIENCE. 8 GIRL CHAMPIONS. 400,000 DIGITAL ACTIONS

ADVOCATING FOR QUALITY EDUCATION

The **Global Goals World Cup (GGWCup)** is an international initiative in support of UN Sustainable Development Goals. Initiated in 2016, with 11 tournaments GGWCUP has traveled through Africa, Europe, America, Asia, with the latest edition reaching Mumbai on 2nd February. Earlier the same month, Norwegian Prime Minister and Global Goals Ambassador met with Prime Minister Modi to hand over the SDG football.

This initiative focuses on **empowering young girls and women** around the world as advocates on SDGs. It is an open women's **soccer, spectator friendly**, five a side tournament designed to leverage the power of sport to engage women for the SDGs. Our team from Mumbai, **'8 ENTHUSIASTS'** made up of girl champions, **Zannat, Farzana, Sonali, Rajeshree, Deepika, Nisha, Ashwini, and Rizwana**. Their motto - **'Education is the Key'**.

Saleha, our Girl Champion was part of the **Dream Team for SDG 5** an initiative by Global Goals World Cup, to nominate inspiring women and girls who have led change for gender equality and can now act as mentors to inspire many other to become advocates.



8 ENTHUSIASTS FOR SDG 4 – QUALITY EDUCATION

The Global Goals World Cup is not business as usual. In this 5v5 tournament where sports meet activism, players and the participants are more than just athletes and sport fans.

Radiant in traditional attire, the **'8 enthusiasts' Girl Champions** were playing to make sure every child has access to education especially those living on the streets on India, **#TheInvisibles**, like them. Through their efforts they are **making #TheInvisibles visible** raising a call for every child's right to education. Rizwana said, "I have brought 10 girls back to school in my community, through this game today we want to show the world that girls and boys are equal." The girls live in different locations across Mumbai, on the streets and have been advocating for the rights of children who don't have access to basic rights and entitlements.



**THE '8 ENTHUSIASTS'
PLAYED A MATCH WITH
THE 'DREAM TEAM'**

“Football is considered a boys' game but we're here to change that”

- Farzana, Child Champion and Captain of the 8 Enthusiasts for the GGWCup.



DREAM TEAM

Saleha kicked off the first game for GGWCup Mumbai

The SDG5 Dream Team has been created to celebrate women super heroes who inspire and serve as the role models of their generation. The GGWCUP Mumbai provided a platform for them to share their achievements and journey of breaking out of the mould to stand up for what they believe in.

Our Girl Champion, Saleha Khan was among the 5 member Dream Team.

She not only kicked off the event with the first football game but also played alongside the representatives from across the world who were part of the Dream Team.

Last year Saleha represented India at UNGA as an ambassador for the Bill and Melinda Gates Foundation initiative, Goalkeepers and met many Global Ambassadors like Nikolaj Waldau (Actor), Erna Soldberg (Norwegian Prime Minister) and Bill and Melinda Gates.



SAVE THE CHILDREN AND HAMARA FOUNDATION

The spirit of collaboration in the ‘8 Crazy Dreamers’

Among the 24 teams were our own staff who came together with our partner, Hamara Foundation, to make #TheInvisibles visible. The team Crazy Dreamers led by Rupali.

Aparna Joshi SC staff said “I played football for the first time in 44 years of life. For me, more than playing, it was to show support for #Theinvisibles - children living on the streets of India.”

They stood for SDG 5- Gender Equality and called out for it especially among children who live and are connected to the streets.

Deveshi, another spirited staff member said, “I love sports and the idea of playing football for the cause I believe in.”

They urged the young people present in the stands to speak up for #TheInvisibles and join the movement to make #TheInvisibles visible.



DIGITAL AMPLIFICATION ONLINE ALIGNMENT WITH KEY FOCUS ON GIRL CHAMPIONS

The Global Goals World Cup in Mumbai presented us with a significant opportunity to position our girl champions and highlight the challenges and issues around quality education. Through the weeks leading up to the GGWCup we released posts on **Quality Education** and used **#GGWCup / #GGWCupMumbai** the official hashtags for the event to engage a larger audience.

Through live tweeting, Instagram stories and updates of Facebook from the event venue, our organic audience was with us throughout the day and in the lead up to it.

The girl champions who were representing Save the Children became the key focus and their stories of struggle and triumphs took forefront in our association.

The content got high engagement and allowed us to showcase key wins through infographics and visually driven content along with testimonials of change agents.



MOBILISATION NUMBERS

