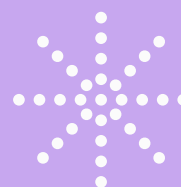


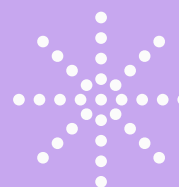
CHANGER DE TON



CAMPAIGN



CHANGER DE TON



Rêves Passion Montréal: who we are and why the CHANGER DE TON campaign.

This campaign is integral to our mission, which is to use soccer as a tool for integration and social development, as well as for the promotion of equal/equitable access to sports activities. Aiming to combat all social and gender discrimination, we align our work with Goal 5 of the United Nations' 2030 Sustainable Development Agenda. This major global objective pushes for GENDER EQUALITY, positing it as a fundamental human right and a necessary foundation for the establishment of a peaceful, prosperous, and sustainable world.

Since 2013, we pride ourselves in implementing inclusive programming in our children's activities. Emphasizing girls' integration into co-ed soccer activities, we employ a methodology that highlights fair-play and the development of self-esteem and leadership skills. Thus, two main actions drive our mission:

Action 1

Creating inclusive spaces for young women and girls to discover soccer and be inspired to continue playing it up to adulthood.

Action 2

Offering an inclusive, discussion-based methodology to teach young boys to accept young girls as their equals, as well as providing a motivating environment for young girls.

Yet, despite our philosophy and practices, deep-seated prejudice and unconscious bias remain major obstacles to our commitment to inclusion and equality.

For more than 10 years, we have promoted values such as tolerance, solidarity, respect, a sense of belonging, and fair-play among young girls and boys. We have been fervent advocates of inclusion and equality within our partner communities, yet overcoming deep-rooted prejudice remains one of our biggest challenges.

It is unfortunate that gender stereotypes about women and girls in soccer remain widespread in 2023, in our society in general, and more specifically in Québec. These stereotypes make our goals of introducing girls to co-ed soccer and keeping them in the beautiful game extremely difficult.

In order to show the omnipresence of stereotypes of women and girls in soccer, we conducted a survey among our players in the recreational adult league in the aftermath of the 2023 Women's World Cup. We found that a large number of male players believe that women's soccer is less athletic, less technical, less interesting, and less spectacular than men's soccer. Many of them also point out the historical precedent which men's soccer has over women's soccer, conditioning them to a lack of interest in women's soccer as a result. Despite playing in a co-ed league, some of the players think that soccer is not a sport for women. To add salt to the wound, one of our female players was told this summer that she should better practice gymnastics ...

Fortunately enough, we have also received plenty of positive feedback, yet it only makes up a minority of opinions...

Following the collection of survey data and the analysis of our actions over the past 10 years, it appeared that we add a 3rd action to underline and reiterate our commitment to inclusion and equality. It centres around communication and will be as follows:

ACTION 3

Opening a dialogue with the younger and older generation to challenge gender stereotypes in society in general and in soccer in particular. To achieve this objective, we will use the power of communication and social media to encourage everyone to reflect and finally **CHANGER DE TON!* Convinced that every word counts and remains anchored in us and in the hearts of our younger generations, we can no longer, and will no longer leave them to chance.**

This 3rd action will be at the core of a new campaign, CHANGER DE TON, which will come to fruition in January 2024. The campaign will support our existing program PAS DE FILLES HORS JEU, which continues to be offered to our partner communities.

Through this communication strategy, our 2024 activities will carry henceforth the colours of the campaign. We aim to raise awareness among men and women, young and old, athletes and non-athletes, about the issues of gender stereotypes in sports and particularly in soccer.

Furthermore, the campaign will feature **sport jerseys showcasing strong messages to encourage the different audiences to reflect on the issues at stakes**. The jerseys will be worn by our referees, animators, and mediators, and will be put on sale. The profit generated will further support our program PAS DE FILLES HORS JEU.

We hope that this campaign will leave echoes beyond the borders of Montréal and Québec, eventually having national visibility, for we know that stereotypes never stop or stay in one place.

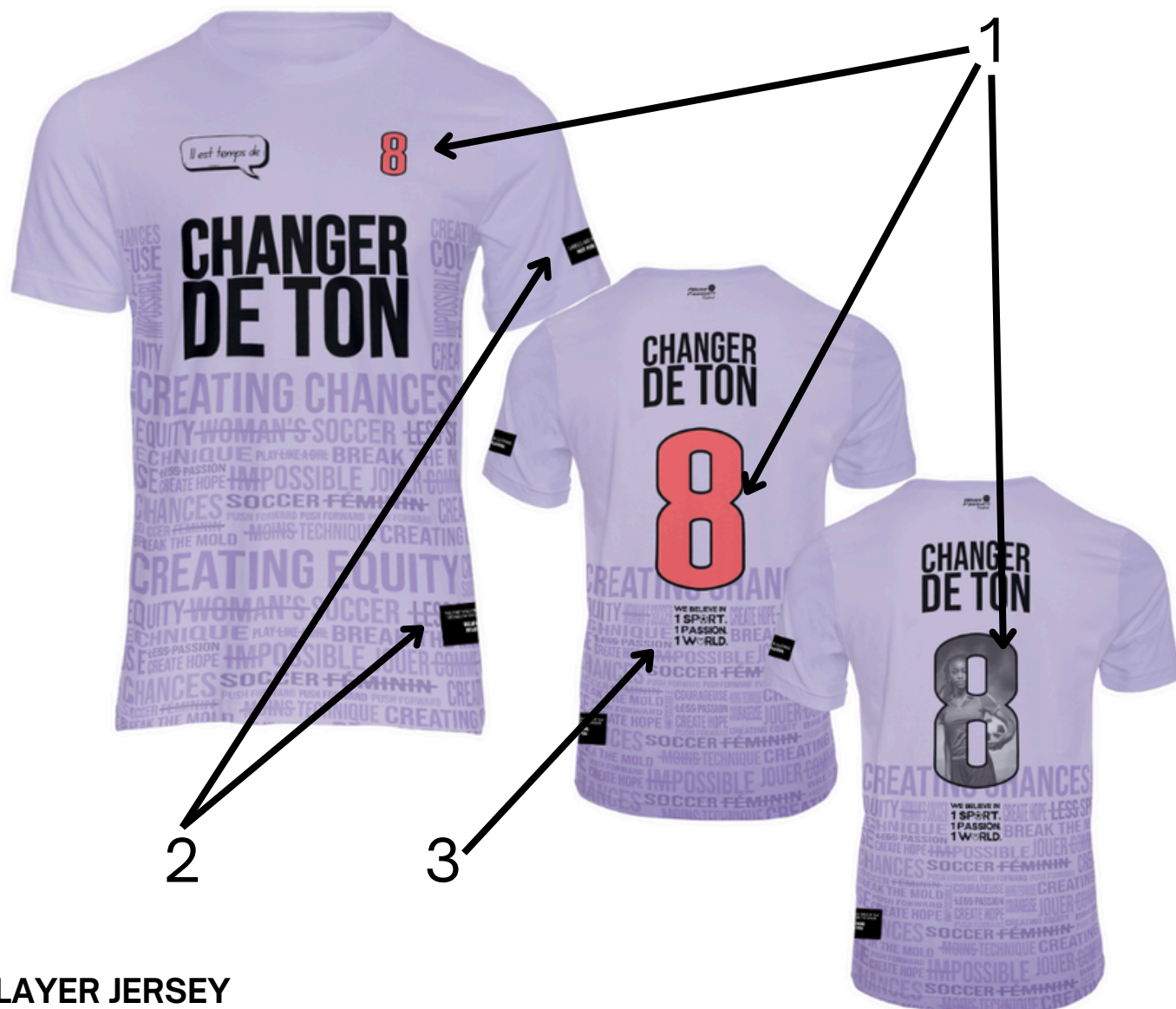
In order to promote the campaign, we look forward to receiving endorsement from ambassadors who share the same vision as ours and who will be able to spread our messages far and wide.

INTERESTED IN BECOMING AN AMBASSADOR FOR OUR CAMPAIGN?

Contact us by email or by phone and we will be pleased to schedule an online meeting!

**WE BELIEVE IN
1 SPORT.
1 PASSION.
1 WORLD.**

TWO KITS TO HELP BREAK STEREOTYPES



PLAYER JERSEY CONTAINING MESSAGES/SYMBOLS

- 1 - Number 8: representing March 8, International Women's Day
- 2 - Two labels on the side of the jersey with the following message:
***This shirt was created on the belief that dreams and passions have no gender
Believe in them, believe in you!***
Labels are for clothing, not for players.
- 3 - On the back of the jersey, the following message : **WE BELIEVE IN 1 SPORT, 1 PASSION, 1 WORLD**
- 4 - Pale violet colour: a symbol of gender equality through the blend of blue, traditionally associated with boys, and pink with girls
- 5 - Bilingualism: using French and English in the spirit of inclusion in our campaign
- 6 - Positive and motivational messages to female players: transcend the white lines, push forward, break the mold, creating hope, courageuse
- 7 - Breaking the stereotypes collected through our survey : ~~moins~~ technique, ~~less~~ passion, ~~women's~~ soccer, soccer féminin, ~~moins~~ rapide, ~~moins~~ spectaculaire

**WE BELIEVE IN
1 SPORT.
1 PASSION.
1 WORLD.**



CONTACT

Email

info@sportspassionmontreal.com


Phone number


+1 (514) 574-4997

Website

www.sportspassionmontreal.com

Social media

 [reves_passion_mtl](https://www.instagram.com/reves_passion_mtl)

 [revespassionmontreal](https://www.facebook.com/revespassionmontreal)

SUPPORTED BY



**COMMON
GOAL**