

A turning point ? Evaluating the impact of the 2019 FIFA Women World Cup in France on sports clubs in host cities



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Introduction



Response to a competitive call from the from the Local Organising Committee of the FIFA WWC France 2019 to measure the Economic, Ecological and Social impact of the event

Awarded the Social Impact/Legacy evaluation (led by C. Ottogalli-Mazzacavallo)

1. Axis 1 = Impact & legacy on the of the general public (led by V. Nicaise)
2. Axis 2 = Impact & legacy on football and sports clubs (led by G. Bodet)
3. Axis 3 = Impact & legacy on hosting cities policies and sport policies (co-led by C. Ottogalli-Mazzacavallo and E. Epron)

Theoretical background

Literature about Events, Impacts & Legacy (e.g. Chalip, 2008; Preuss, 2015; Spaaij, 2009; Thomson et al., 2009)

Distinction between impacts and legacies

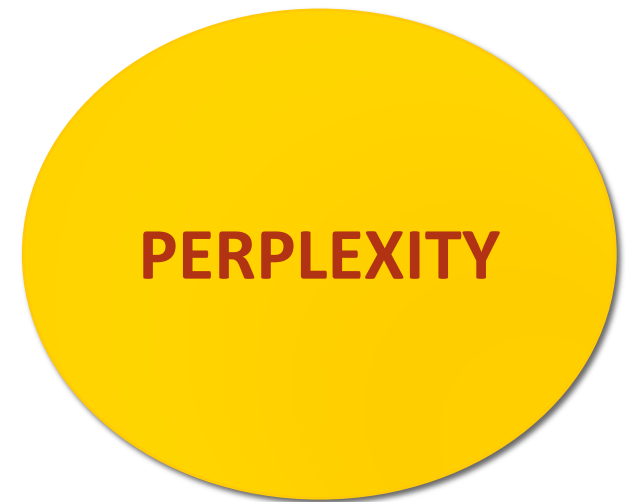
Diversity of types (economic, image, social, etc.)

Diversities of events

Diversity of locations and contexts

Complexity and challenges of the Macro to the Micro

Gender studies



Context

Beliefs/hopes of an impact/legacy for:

- **women's football in France**
- Football in France
- Sportswomen in France
- Women in France and society at large

Football in France : **#1 sport quantitatively and culturally**

- 18 000 football clubs; **2 millions of members**
- 158 132 female players, 3 levels of competition
- 900 spectators on average for D1 women football



AMBITIONS

The 2019 FIFA Women World Cup

9 Host cities/stadiums

9 Fanzones

24 teams

52 games

31 days of competition

1.2 million of spectators (40% of foreign tourists) (74% of attendance rate)

1 billion of TV/Screen viewers; several audience records

2 500 volunteers

Economic impact : 108 M€ of net value; 1,3€ generated for 1€ spent

France lost in quarter-final



« SUCCESS »

Method

What are the impacts/legacies of the WWC on the situation of women in football and sports clubs in France?

RQ1 : What is the situation of women in football/sport clubs in the host cities?

- Electronic questionnaire for RQ1 ;
- Convenient sampling supported by host cities
- **96 clubs responded**, 17 football clubs (!)

RQ2: What is the impact of the WWC hosting cities' sports club?

- Phone interviews post-WWC
- 3 football clubs + 3 sport clubs / host city + 1 non-host city = **60 interviews**

Main Results RQ1

86,5% of sport clubs **did not have formal commitment** towards equality between men and women

- Half declared having ad hoc actions
- For those who responded yes = few formalisations, mainly projects

For 90% of clubs : **training facilities are similar for men and women**

95% do not distinguish sponsors and partners for men and women

- 88,5% do not distinguish financially men and women
- **For 90%, there is no distinction in terms of public funding**

60% of coaches for women are male

75% of Presidents are male; 55% of secretary are women



**Little,
commitment
& knowledge**

Main Results RQ2

The WWC **mostly perceived as a great success**

- Only negative point : attendance for group-stage games


Heterogeneous involvement from the clubs

- external factors (role of cities)
- Internal factors (existence of women section)

Perceived as factor of change for the general public

Not a major factor of change for football or the clubs (modest impact on participation)

- Those who do already do
- Those who do not lack resources, some fears of girls playing with boys
- No impact on non-football clubs



**An
accelerator
not a trigger**

Conclusion



A general perception of a great success

But a perceived modest impact on football clubs

Impact reduced by the COVID situation (financial and participation crisis)

Third phase = questionnaire to all football clubs supported by the French Federation of Football

Research perspective = the role of intermediary/meso structures

Thank you for your attention

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