

**For Us. For Them. For Her.**

## **Cymru at UEFA Women's EURO 2025**

A comprehensive tournament and legacy programme was developed, built on three strategic pillars, 'Ysbrydoli (Inspire), Cymuned (Community), and Ar Ben y Byd (Wales on the World Stage).' This initiative embedded legacy and growth into every step of the journey, from empowering grassroots football to celebrating national identity.

### **Ysbrydoli | Inspire – Empowering participation and opportunity**

We created pathways for women and girls of all ages and backgrounds to play, coach, referee, and feel a true sense of belonging in the game.

- **Chwarae FOR HER:** A nationwide activation week offering free football to girls across Wales, many participating for the first time. Clubs and local authorities united to deliver sessions in every region.
- **Amser Ni | Girls Club Grant Scheme:** To support the surge in demand following Cymru's EURO 2025 qualification, *Amser Ni* offers clubs up to £500 to reduce the financial barriers that can arise when increasing membership. The scheme specifically targets clubs looking to host U6–U9s teams, where growth has historically been slowest, helping more young girls begin their football journey at the earliest stage.
- **Coaching Workshops and Network:** Free regional *Step into Coaching* workshops offer women across Wales a safe, supportive entry point into coaching. These are complemented by national CPD sessions to enhance skills and confidence, and a growing mentorship network that connects female coaches across the country, building a strong, visible community of role models in the game.
- **Referee Campaign:** Twelve free taster sessions and six regional practical sessions offer safe, welcoming spaces for women and girls to try refereeing. A mentorship programme has also been introduced to support the retention of female referees in Wales.
- **National Team Festival | Ein Dathliad FOR HER:** Cymru players hosted and attended a football festival for girls aged 4–16, many of whom had never played football before to inspire and engage with new potential participants.



# FA WALES CBD CYMRU

- **Huddle & BE.FC Expansion:** *Huddle* (ages 4–11) and *BE.FC* (ages 12–16) are FAW’s core recreational programmes, designed to give girls a fun, safe introduction to football. Ahead of EURO 2025, the FAW ensured the number of providers grew significantly Huddle by 44% and BE.FC by 200% to vastly expand opportunities for girls across Wales to try the game for the first time.
- **£1M ‘Environments FOR HER’ Grant Fund:** In partnership with the Cymru Football Foundation, this fund is helping clubs across the country create safer, female-friendly environments, providing cubicle showers, locks, better lighting, sanitary products, and inclusive changing spaces.
- **Schools Legacy Packs:** Working with the British Council UK, bilingual educational resources focusing on language, equality, culture and the history of women’s football in Wales were distributed to every school with a celebration pack. An equipment grant scheme also supported schools in delivering ongoing football opportunities for girls.

This pillar and its aligned initiatives turned inspiration into action, ensuring that women and girls across Wales have the tools, spaces and support to not only take their first step into football but continue a successful journey throughout the game.

## **Cymuned | Community – *A national movement of belonging***

We believe that Welshness is defined by values, not a place of birth. This pillar brought communities together around a shared sense of belonging, celebrating the national team in a way that felt inclusive, creative, and distinctly Welsh aligned to the FAW ‘Together Stronger’ mantra.

- **EURO Trophy Tour:** The UEFA WEURO trophy visited over 40 schools, clubs, and institutions including the Senedd (Welsh Parliament), engaging communities and generating excitement and pride across the nation.
- **Team Send-Off:** To celebrate Cymru’s momentous achievement, local girls’ clubs were invited to Cardiff Airport to take part in a special team send-off. With a Welsh samba band creating a festival atmosphere, the event gave young players a powerful opportunity to stand alongside their heroes and feel part of this historic journey as the squad set off to represent the nation on the European stage.
- **Yr Arwyr: Our Cymru Murals:** In recognition of this defining moment in Cymru’s history, bespoke murals were commissioned at schools and football clubs across



Wales, in locations that have personal connections to each of the players selected for the squad. Created by a network of diverse local artists, each mural is uniquely styled to reflect not only the identity of the player it celebrates, but the culture and landmarks in which it is placed, inspiring the generations to come, who will grow up seeing role models in their own localities.

- **Gŵyl Cymru Festival:** A nationwide celebration of culture, community and Cymru with a series of 40 'watch parties' taking place across each of Cymru three group games with live gigs in grassroots venues, creative workshops and screenings in arts centres and football clubs, all to unify communities across Wales through music, arts and football.
- **'Ein Crys Cymru' Tour:** To mark Cymru's squad announcement, the FAW unveiled 'Ein Crys Cymru', a giant inflatable Cymru shirt that detailed the names of the selected players. The shirt toured towns and cities across Wales, to connect communities with the tournament. The shirt was chosen as an emblem to symbolise identity, resilience, and belonging. When the women's national team first formed, players wore borrowed men's kits and it wasn't until 2019 that players names were printed on their shirts, a powerful milestone that made this moment of recognition even more significant.
- **Gêm For Her. Gêm For You:** Built around the belief that football is not just about playing, but about belonging, this storytelling campaign celebrated the voices of women and girls across the game, from fans and players to coaches and referees. By sharing real experiences, it aimed to inspire confidence, promote inclusion, and signpost free opportunities for those wanting to get involved in football.
- **Fan Walks:** Ahead of each of Cymru's group matches, we activated thousands of Welsh fans known as Y Wal Goch | The Red Wall, through official UEFA Fan Walks. Fans were gifted iconic Cymru bucket hats and to ensure inclusivity, a branded Cymru bus followed each walk, allowing fans with accessibility needs to take part fully in the experience. The campaign brought supporters together in a powerful show of unity, pride, and belonging.
- **The Cwtsh connected by EE:** The Cwtsh, Welsh for hug or snug, was a unique digital content series, in collaboration with FAW lead partner EE, which gave fans daily access to behind-the-scenes footage, video messages, and emotional moments from the squad, helping supporters stay connected to the team during the tournament and showcase the individual Cymru player personalities.
- **Website Hub - For Her:** A one-stop platform was created for all things related to women's and girls' football in Wales, detailing player stories, key information, providing opportunities and clear accessible routes into football for women and girls at all levels to encourage participation and legacy.



This pillar and its corresponding initiatives ensured that communities across Wales felt connected to the national team and were seen through the stories told, celebrating the sense of belonging.

### **Wales on the World Stage – *Sharing our story globally***

Utilising the global platform of UEFA EURO 2025 to elevate our players, nation, culture and the values we stand for through the following initiatives.

- **Cymru ar Gopa'r Wyddfa | Cymru Squad Announcement:** In a moment rich with symbolism, Cymru's EURO 2025 squad was unveiled from the summit of Yr Wyddfa (Snowdon), 1,085 metres above sea level. A special press conference at the mountain's peak visitor centre, created a powerful visual moment covered by UK and global media, aligned to UEFA's tournament tagline 'The Summit of Emotions'. Later that day, Head Coach Rhian Wilkinson visited Talysarn Football Club for a grassroots festival on a Cymru Football Foundation-funded pitch, followed by a Gŵyl Cymru cultural event in Bethesda featuring a Q&A and live performance by Welsh band Adwaith, bringing the celebration back to the community that shaped it.
- **Official Cymru EURO Song:** Titled 'Never Gonna Break Her', the anthem was written by Grammy-winning songwriter Amy Wadge and performed by Liss Jones. Taking inspiration from the Women's National Team's higher purpose: 'To play for change. To play to inspire. For Us. For Them. For Her.' The song is a tribute to the team's journey and to every woman who's ever had to fight to be seen, heard, or valued.
- **Gŵyl Cymru in Switzerland:** In addition to the Gŵyl Cymru events in Wales, the FAW collaborated with organisations from the Welsh creative sector through the Welsh Government partner support fund to create initiatives that promote the Welsh language and culture in Switzerland. From a poet in residence charting the journey of the team through verse, to performances by Welsh musicians and dancers, this was an opportunity to showcase Welsh culture and creativity to fans from across the world.

This moment went beyond meeting qualification targets, it was an opportunity to showcase Wales' identity, heritage, and values on the global stage.

