



LEGACIES FOR CANADA

To a Greater Goal™

**SPORT DEVELOPMENT
AND EXCELLENCE**

**ENGAGEMENT
AND EDUCATION**

**ECONOMIC
DEVELOPMENT**

**ENVIRONMENTAL
STEWARDSHIP**

**SOCIAL INCLUSION,
CULTURE AND COMMUNITY**

**GOOD
GOVERNANCE**

A ONCE-IN-A-LIFETIME OPPORTUNITY THAT TOUCHES ALL OF CANADA

The FIFA Women's World Cup Canada 2015™ marks the first major sporting event hosted in Canada from coast to coast across the country, with matches to be played in Vancouver, British Columbia; Edmonton, Alberta; Winnipeg, Manitoba; Ottawa, Ontario; Montréal, Québec; and Moncton, New Brunswick. This world class competition will feature the world's best soccer players from 24 participating nations.

This summer, the FIFA U-20 Women's World Cup Canada 2014 in Edmonton, Alberta; Toronto, Ontario; Montréal, Québec and Moncton, New Brunswick will test our readiness for the FIFA Women's World Cup Canada 2015™ with 16 participating nations competing.

This is a once-in-a-lifetime opportunity for Canada to welcome this world-class event on home soil and have players, delegations, fans, visitors and viewers experience our rich natural history and cultural diversity. Canada is ready to showcase our linguistic duality and diverse nation. We want to engage Canadians and inspire the next generation of women's soccer players in Canada.

THE WINNING PATH TO LEGACIES – ON AND OFF THE PITCH

Expectations for a strong performance across a number of fronts have increased in just a few short years. The nation's expertise in hosting world-class sporting events has also been raised with attention paid not only to sport excellence but also to providing the best possible legacies for official host cities, provinces and the nation.

The FIFA Women's World Cup Canada 2015™ wants to leave a fitting legacy for Canada and young girls and women that reaches far beyond competition. Together with FIFA, our Federal, Provincial and Municipal Governments, FIFA Partners, National Supporters, Official Host Cities, and sport and community organisations – we are focusing on sustainable practices and generating tangible benefits that our nation will enjoy for years to come.

Our approach to implementing our legacy plan will be based on a culture for shared ownership, engagement and collaboration with our stakeholders working toward mutual goals for sport, society and our natural environment. Our six legacy objectives focus on priorities expressed by key stakeholders, funders, as well as input from the sustainable sport event sector on best practices and new event management standards.

Legacy Objectives:

1. Sport Development and Excellence
2. Engagement and Education
3. Economic Development
4. Social Inclusion, Culture and Community Benefits
5. Environmental Stewardship
6. Good Governance

We are poised to advance our reputation as a top host for international sporting events and a leader in women's soccer in every aspect of the beautiful game.



Peter Montopoli

Chief Executive Officer
National Organising Committee for the
FIFA Women's World Cup Canada 2015™

General Secretary
Canadian Soccer Association

SPORT DEVELOPMENT AND EXCELLENCE

GOALS:

To inspire a generation of young girls and women to engage in the sport of soccer.

To further attract and develop top talent for international competitive success.

To convene world class service levels for the international competitions.

This is an exciting time for Canada to be hosting two monumental FIFA Women's World Cup competitions. With 865,927 registered players, soccer ranks as the top participation sport in Canada. Canada's Women's National Team has enjoyed unprecedented success in recent years. By expanding and aligning training and top talent development opportunities, Canada is poised to achieve even broader participation rates and win more medals at national and international soccer competitions. This kind of success also bodes well for the ever-growing popularity of women's soccer in Canada and hosting future major soccer competitions on home soil.

WE WILL ACHIEVE THIS BY:

Implementing the Women's High Performance Development Plan

The plan unites and strengthens talent pathways, programs and systems.

Aligning Talent Programs

Alignment efforts will bring grassroots talent development programs together with the Women's High Performance talent structure and systems.

Developing a National Women's Soccer League

This collaboration has been developed with U.S. Soccer, Canada Soccer, and the Mexican Federation of Football.

Improving soccer infrastructure and facilities

Upgrades are underway for Edmonton's Commonwealth Stadium, Moncton Stadium and Montreal's Olympic Stadium, in addition to training site upgrades.

Convening world class competition service levels

Technical coordination, sport medicine, anti-doping screening, and international and national team relations are critical elements to manage and integrate with world class competitions.

OUR PARTNERS

FIFA • CONCACAF •
Department of Canadian
Heritage – Sport Canada •
Provincial, Territorial and
Municipal Governments •
Provincial Sport
Organizations



ENGAGEMENT AND EDUCATION

GOAL: To inspire, educate and build capacity for the sport of soccer domestically and internationally.

Hosting the FIFA U-20 Women's World Cup Canada 2014 and the FIFA Women's World Cup Canada 2015™ includes the responsibility and opportunity to deliver education programs in partnership with FIFA and our domestic partners. The programs are designed to raise awareness, inspire girls and women to participate in soccer, and to develop coaches and officials involved in training, sport development and competitions.

WE WILL ACHIEVE THIS BY:

Promoting FIFA Live Your Goals Festivals

These events will take place in each Official Host City in 2014 and 2015. They target girls aged twelve years and under and are designed to spark, foster and establish excitement for women's soccer and to inspire young girls to play soccer for fun.

Delivering Canada's Long-Term Player Development Pathway

The framework for the growth and success of soccer in Canada ensures fun playing experiences for children, a suitable player development pathway for youth and opportunities for lifelong participation for all players regardless of age, gender, ability or disability.

Delivering coach and instructor workshops

In conjunction with FIFA and our Provincial Host Soccer Associations, workshops will be held in Toronto in 2014, and in Edmonton and Vancouver in 2015.

Developing partnerships with Physical and Health Education Canada

Together we are creating curricula and promotional materials designed to engage, encourage and profile soccer and the FIFA Women's World Cup competitions to students across the country.

Knowledge Transfer

Once the competitions are complete in 2015, the National Organising Committee will prepare a report on our lessons learned across our Legacy theme areas for FIFA and future FIFA Women's World Cup host nations.

OUR PARTNERS

FIFA • Canadian Sport for Life (CS4L) • CONCACAF • Department of Canadian Heritage – Sport Canada • Provincial, Territorial and Municipal Governments • Boards of Education



ECONOMIC DEVELOPMENT

GOAL: To foster prosperity in Canada and support our strong international reputation as one of the top sport tourism destinations in the world.

It is projected that hosting the two FIFA Women's World Cup events will generate over \$337 million of economic output and as an outcome will create new business opportunities for the country and host regions. Economic benefits will range from new and improved sport facilities and infrastructure – to new skills, standards and jobs – to innovation, new contracts and trade.

WE WILL ACHIEVE THIS BY:

Creating business development opportunities, engaging and building capacity

Through on-going engagement with all levels of key government, community partners and supply chains we will spur economic output as well as responsible and sustainable sourcing.

Sound Fiscal Management

We are committing to achieving a balanced budget after the FIFA Women's World Cup Canada 2015™.

Our approach to sourcing and procurement will be a critical way to achieve our legacy goals. While our decision-making requires consideration of price competitiveness and quality – we are exploring practical and collaborative ways to source locally and with owners who may be minority groups, women, Aboriginal and/or have environmentally and socially responsible operations and supply chains.

Our asset management program will include ways to contribute to local communities, reduce waste and support a balanced budget – such as reselling, recycling and donating items after the competitions.

OUR PARTNERS

FIFA • National, Provincial and Municipal Governments • Official Host Cities • Canadian Tourism Commission • Canadian Sport Tourism Alliance • Provincial and Municipal Tourism Organisations • Boards of Trade • Chambers of Commerce • Economic Development Offices and enterprises



ENVIRONMENTAL STEWARDSHIP

GOAL: To inspire a green ethos among our staff and partners to deliver successful events that minimize negative impacts on the natural environment.

Responsible environmental stewardship is an integral part of sport event hosting planning in our cities. It helps to support clean air to breathe, cleaner drinking water and healthier communities. Reducing resource consumption and emissions also helps to reduce risks and operating costs while spurring innovation and our country's sport tourism brand worldwide.

We are collaborating with our partners and community stakeholders to ensure an aligned and balanced approach with positive and practical outcomes.

WE WILL ACHIEVE THIS BY:

Preparing Venue Environmental Management Plans

We will employ local best practices, give direction and guidance to further reduce waste, emissions, and keep stadia and training facilities safe and clean.

Delivering the Football for the Planet Program

With FIFA's support we will offset direct carbon emission from air travel by FIFA staff and support local projects that reduce impacts and create benefits for the natural environment.

OUR PARTNERS

FIFA • FIFA Partners and National Supporters • Official Host Cities and Stadia partners

SOCIAL INCLUSION, CULTURE AND COMMUNITY BENEFITS

GOAL: To convene inspiring, inclusive sport competitions in a way that reflects our nation's culture and diversity and leave positive community benefits.

Planning for inclusive and socially responsible competitions creates the best opportunity for Canadians to experience and get involved in the wide-ranging aspects of the two FIFA Women's World Cup competitions.

WE WILL ACHIEVE THIS BY:

Delivering our Sport Development and Excellence initiatives

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Ensuring barrier free accessibility

Universal Standards will be applied to our facilities and key services for event participants.

Providing bilingual communications

Key publications and sport production messaging will be available in Canada's two official languages: English and French.

Creating opportunities for those with socio-economic challenges

Our ticketing program will provide a range in pricing.

Respecting human rights

Our sourcing, employment and event hosting will avoid discrimination and respect equal opportunity rights.

Celebrating Canadian culture

The entertainment programming associated with the competitions will reflect Canada's culture and diversity.

Ensuring Health & Safety

Our event operations will ensure we keep our volunteers, paid staff and contractors safe and secure.

Raising Awareness and Engagement

Our volunteer and ambassador programs among our 7 host cities will provide excitement and opportunities for participation and promotion of the competitions and our Legacy program.

Community Dialogue

Through ongoing engagement and dialogue with our official host city partners and local stakeholder groups we will identify and manage impacts and opportunities.

Football For Hope

This feature program will be delivered in Canada with FIFA. Specific sport development programs will target non-government organizations for Aboriginal populations, women and girls.

OUR PARTNERS

FIFA • Federal, Provincial and Municipal Governments • Official Host Cities • Canadian Tourism Commission • Provincial and Municipal Tourism Organisations • Business and non-profit community partners



GOOD GOVERNANCE

GOAL: To support responsible decision-making and deliver legacy commitments

Success on the part of the National Organizing Committee will ultimately be assessed by how we conduct regular engagement with key partners and stakeholders, show leadership and consistency, and be accountable, transparent and responsive. Significant strides have been made in the event sector with new standards for sustainable event planning, management and reporting.

WE WILL ACHIEVE THIS BY:

Integrating planning and oversight

Aligned roles and responsibilities between FIFA, the National Organizing Committee and Venue Advisory Groups and key sport partners will support effective decision-making.

Stakeholder Engagement

Meeting and communicating openly with communities and key partners demonstrates inclusion, transparency and responsiveness and supports successful program development and delivery.

Sustainable Event Management Approach

Our event management approach integrates best practice and current standards associated with hosting successful and sustainable events with legacy benefits.

OUR PARTNERS

FIFA • CONCACAF • Official Host Cities • Federal, Provincial and Municipal Governments



SPORT DEVELOPMENT AND EXCELLENCE

Participation
Youth Engagement
Coaching
Talent Identification
Sport Medicine
Anti-doping
Sport Development
Girls and Women
High Performance
Healthy Living
Sport Administration
Leadership
National Pride
Sport Tourism
Spectator Appeal
Fair Play
Nutrition
Volunteerism

ENGAGEMENT AND EDUCATION

Best Practices
Capacity Building
Raising Awareness
Engagement
Learning
Training
Sport Administration
Volunteerism
Coaching
Technical Development
Inspiration
Sport
Healthy Living

ECONOMIC DEVELOPMENT

Strong Fiscal Management
Public: Private Partnerships
Sport Equipment and Technology
Facilities Upgrades
Procurement
Sponsor Engagement
Innovation
Sport Tourism
Supply Chain Management
Hospitality
Travel & Tourism
Transportation
Food and Catering
Entertainment
Security
Energy
Telecommunications,
Web and Broadcast Media
Officials & Dignitaries
1.5 Million Event Attendants

ENVIRONMENTAL STEWARDSHIP

Treading Lightly
Low Waste
Recycling
Clean Air
Clean Energy
Energy Efficiency
Volunteers
Cooperation
Low Carbon
Offset Emissions
Education
Practical
Green Procurement
Sponsor Collaboration
Communication, Training
and Recognition

SOCIAL INCLUSION, CULTURE AND COMMUNITY

Socio-Economic Opportunity
Accessibility
Human Rights
Health and Safety
Community Participation
Partnerships & Collaboration
Sport Equipment
and Asset Donation
Volunteerism
Bilingualism
Coast-To-Coast
Women and Girls
Aboriginal People
National Pride & Hospitality
Community Benefits
Education
Jobs and Training

GOOD GOVERNANCE

Stakeholder Engagement
Sustainable Event Management
CSA Z2210
ISO 20121
GRI
Legal Compliance
Integrated Planning
Integrated Management
Collaboration
Partnerships
Community Input
Communications and Reporting
Assurance and Reviews
Recognition

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