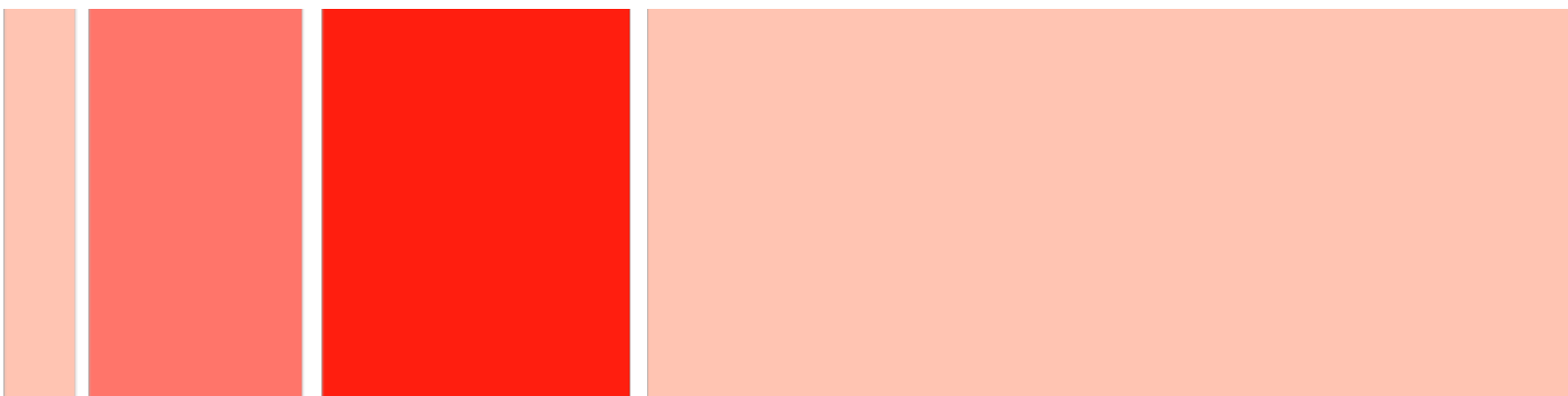


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Evaluation of Welsh Government-funded Women's Euros 2025 activities



Mae'r ddogfen yma hefyd ar gael yn Gymraeg.

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Evaluation of Welsh Government-funded Women's Euros 2025 activities

Authors: Martin Jones, Hefin Thomas, Jennifer Lane and Kara Stedman. Arad Research

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Views expressed in this report are those of the researchers and not necessarily those of the Welsh Government.

For further information please contact:

Sports Division

Welsh Government

Cathays Park

Cardiff

CF10 3NQ

sportdivision@gov.wales

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1. Introduction and background

The Welsh Government commissioned Arad Research to undertake an evaluation of its programme of activities to promote Wales as part of the 2025 UEFA European Women's Championship (Women's Euros). This report presents the findings of the evaluation.

1.1. Evaluation objectives

The main objectives of the evaluation were to:

- assess the alignment of the deliverables with the Welsh Government's aims for the suite of activity and other strategic policy objectives
- assess the extent to which supported activities have been able to achieve their deliverables
- assess as far as possible, the contribution of the delivered activity towards the Welsh Government's overall objectives for the Women's Euros 2025
- provide recommendations and lessons learnt for opportunities that may arise in the future

1.2. Background to the funded activities

Following the qualification of the Cymru women's football team to the UEFA European Women's Championship in Switzerland, the Welsh Government sought to maximise the opportunities and benefits arising through the team's participation. The profile of the event represented a significant marketing and sports diplomacy opportunity for the Welsh Government.

The Welsh Government's objectives for its programme of activities relating to the Women's Euros were:

- promoting Wales to a global audience
- projecting Wales's values, particularly around equality and inclusion
- promoting women's sport and encouraging increased participation and securing a legacy from the competition

The activity that has been funded included:

- 1) A **£1m Partner Support Fund (PSF)** made available to sport, culture, creative and education organisations to deliver activities to celebrate Wales in the Euros. Partners applied for support through a grant application process. 16 partners successfully gained funding. One of the purposes of the grant was to deliver a legacy from the

Euros that would inspire the next generation of boys and girls and encourage an increase in sports participation to support the health and wellbeing of the nation.

- 2) A **marketing campaign of £300,000**, led by Cymru Wales Brand to showcase the nation on the global stage. This was used for a focused digital, social and out-of-home marketing campaign in key markets (mainly in France, Netherlands, Switzerland and Germany) and a targeted media engagement activation on the ground using Lleisiau Cymru.
- 3) A programme of activities around **ministerial engagement** at the tournament that maximised diplomatic engagement, as well as opportunities to develop economic, sporting and cultural links. This programme of activities cost around £35,000.

1.3. Methodology

The methodology for the evaluation involved a combination of qualitative interviews and desk-based research. This included:

- development of an evaluation framework, which mapped the key themes of the research and the evidence sources and tools required for data collection
- interviews with 20 stakeholders including Welsh Government officials, representatives of the British Embassy in Switzerland, Lleisiau Cymru Ambassadors, the Football Association of Wales (FAW), Sport Wales and PSF partners
- Documentation and data review including:
 - PSF monitoring data and project completion reports
 - data collected against the Welsh Government marketing measurement framework

It is important to acknowledge some of the limitations of the evaluation methodology. The research gathered evidence from individuals and organisations involved in the planning and delivery of activities. It was not feasible to gather evidence from those who attended events or took part in activities because of the timing of the evaluation, nine months after the delivery of activities. This limitation was mitigated by asking partners to reflect on the wider programme of events and activities that other partners had delivered, as well as views on their own activities. It was not feasible to interview all of the PSF partners during the evaluation because of timing and budget; this was mitigated by reviewing evidence from all monitoring data and project completion reports. These limitations are not considered to have had a significant impact on the evaluation.

2. Design and delivery

This chapter sets out the findings in relation to the design and delivery of the funded activities, the 'Tîm Cymru' (Team Wales) partnership approach to delivery and the role of the Steering Group. It also presents views on the funding of the activities and their role in supporting the objectives of promoting Wales's values and women's sport.

2.1. 'Tîm Cymru' ('Team Wales') partnership

The Welsh Government built on the 'Tîm Cymru' approach, developed for the Welsh Government-funded activities delivered around the 2022 Men's World Cup in Qatar, to design and deliver activities relating to the Women's Euros. The benefits of working closely with stakeholders, such as the FAW, the UK Embassy in Qatar and a variety of partners in the sports and culture sectors, were identified in the [Evaluation of Welsh Government-funded World Cup Activities](#) report (Welsh Government, 2023). The Welsh Government considered that this model of working provided a framework for planning and delivering a similar range of activities before, during and after the 2025 Women's Euros.

After the Cymru team qualified for the Women's Euros in December 2024, the Welsh Government began the process of convening a Steering Group, building on the relationships that had been established with the FAW, broadcasters and other partners in 2022, and engaging new partners such as the British Embassy in Switzerland.

Most of the stakeholders interviewed noted that the fact that the Cymru team's qualification remained uncertain until the play-offs in December presented initial challenges in terms of designing and planning the activities. While some stakeholders acknowledged that this limited the number of discussions that could take place ahead of the tournament, they nonetheless felt that the relationships and approaches established in 2022 provided a beneficial framework which could be used as a basis for planning the Women's Euros activities in 2025.

"There was no need to reinvent the wheel, especially within the short timescales. It was sensible to build on what we know works well – there is a lot of organisational intelligence that has been developed through the Tîm Cymru approach. It's a blueprint for sports diplomacy." Stakeholder

While the activities delivered at the 2022 Men's World Cup informed the approach taken to the Women's Euros, stakeholders interviewed as part of this evaluation also reflected on a number of important differences which influenced the approach taken in 2025. Some reflected on the relative proximity of Switzerland compared to Qatar, noting that this made travel and associated logistics easier. A few stakeholders also reflected on the different political context between the two events and the potential for a European focus. Stakeholders also considered that the focus on projecting values such as inclusivity and diversity was well-aligned with promoting women's participation in sport and ethos of the Women's Euros.

“The (Tîm Cymru) range of events, promotional content, and comms demonstrated an active effort to ensure inclusive representation. The variety of activities suggested that diversity was treated as a core element, not an afterthought.” Stakeholder

2.2. Design of the partner support fund (PSF)

Early discussions within Welsh Government, and informed by engagement with partners, agreed that a Partner Support Fund (PSF) would be established, building on and learning lessons from the approach adopted for the 2022 Men’s World Cup. It was agreed that this would involve a two-stage bidding process for organisations to express interest and submit tender applications for funding. A range of Welsh Government departments were engaged in early discussions on the priorities for the PSF, with guidance developed for organisations that wished to express their interest in participating. Stakeholders who had been involved in the Welsh Government-funded activities for the 2022 Men’s World Cup considered that this model provided an effective approach for the Women’s Euros.

The PSF was launched on 21st February 2025, with a fortnight for organisations to express interest in participating by 7th March. The Welsh Government reviewed these expressions of interest within a week and invited successful organisations to submit full applications on 14th March, with a three-week deadline by 4th April 2025. Decisions were made by Welsh Government within a fortnight, allowing 11 weeks for successful applicants to plan and deliver activities ahead of Cymru’s opening match on 5th July.

Following the application process, a series of workshops were convened by Welsh Government, providing an opportunity for successful PSF applicants to meet, present their initial plans and identify collaboration opportunities. These workshops were welcomed by the PSF partners interviewed, with some noting that they provided opportunities to avoid duplication and ensure that partners’ activities complemented each other.

However, some partners highlighted that workshops had to be largely focused on presenting their own plans and learning about other partners’ plans, rather than providing opportunities to discuss collaboration opportunities in more detail. Welsh Government representatives highlighted that all partner contact details were shared to support further collaborative discussions and a few stakeholders indicated that collaboration discussions between PSF partners took place after these workshops had taken place.

Stakeholders generally welcomed how quickly the Welsh Government had established the PSF and approved projects to allow as much time as possible for successful applicants to plan and deliver their activities. However, several stakeholders also highlighted the challenges that the timescale for expressing interest and applying to the PSF had posed for some organisations – particularly smaller organisations – who did not have the capacity to respond in the time available.

Evidence from PSF project completion reports and interviews with PSF project leads shows that, across most projects, short lead-in times were one of the main challenges faced in

designing and delivering their projects. Many organisations reported that they had to initiate projects immediately after gaining funding approval, leaving little time for additional planning, engagement or promotion.

While PSF project leads acknowledged that these timescales were as a result of the late qualification of the Women's team a few nonetheless highlighted the importance of having early, visible and culturally sensitive presence for engaging with communities, especially those underrepresented in sport. A few specifically noted that these cultural barriers are a particular challenge when it comes to engaging girls in sports. They further emphasised the importance of time to build trust in communities, for example with the presence of female role models and coaches and safeguarding procedures (i.e. consent, parental engagement).

2.3. Role of the Steering Group

All PSF partners and stakeholders welcomed the creation of a project Stakeholder Steering Group as part of the overall design and delivery of the Women's Euros activities. This group was considered to have provided visibility of wider activities, clarity regarding funding and timescales, and strategic alignment with wider Welsh Government objectives for the activities.

Some stakeholders and PSF partners nonetheless reported that more central coordination of collaborative opportunities through this group would have supported a more consistent and creative approach to design and delivery across the PSF (and wider Tîm Cymru activities). The Welsh Government created a shared calendar of activities^[Footnote 1], designed to inform partners about potential opportunities to promote each other's work and enable collaboration and this was distributed to all partners prior to the tournament. However, a few partners did not recall seeing this central resource and some others considered that not all PSF partners had worked collaboratively to promote each other's work on social media. encourage PSF partners to promote each other's work on social media.

2.4. Marketing campaign

The Cymru women's football team representing Wales at the European Women's Championship presented a substantial opportunity for marketing and sports diplomacy^[Footnote 2] for the Welsh Government as well as creating a lasting legacy for Wales. It provided a platform for the Wales Nation Brand and aimed to drive interest in Wales as a destination. The marketing campaign was delivered through a collaborative Tîm Cymru approach, bringing together cross-government teams, cultural partners, and external agencies, with the aim of presenting a coherent national identity on the international stage. The campaign delivery integrated PR, digital, television, and on-the-ground campaigns,

[1] Calendar accessible here: [Written Statement: Cymru Women's team at UEFA Euro 2025 \(4 July 2025\)](#)

[2] [Written Statement: UEFA Women's EURO 2025 \(18 February 2025\)](#)

events and experiences across Switzerland, France, Germany and the Netherlands, supported by multilingual materials.

The digital aspect comprised two campaign streams. These were:

- the Wales Nation Brand, delivered across Germany, France, Switzerland and the Netherlands
 - This focused on reaching audiences through video-led campaigns across Meta platforms (e.g. Instagram, Facebook), YouTube and StackAdapt (a multi-channel advertising platform which enables marketers to plan and deliver digital campaigns)
- the Visit Wales traffic campaign, which was targeted at Germany, Switzerland and the Netherlands
 - This re-targeted individuals who had previously engaged with the Wales Nation Brand activity and aimed to convert awareness into website traffic by directing users to the Visit Wales site

The creative activity delivered through both of these campaigns included 15-second and 30-second videos which were adapted so that they could be used in multiple contexts and on a variety of platforms (e.g. in-feed and in-stream).^[Footnote 3] The content created was blended narratives related to football, aiming to appeal to audiences who were engaging in other content relating to the Women's Euros, with wider tourism and destination messaging. Where possible, content integrated sport and other aspects of Wales; for example, a video of one of the Cymru players playing football on a Welsh beach was part of the Visit Wales campaign.

Media materials that had been used in previous campaigns, such as videos, graphics and images used in Saint David's Day campaigns and the 2022 Men's World Cup, were used or adapted, where relevant, while also developing new content for the specific context of the Women's Euros. For example, targeting a European rather than a global audience and focusing on participation in women's sport.

A PR team was located in Switzerland to support ministerial and Lleisiau Cymru engagements and provide responses to media opportunities. The Wales marketing campaign used a series of shared resources and materials that could be used by all Tîm Cymru partners, aiming to ensure consistent messaging and approaches across the partners. These shared resources included joint toolkits, messaging frameworks, brand assets and a bespoke Euro 2025 colour palette.

[3] "In-stream" advertisements typically play before, during, or after videos which users are accessing; these are typically used for increasing immediate awareness of a brand. "In-feed" advertisements typically appear alongside video content (e.g. suggested videos); users need to choose to click and watch these, which usually signifies greater engagement.

“Wales stood out for the holistic way it presented its identity — not just sport, but language, music, culture, and values. No other nation appeared to approach the tournament in this integrated way.” Stakeholder

The budget for the marketing campaign was not sufficient to include a strand focused on trade and investment, although it should be noted that this objective was supported as part of the ministerial visits programme. Some stakeholders reported that this could be a consideration for future events, alongside the other strands.

2.5. Promoting Welsh values

The Women’s Euros was the first tournament to have a [human rights declaration](#) agreed by the host nation, cities and UEFA. In response, the Arts Council of Wales / Wales Arts International developed a refreshed values statement, building on a similar values statement developed ahead of the Men’s World Cup in 2022. The 2025 process was led by Wales Arts International and involved a number of Tîm Cymru partners signing the values statement, which included a focus on justice, equality, and empowering women through sport, culture and leadership.^[Footnote 4]

“Together Stronger: We are a team and more. We are a movement for justice, equality, and empowering women through sport, culture and leadership.” Team Cymru Values Statement for UEFA Women’s Euro 2025

Stakeholders interviewed welcomed the values statement and its adoption as a shared approach across Tîm Cymru partners. Some interviewees felt that, compared with 2022, there were more opportunities for inclusive, values-based projects focusing on equality and diversity because the Women’s Euros was so closely aligned with promoting women’s participation in sport. Stakeholders welcomed the focus of the PSF projects on diverse artists and organisations. Several stakeholders also commented positively on the high percentage of PSF project managers and senior contacts among Tîm Cymru stakeholders who were women, noting that this embodied some of the values being promoted.

“During the tournament, I found myself surrounded mostly by women — colleagues, artists, organisers — who supported, uplifted, and empowered one another. This environment was unfamiliar but transformative.” PSF project lead

2.6. International activity

This section summarises the Welsh Government-funded activities which took place outside Wales in Switzerland along with target countries such as the Netherlands, France and

[4] See [Team Cymru Values Statement](#)

Germany. International activities were included in each of the ministerial engagement, PSF and marketing strands. These activities included:

- Welsh ministerial presence at two of the matches
- Welsh ministerial and senior official presence and in diplomatic and corporate events in the days around the matches
- media training provided for the Cymru national team players
- performances at Fan zones showcasing Welsh female artists (DJs, musicians and dancers) to an international audience
- corporate and cultural event hosted by S4C in Lucerne as well as live TV broadcast involving Tîm Cymru partners
- a 'fan walk' involving 8,000 Welsh and Dutch fans
- various activities linked to the 'Camperfan Cymru' and supporters' bus
- 'Fel Merch' female sports ambassadors appearing at an event in Switzerland
- cultural exchange for female students in Germany and Switzerland
- poet accompanying and documenting the Cymru team's experiences in Switzerland
- young changemakers participating in Hackathon event in Switzerland
- marketing campaign materials displayed in Netherlands, Germany and Switzerland
- UEFA vice-president Laura McAllister giving the closing speech at the "Unstoppable: Women's EURO Final Forum", reinforcing the national significance and cultural impact of the Cymru team's debut appearance
- variety of activities by partners capturing and sharing digital content

2.7. Funding

The total expenditure on Welsh Government-funded Women's Euros activities was around £1.335 million. This comprised:

- around £1 million for the 16 PSF projects
 - these ranged in their scale from £10,000 to £150,000
- £300,000 for the marketing campaign
- £35,000 for the ministerial engagement activity

Most stakeholders did not express a view on the overall amount of funding allocated to the activities, noting that they were focused on delivering the activities for which they received funding. A few stakeholders commented that the amount of funding allocated to the Women's Euros was lower than that allocated to the Men's World Cup activities in 2022 (£3.8 million). A few stakeholders acknowledged that the location and broader global reach of the World Cup may have influenced this, and that the Women's Euros was the first programme of this nature that had been delivered by the Welsh Government at a European level.

PSF partner project leads interviewed generally felt that the funding allocated had been sufficient to deliver the activities they had planned. A few stakeholders suggested that additional funding could have enabled a greater Welsh presence at conferences and summits held during the tournament, or for more artists to perform in Switzerland, however they acknowledged wider budget constraints. A few PSF project representatives additionally commented that they had been unable to respond flexibly to additional interest and demand generated by their activities (e.g. delivering more community-based activities) because of the need for additional grant funding.

A few stakeholders noted that there had not been sufficient funding available for delivering a strand of activity relating to trade and investment. These individuals felt this could have been beneficial in terms of potential longer-term benefits to the Welsh economy.

Some interviewees reflected on the grant payment arrangements, whereby Welsh Government made payments in arrears for activities completed by the PSF partners. PSF leads and some stakeholders highlighted that this arrangement meant that partners needed to spend money on materials, staff, travel and other resources in advance, and absorb these costs before being paid on completion of the activities. Welsh Government representatives noted that these arrangements are standard Welsh Government conditions for grant funding and that this was made clear at all stages of the application process and subsequent offers.

Stakeholders considered that larger PSF partners could manage these arrangements, and that they were accustomed to working in this way. However, interviewees reported that some smaller organisations found it challenging to manage their cashflow, particularly because the outgoings were relatively more significant for them, compared to their turnover. Given the Welsh Government's desire to engage a diverse range of organisations and individuals, this suggests a need to consider potential alternative arrangements in future, where circumstances and Welsh Government conditions allow.

“(If the aim is) is to support smaller and community-based organisations and be inclusive then it would be good to be able to provide some funding upfront.”

Stakeholder

“The claims process—operating in arrears and requiring high levels of documentation—consumed large amounts of staff time. For bigger organisations, this might be manageable, but for us it placed disproportionate pressure on a

very small team, the administrative load was extremely heavy relative to the project scale.” PSF project lead

As was the case in relation to activities commissioned ahead of the 2022 Men’s World Cup, a few stakeholders questioned whether there were opportunities to make some decisions in relation to funding at an earlier stage. However, others acknowledged that the uncertainty of qualification, coupled with the late timing of the play-offs (December 2024) meant that it would not have been prudent to commit significant amounts of funding, or raise expectations ahead of qualification.

3. Outputs, outcomes and impact

This chapter examines the outputs, outcomes and impact delivered by the Welsh Government-funded activities. It covers changes in the visibility, profile and perceptions of Wales and its values as a result of the enhanced marketing activities, PSF projects and the Lleisiau Cymru and the cultural and economic impacts generated as a result.

3.1. Partner Support Fund project outputs

The 16 PSF projects were asked to report on a set of programme level Key Performance Indicator's (KPIs) relating to their outputs and achievements based on guidance provided to them by Welsh Government^[Footnote 5]. Data from these reports has been collated as part of this evaluation and, where possible, figures have been aggregated. The monitoring data collected by PSF projects shows that:^[Footnote 6]

- a total of **241 events** were held by PSF partners, with **33,993 participating** or in attendance
- **6,364 children and young people** participated in **sporting activities** held by PSF partners
- **136,404 children/young people** participated in **cultural events**^[Footnote 7]
- **1,234** participants were involved in **training or coaching activities**
- there were **7,111 instances of school engagement**^[Footnote 8]
- **seven exhibitions** were funded through the PSF. This included:
 - Five interactive pop-up exhibitions showcased at community hubs around Wales to showcase Welsh female athletes' journeys through the AfroWales PSF project
 - Two exhibitions through the S4C 'Cartref Pêl Droed Cymru' (the Home of Welsh Football) project, including a corporate event featuring music, poetry and stories from Welsh female creative artists, food and drink in Lucerne, Switzerland and a "supporters campervan" visiting the three matches,

[5] This data is based on monitoring data which had been submitted by 15 out of the 16 PSF projects within the timeframe of this evaluation. 1 PSF project provided some data but had not submitted their completion report at the time of writing. S4C submitted two sets of KPIs for two different elements of their project. Figures from these two reports have been combined.

[6] Not all of these 16 PSF projects provided data in relation to each of the items listed in this section. This suggests overall numbers may have been higher than those presented here.

[7] This includes 120,000 participants from over 1000 schools at the Urdd Jambori which included participants joining in singing activities via video call.

[8] This includes schools engaged through the distribution of physical resources and pupils from over 1000 schools performing in activities such as the Urdd Jambori. It is likely that many schools engaged in more than one activity delivered by various PSF partners.

engaging with supporters and being used as a focus for generating digital content

- **304 videos/short films** were produced as part of PSF activities
- this activity, amplified by Welsh Government's communications and PR activities led to:
 - **26 press articles** being published by PSF partners relating to their activities
 - **11,476 pieces of online, print and TV media coverage**
 - **108 instances of media attending events**
- a total **social media reach of over 32 million** relating to their activity was achieved by PSF partners
 - These elicited **over 3.4 million engagements** (e.g. likes, responses, re-posts)
 - **Video content** posted by PSF partners was **viewed over 18.2 million times**
 - PSF partners gained **42,725 new followers** as a result of PSF activity
- **web-based content** relating to PSF activity was **visited 33,149 times**

PSF projects set Key Performance Indicator (KPIs) targets where appropriate. The table below demonstrates that 15 of the 16 indicator targets were exceeded, with the remaining indicator (number of exhibitions) being achieved.^[Footnote 9]

[9] It is important to note that not all projects set or recorded targets across indicators, even for indicators where achievements were recorded.

Table 1: Totals across all 16 PSF projects of KPI targets vs KPIs achieved 2025

KPI	Target	Achievement
No. of events supported	164	241
No. of people at events (total)	9,169	33,993
No. of children / young people participating at sporting activities	2,752	6,364
No. of children/young people participating in cultural events	100,465	136,404
No. of participants involved in training or coaching activities	352	1,234
No. of instances of schools engaged in the project	3,766	4,090
No. of web page views linked to projects	0	33,149
No. of videos/short films produced	14	304
No. of exhibitions delivered	7	7
Number of Press Articles	1	26
No. of pieces of online, print and TV media coverage	1	11,476
No. of instances of media attending events	0	108
Total social media reach	739,000	32,396,687
Video Views	75000	18,229,730
New followers	0	42,725
Engagement (impressions, comments, likes)	270,000	3,438,010

Source: Analysis of PSF partner completion reports

PSF projects were also required to set their own project specific targets. Evidence submitted as part of the partner organisations' completion reports shows that all projects had achieved the vast majority of their targets, with some achieving all set targets. In several cases, PSF partners exceeded some of the targets set. For those organisations which fell short of some targets, this was reported as due to a lower number of participants engaging in activities than had been anticipated. In some cases, projects had not yet achieved targets set because these were related to longer-term goals which were considered too early to measure, for example increased participation in sports and improved health and well-being.

3.2. Marketing campaign outputs

The marketing campaign delivered a wide range of outputs across multiple channels. These were:

- Digital and Broadcast Media
- Public Relations and Media Engagement
- Out-of-home and Event Activation ^[Footnote 10]
- Social Media

The outputs relating to each of these channels are presented below.

3.2.1. Digital and Broadcast Media

Television advertising reached 12.2 million viewers across France and the Netherlands through 29 broadcasts. The digital campaign generated 8 million impressions, 3.5 million video views, and 27,000 website visits, which was higher than the targets set across all markets. The outputs achieved across the two campaigns are set out below.

The Wales Nation Brand campaign achieved the following:

- 6.4 million impressions (12% more than forecast)
- 2.1 million video views (66% more than forecast)
- Cost-per-view £0.008 (40% lower than forecast)
- On Meta platforms (e.g. Facebook, Instagram), the campaign received 1.6 million video views, exceeding projections by 123%
- YouTube delivered 1.3 million views, 128% above forecast, supported by a 30% view-through rate^[Footnote 11]
- StackAdapt (a multi-channel advertising platform) achieved a 72% view-through rate, despite lower-than-expected impressions

The Visit Wales campaign achieved the following outputs:

[10] Marketing “activation” is the delivery of campaigns, events, or experiences that seek to engage specific target audiences and generate tangible interactions, often with them as participants.

[11] The view-through rate is calculated based on the proportion of users who watched the video, either entirely or a significant proportion of it, compared with the number of impressions (1.3m out of 4.6m – figures rounded)

- The campaign generated 17,300 clicks (within 1% of target)
- Click-Through Rates outperformed expectations across all markets, rising by 117%^[Footnote 12]
- The highest Click-Through Rates were achieved in Germany at 2.35%
- “Lookalikes” of previous website visitors delivered the majority of website traffic, generating over half of the total number of clicks^[Footnote 13]

3.2.2. Public Relations and Media Engagement

The Welsh Government worked with partners to engage media organisations and broadcasters, arranging 26 interviews for Lleisiau Cymru and Welsh Government Ministers. Multilingual media packs were produced in English, French and German to support the process of engaging international media organisations. As noted in the data set out in the previous section, media coverage was achieved across domestic and international outlets, supported by the work of PR agency staff commissioned by Welsh Government.

3.2.3. Out-of-Home and Event Activation

The out-of-home and event campaign involved advertisements being placed on 57 digital screens across Zurich, St Gallen and Lucerne (the cities hosting matches involving the Cymru team and Zurich as a major transport hub), alongside branded activations in fan zones, such as the Cymru Wales Bus, and advertisements in major transport hubs. The Cymru Wales bus was considered by some stakeholders to have provided a ‘strong visual identity’ and was viewed as instrumental in supporting fan experiences such as the largest ‘fan walk’ in Women’s Euros history (at that time), involving 8,000 Cymru and Netherlands supporters walking together from the city centre in Lucerne to the stadium. For some stakeholders, these activities provided further impetus and focus for the activities taking place in Switzerland.

“The FAW and Dutch FA and did a brilliant fan walk, the experience within the stadiums for fans were really positive.” Stakeholder interview

3.2.4. Paid Digital Campaign

Social media activity was maintained before, during and after the tournament. The data set out in the sections above provides an indication of the reach of these activities; it shows that all awareness KPIs for the digital campaign outperformed forecasts, demonstrating good

[12] The Click-Through Rate measures the percentage of people who click on a link, ad, or email after seeing it.

[13] “Lookalikes” of previous website visitors are audiences who share similar characteristics, behaviours or demographics with those who have previously visited a website.

levels of engagement with the target audiences. This suggests that the digital campaigns enhanced Wales's visibility across the key European markets during the tournament.

The data indicates that there were high levels of engagement across all platforms. YouTube received a particularly high level of engagement, which was 427% above target. Visit Wales data showed a good level of website traffic around the time of the tournament. Despite a lower number of impressions than anticipated, click targets were achieved due to high Click Through Rates, namely the percentage of those who saw the adverts who clicked on them.

Welsh Government's marketing report outlined several challenges encountered throughout delivery of the digital campaigns. The report noted that advertising costs were more expensive in some markets, most notably Switzerland, which limited the audience reach achieved through the campaign. Additionally, the report noted that the short campaign window - due to the nature of tournament football - limited opportunities to test the creative content of marketing material prior to use and to develop any content in additional formats.

3.3. Visibility, profile and perceptions of Wales

Across the PSF completion reports, one of the key successes of the projects documented was the increased national and international visibility for Wales. As indicated previously by the strong performance against KPIs relating to media engagement and reach, PSF activities attracted national and international media attention, through news outlets and social media. All PSF leads and stakeholders interviewed also believed that the Welsh Government-funded activity had increased the visibility and profile of Wales on the international stage during and after the Women's Euros. Activities were considered by PSF organisations' representatives to provoke a sense of national pride to audiences at home and abroad, through their focus on bi-lingual activities and Welsh identity and values.

"The Welsh fans covered themselves in glory, there was lots of great engagement with the Swiss and good opportunities for comms. The atmosphere was really incredible, and the Swiss really loved that – they sang all the time, governments can only build on that, they can't organise it. The S4C event was brilliant and really showed what Wales has to offer, as did the fan zones."

Stakeholder

Evidence collected from the PSF completion reports suggest that a number of projects had a notable cultural impact, several of these examples are noted further down this chapter. Many projects focused on activities which promoted and celebrated Wales's identity and women's sports through creative and artistic methods. These contributed to a distinctive Welsh presence throughout the tournament. These were considered by interviewed PSF project leads and stakeholders to have increased the visibility of Wales and women's sports at an international level, whilst promoting the Welsh language and culture.

"Wales turned up with such an incredible force, but not only just to celebrate the sporting success, but we brought our language, we brought our culture, we brought our music. And it's something that I've since realised that it's just not on

any other country's radar to do anything else like that. This is a truly unique thing that the Welsh Government do, when they blend sports, but especially football and culture.” Stakeholder

As highlighted earlier in this section the marketing campaign generated significant outcomes which aligned with the Welsh Government’s cultural and international objectives. The findings indicate that this has contributed to increasing Wales’ international profile, emphasising its identity as an inclusive, creative and values-driven nation. The Values Statement—endorsed by Tîm Cymru partners—reinforced Wales’ commitment to equality, justice and the empowerment of women, and a few stakeholders noted that this had resonated strongly in international media and engagements.

“Overall, the Welsh Government-funded events showed how committed Wales was to the Women’s Euros. Quite a few countries (including most of the big ones) did nothing for their fans e.g. fan zones, concerts, it was positive for Wales’s image as a nation.” Stakeholder

3.3.1. Ministerial visits and other international engagement

Stakeholders considered that the ministerial visits to Switzerland during the tournament supported increased visibility and status for Wales, although some expressed disappointment that there was not a ministerial presence at all three matches. Stakeholders highlighted the importance of these activities in promoting Wales at an international level and several considered that it has supported particularly effective engagement at a bi-lateral level with Switzerland. It was reported that the visits supported good engagement with the Swiss cantons and opportunities to discuss inward investment, sharing data for future educational, young people and language exchanges.

“These ministerial visits are crucial, when you are promoting the country for business and decision-making you need the First Minister not officials, however high ranking. It’s essential for the long-term relationships you are seeking to build, you are investing now for the future. With ministers you can have meaningful conversations – it’s really impactful in terms of attracting new investors.” Stakeholder

Sustainable partnerships were developed and there have been follow up cultural events in Switzerland e.g. a celebration of Richard Burton and a performance of the compositions of Morfydd Llwyn Owen at a classical music festival. One stakeholder noted that there was potential for further exchanges at a more political level based on ministerial meetings, for example, sharing insights and policy relating to domestic violence and gender cultural issues.

It was also noted that the President of UEFA visited Wales in October before the official Euro 2028 launch in London and was reportedly impressed with the partnerships between FAW, Welsh Government and the Senedd. Stakeholders highlighted the opportunities to build on this international engagement through future bids to host the Women’s Champions

League Final and Women's World Cup 2035 (across the UK). Wales is also bidding to host a UEFA Women's Respect conference bid in 2027, which will look at sustainability, inclusion and diversity and human rights.

"Wales and Poland were invited to give special presentations as they were debutants at a major women's tournament. The visibility and diversity of events (e.g. the S4C event where there were big names from business and sport) clearly registered with UEFA." Stakeholder

3.4. Participation and engagement

A significant achievement of the Women's Euros activities was the increase in opportunities for women and girls to engage in sport, culture and community life. Many PSF activities took place in communities across Wales, which celebrated and encouraged sports participation, in an inclusive way, specifically ensuring that girls, women, and those from diverse or underrepresented backgrounds were given the opportunity to take part. Some projects created the first ever opportunity of their kind in their communities across Wales, in line with the desired outcomes for the PSF projects to support participation and engagement through sport and the arts as well as offering the opportunities for new organisational networks to be developed.

"Some projects were focused on less-represented groups and we welcomed that. It was good to meet new people and work with new organisations and learn from those who gave voice to new voices from under-represented groups. These projects recognised the importance of doing things at home as well as internationally." PSF project lead

"The (Jess Fishlock) pitch mural was really impactful and the merging of arts and sport delivered great engagement from the community, We wouldn't have reached them if we'd only done the work out in Switzerland." PSF project lead

The presence of positive female role models in sport and culture has also had an impact, particularly role models, including coaches and referees in some projects, who have come from marginalised or often underrepresented groups. This sense of empowerment was seen by some PSF project leads and wider stakeholders to be supporting and promoting equality in sport and culture, ensuring access and representation. There were examples of enhanced confidence, ambition, skills, wellbeing and sense of belonging among activity participants across some PSF projects, which placed access and participation at the heart of their project design.

"Women participating in our programmes experienced significant personal development outcomes, including increased confidence, employment outcomes, promotions, and improved wellbeing. Some rebuilt their relationship with sport after difficult or traumatic experiences." PSF project lead

Some further specific examples of these impacts include:

- FFSC engaged over 170 girls aged 8–18 in structured football, school sessions, camps, Youth Nights and watch parties, delivered in culturally aware, safe, girls only spaces, addressing one of the main barriers to sustained participation
- Actif North Wales delivered festivals with over 1,780 attendees, including high female participation and reach into deprived communities
- Boys and Girls Club Wales engaged with a total of 1,005 women and girls at events including 562 girls at 11 Girls' Activity days and 130 children with disabilities at an inclusion football festival
- Street Football Wales' weekly women's sessions have been restructured from two to three divisions, reflecting growth in female participation in football
- Bath University and Grange Pavilion Youth Forum showed the importance of representation, with coaches delivering sessions to young Muslim women and teens

As mentioned previously, cultural interventions connected to sporting events can have powerful impacts on audiences in Wales and abroad. PSF leads noted that the women's Euros activities also had benefits on the artists delivering activities or creating the art. Having women-centred, paid and structured international experiences for Welsh artists who may otherwise face financial barriers to working abroad was seen as invaluable. One PSF partner noted that placing women musicians at the heart of Wales's cultural presence during the tournament enabled professional development for the artists, exposure, and in some cases, offers to perform abroad in the future.

3.5. Partnerships

The PSF projects were often delivered in partnership with other organisations, in local communities, at national level and internationally. This included cross-sector collaboration involving arts, youth services, sport bodies, broadcasters, schools, brand partners, grassroots clubs and international organisations. Some PSF-participating organisations reported that they were building on existing partnerships, and the funding has provided opportunities to further embed these relationships, while others noted brand new partnerships which have developed.

It was noted by a few stakeholders that the types of organisations and partners involved was 'a strength', with a wide variety of different organisations in terms of size and focus. Partners were considered to have a good ethos and focus on shared values appropriate to how Wales should be represented to the world.

PSF projects noted that partnerships strengthened the reach, engagements, delivery and legacy of their projects. For example, some organisations worked with others with larger social media platforms to promote activities. Some organisations worked together to produce and send out resources to schools. Many PSF projects had multi-partner festivals or launch events. One PSF project lead noted that working with a partner to utilise an event

which was already taking place to deliver activities relating to the Euros was an effective way to overcome challenges with the timings and raise awareness of both organisations' activities, campaign and programme.

The partnerships developed have delivered a range of positive impacts in Wales, and internationally. For example, a few PSF projects noted that the opportunity to partner with international organisations allowed them to exchange good practice and further enhance their cultural offer and work in Wales.

“The partnership with (name of Swiss organisation) was particularly influential. Their experience in supporting marginalised genders in music provided us with inspiration, networks, and practical ideas — for example, models for creating artist directories.” PSF project lead

Partnerships developed within and across Wales have also supported improved pathways and longer-term sporting and cultural offers. This includes grassroots and community partnerships, with many examples of new opportunities, such as the establishment of football clubs, as a result. These new initiatives have contributed to wider programme aims to encourage active participation in sports, enhance health and wellbeing and create a legacy of new networks and opportunities.

4. Legacy

This section sets out findings of the evaluation in terms of sustaining the legacy of Welsh Government-funded Women's Euros activities, increasing participation in women's sport and building partnerships for future events. The section concludes with a consideration of how future activities could be aligned with broader Welsh Government policy aims.

4.1. Sustaining the legacy

Stakeholders believed that the Welsh Government-funded activities had made a positive contribution to increasing participation in women's sport as well as having an impact on artists and organisations. Stakeholders referred to the contribution of the projects to:

- generating greater awareness and enthusiasm for women's sports and changing perceptions through sessions, resources/materials and events
- developing and promoting positive role models across a range of fields, for example, through training for new leaders, coaches, referees and media roles
- investing in capacity to increase participation in women's football, for example, supporting the formation of new teams, regular sessions and supporting newly qualified female coaches and referees
- generating future opportunities for participating artists, such as opportunities for musicians to perform
- creating partnerships between organisations that had been sustained since the projects had been completed

Many stakeholders referred to the achievement of the FAW's milestone of 20,000 girls and women being registered to play football in Wales as a positive legacy from the tournament; the number has grown from less than 10,000 in 2021. While it is not possible to quantify the impact of the Welsh Government-funded activities, there was a perception among stakeholders that the activities, alongside the broader impact of the tournament, had contributed positively to this.

"There's been a huge boost in number of girls taking part since the tournament. It has played a role in accelerating hitting the 20,000 target." Stakeholder

"It has normalised the women's game for men and boys too, there's a lot more visibility and more investment in grassroots football, pitches and changing rooms." Stakeholder

Some of the PSF project completion reports evidenced that they had built sustainable legacy and pathways which should be sustained beyond the funded-activity. Some examples included:

- the FAW's project supporting 59 new women's coaches and 35 women's referees, with longer-term targets for 100 new coaches and 150 new referees alongside engagement in coach mentoring and referee academy activities
- Foundation 4 Sports Coaching supported future leaders by enabling 10 young women to register for Level 1 refereeing and five women for FAW Leaders coaching courses
- Actif North Wales' project supported 30 community sport volunteers, including new female football leaders and coaches, who could lead and support future community-led activity; the project established 18 sustainable community-led activities to continue promoting active lifestyles beyond the funded-activity; these included new weekly community sports sessions, a new girls' football team (Wrexham Cefn) and disability football pathways
- Alaw Cyf Gŵyl Cymru activities inspired Crymych FC to form a brand-new Women's Football Team, with over 20 women signing up and attending
- as well as providing training and work experience opportunities (including some in Switzerland) to support women into working within sports TV production, the S4C mentoring project contributed to ongoing partnerships between broadcasters, media production companies and Higher Education institutions to provide training and support for women in the media; a particular focus on roles such as football commentary, where women are under-represented, is anticipated in future
- some PSF projects including Literature Wales and British Council created resources for schools which could be used by teachers and learners beyond the period of the projects

Some stakeholders considered that the marketing campaign had generated some impacts which had been sustained since its delivery including:

- the formation of "Genod Pres" (translates to "Brass Girls"), a women's brass ensemble which was funded to attend the Lucerne fan walk; the brass band has subsequently performed at national events and featured in digital content for wales.com focusing on the legacy of Women's Euros activities
- contributing physical and creative assets to the National Football Museum in Wrexham, including banners, memorabilia and photographic exhibitions, supporting the campaign's visibility in future cultural and sporting heritage displays
- the advertising establishing a foundation for longer-term brand building by enhancing Wales's visibility, particularly in key European markets such as Germany and France

4.2. The importance of arts and culture activities in sustaining impacts

Many stakeholders highlighted the importance of incorporating art and culture, role models and female representation into many of the outputs created by funded projects.

Stakeholders highlighted that visual and creative outputs such as videos, art, songs and articles could be viewed, distributed and used by a variety of individuals and organisations and could also inspire future participation in sporting and cultural activity.

For example, a few stakeholders highlighted to the positive legacy of 23 Cymru player murals being created in communities where they were born, through the FAW PSF project, potentially inspiring the next generation of players into grassroots football. Another stakeholder noted that the combination of poetry with football through the Literature Wales PSF project could encourage young people to write and engage in poetry, opening up opportunities beyond sport.

4.3. Impact on participating artists and organisations

Some stakeholders referred to the impact of the activities on participating artists such as musicians being offered further opportunities on the basis of their performances at the Women's Euros. Others referred to potential legacy projects that were being discussed, such as creating a graphic novel based on the poetry developed through the Literature Wales PSF project.

Many of the stakeholders interviewed reported that the partnerships that the Welsh Government-funded activities had established professional relationships with other organisations in Wales and internationally. In some cases, stakeholders reported that these relationships were being sustained through ongoing discussion about future opportunities although some noted the importance of ongoing funding to maintain momentum and to create a culture of longer-term investment in sports and the arts.

Some stakeholders considered that participating in the Welsh Government-funded activities had helped build their respective organisations' credibility and reputation, which could benefit them when seeking funding for future opportunities, both in Wales and internationally.

5. Conclusions

5.1. Design and delivery

The 'Tîm Cymru' approach, bringing together partners from across the sport, media and culture sectors, was welcomed by all stakeholders. Stakeholders who had been involved in the Welsh Government-funded activities for the 2022 Men's World Cup considered that this model provided an effective approach for the Women's Euros.

Stakeholders felt that the strategic aims and values of the Welsh Government-funded activities aligned well with the ethos of the Women's Euros, particularly the focus on inclusivity, diversity and promoting women's participation in sport.

Stakeholders acknowledged the short amount of time that was available between the Cymru team qualifying and the beginning of the tournament. While stakeholders would have liked more time to plan and deliver activities, they felt that the Welsh Government had been responsive within a challenging timeframe and that appropriate partners had been involved in the process.

Stakeholders had positive views on the range of projects engaged through the PSF and highlighted that many of the project leads were women. While partners felt that the time pressures limited the amount of operational planning that could be done during initial PSF workshops, they welcomed the opportunities to meet, present their initial plans, avoid duplication and identify collaboration opportunities through Welsh Government-organised workshops.

All PSF partners and stakeholders welcomed the creation of a Stakeholder Steering Group as part of the overall design and delivery of the Women's Euros activities. Some stakeholders and PSF partners nonetheless considered that more central coordination of collaborative opportunities through this group would have supported a more consistent and creative approach to design and delivery across the PSF.

The Welsh Government's shared calendar of activities was distributed to all partners prior to the tournament. However, a few did not recall seeing this central resource and some others considered that not all PSF partners had worked collaboratively to promote each other's work on social media.

Stakeholders welcomed the marketing and international activities that were planned and delivered alongside the PSF activity, noting that there was coherence between the content of this activity and the activity of partner organisations.

5.2. Outputs, outcomes and impact

Findings suggest that the activities were successful in achieving their intended outcomes, contributing towards the Welsh Government's strategic objectives. Across all PSF projects, 16 programme-level KPIs were met, with targets met or exceeded for all 16 indicators. All PSF partners' completion reports also showed that they had achieved the vast majority of

their individual targets, with some projects achieving all of their targets. PSF reports also indicate that partners are continuing to monitor progress against some indicators and anticipate further achievements based on their activities.

A total of 241 events were held by PSF partners, with 33,993 people participating or in attendance. A total of:

- 6,364 children and young people participated in sporting activities held by PSF partners
- 136,404 children/young people participated in cultural events
- 1,234 participants were involved in training or coaching activities

PSF activities also produced a variety of videos, articles, media coverage which reached a wide range of audiences and elicited over 3.4 million engagements (e.g. likes, responses, re-posts) on social media.

Television advertising funded through the marketing campaign reached 12.2 million viewers across France and the Netherlands while digital campaigns generated 8 million impressions, 3.5 million video views, and 27,000 website visits, which was higher than the targets set across all markets.

Further engagement was achieved through PR activity including 26 interviews for Lleisïau Cymru and Welsh Government Ministers. As part of an “out-of-home” and event campaign, advertisements were placed on 57 digital screens across Zurich, St Gallen and Lucerne (the cities hosting matches involving the Cymru team), alongside branded activations in fan zones, such as the Cymru Wales Bus, and advertisements in major transport hubs.

The marketing campaign generated significant outcomes which aligned with the Welsh Government’s cultural and international objectives. The findings indicate that this has contributed to increasing Wales’ international profile, emphasising its identity as an inclusive, creative and values-driven nation.

Stakeholders considered that the ministerial visits to Switzerland during the tournament supported increased visibility and status for Wales, particularly at a bilateral level, although some expressed disappointment that there was not a ministerial presence at all three matches.

Stakeholders highlighted the importance of these diplomatic activities in promoting Wales and its values at an international level. They also highlighted the opportunities to build on this international engagement through future bids to host the Women’s Champions League Final and Women’s World Cup 2035 (across the UK).

5.3. Legacy

Stakeholders believed that the Welsh Government-funded activities had made a positive contribution to increasing participation in women's sport as well as having a positive - and potentially sustainable - impact on artists and organisations.

Many stakeholders referred to the achievement of the FAW's milestone of 20,000 girls and women being registered to play football in Wales as a positive legacy and that the activities, alongside the broader impact of the tournament, had contributed to this.

The activities have also contributed to generating greater awareness and enthusiasm for women's sports, for example, supporting the formation of new teams and newly qualified female coaches and referees.

Funded activities have generated future opportunities for participating artists, such as opportunities for musicians to perform and writers to explore publishing their work. Sustainable partnerships have been created between arts, culture and community organisations, which can promote further engagement with the arts and sport in future. Some stakeholders nevertheless noted the importance of ongoing funding to maintain momentum and to create a culture of longer-term investment in sports and the arts.

The partnerships have been supplemented by visual and creative outputs such as videos, art, songs and articles which have been viewed, distributed and used by a variety of individuals and organisations and inspire future participation in sporting and cultural activity.

Some stakeholders considered that participating in the Welsh Government-funded activities had helped build their organisation's credibility and reputation, which could benefit them when seeking funding for future opportunities. This could create a future legacy for some smaller organisations engaged in reaching under-represented and diverse audiences.

6. Recommendations

Ministerial representation at Women's Euros matches and related activities was considered to have supported increased visibility and status for Wales. Welsh Government should therefore consider having ministerial representation at all matches and key events in future.

The PSF programme successfully supported a broad and diverse range of organisations and artists and provided opportunities for greater participation in sport and culture for women, young people and under-represented groups. Welsh Government should consider additional funding opportunities to sustain this legacy and momentum in the run up to Wales jointly hosting the 2028 Men's Euros.

The marketing activities have delivered a range of quality visual and creative outputs. These could be used to inspire future participation in sport and cultural activities as well as for forthcoming events to promote Wales at an international level, for example the Grand Depart of the Tour de France in 2027.

The 'Tîm Cymru' approach has successfully brought together arts and sports organisations to support domestic and international ambitions. Further scope exists for Welsh Government to develop and embed this approach and link to other priorities such as health and wellbeing and education.

Annex A Summary of PSF projects

A list of the 16 successful PSF projects is set out below.

Active North Wales

14 celebratory festivals in 6 local authorities in North Wales. 5 weekly community sessions focusing on supporting local people through upskilling and mentoring to deliver an ongoing programme of activity. Consultation with participants on future delivery. Workforce development training and upskilling. Collaborating with 20 local organisations. Supporting community-led initiatives.

Afrowales - OTID Entertainment

Key activities include sports workshops, pop-up exhibitions co-created with local artists, and a VR experience to promote Wales globally.

Alaw Cyf

Gŵyl Cymru Festival 2025 delivered a nationwide programme of community-focused cultural events, celebrating and supporting the Cymru Women's National Football Team during their landmark first appearance at UEFA Women's Euro 2025. It targeted audiences of all ages, but with an onus on fostering activities that could be enjoyed by families, and with an emphasis on female artistic talent.

Ashoka UK

The project engaged young people (ages 11–25), sport changemakers, practitioners, educators, football clubs, academics, and sector partners across Wales, the UK, and Europe. It involved: three intergenerational Gender Equality Hackathons; a Vision-to-Action Blueprint; Creative storytelling; three youth-led pilot initiatives and an international digital and communications campaign.

Bath University and Grange Pavilion Youth Forum

Activities included delivering football sessions at local primary schools and Grange Pavilion, advertising accessible football teams and training, screening Cymru's first Euro 2025 match with related activities, launching a Global Majority fan group for attending WNT/MNT matches, and creating fan merchandise like hijabs and bucket hats. Additionally, the project ran a promotional campaign around global majority inclusion in Welsh football, collaborating with Iby World and Creative Circle.

Boys' and Girls' Clubs of Wales

The "Her Goal" project, was a collaborative initiative between Boys' and Girls' Clubs of Wales, the Coalfield Regeneration Trust, and Challenge Wales. Comprising five dynamic elements, "Her Goal" offered community parties, football activity days, inclusivity-driven disability football events, empowering sailing experiences, and international youth exchanges.

British Council

The project provided teachers with ready-to-use lesson plans, digital content, and interactive challenges to support Team Cymru, while promoting the power of sport internationally, particularly focusing on women and careers.

Clwb Creative Cymru

The project hosted events including: Free Beginner's Football Training, 'SQUAD GOALS' flagship event and INDIVISA HQ powered by adidas. It also commissioned artwork by Welsh Artists to produce limited edition football jerseys, female football 3D animations and an upcycled alternative football flag. They also ran a social media campaign spotlighting Welsh women's football and creative talent with photography, reels and storytelling.

Football Association of Wales (FAW)

The Women's coaching network – implementing a comprehensive strategy that includes creation of a dedicated Women's Coaching Network. Women's Referee Campaign - creating a supportive and visible pathway into refereeing, addressing common barriers like lack of confidence and perceived inaccessibility. FAW Cultural Engagement Programme - celebrating the Cymru national team and the vibrant Welsh arts, artists and culture showcasing support for the team across Welsh communities.

Foundation4sportscoaching (FFSC)

The initiative included gender-inclusive football camps, community workshops, role model development through FAW-accredited coaching and refereeing courses, pre-tournament football festivals, and inclusive fan zones.

Gŵyl Wal Goch

Created a short film 'Cymru, Culture, Courage' following two sisters from Grangetown in Cardiff on and off the pitch telling their story about football fans who are Wales's first two hijab-wearing Muslim referees. The film was premiered in Butetown at a female-only Euros watch party for Cymru's opening fixture. It was subsequently shown at watch parties in Grangetown (twice) and Swansea at Elysium in association with Menter Iaith Abertawe.

Literature Wales

Sarah McCreadie, a well-known poet and football super fan, travelled with the team and delivered 16 video poems. Content was released via Literature Wales social media channels, with collaborations with Sarah herself, S4C, WAI and walesdotcom, alongside live performances at Gŵyl Cymru (Bethesda), Fan Zones (Zurich) and at Wales Book of the Year (Cardiff). She was featured on media such as Sky Sports News, BBC Radio Wales and Newyddion S4C.

S4C

Cartref pêl-droed Cymru – yn y Swistir (the home of Welsh football in Switzerland): this project established a central location for everyone to come together and enjoy the games

while hosting events to promote Wales. It would create an 'on the spot' mood in Switzerland that helps the team, fans, stakeholders and guests/audiences new to Wales to celebrate our nation.

Rhaglen Mentora 'AmdanHi!': S4C launched the 'AmdanHi!' Mentoring Programme in conjunction with S4C's original talent, and by working with our contacts in the television sector and beyond. The intention was to create a campaign that raised awareness of the skills and opportunities in the sports broadcasting sector, specifically commentary opportunities for women and women across Wales.

Street Football Wales

Project delivered two inclusive Street Football Tournaments. Weekly football sessions. Collaboration with grassroots clubs, governing bodies and community organisations to integrate participants into structured football pathways in each location.

Urdd

The Euros Jamboree was a national event involving school children across Wales. The Euros Anthem featured young and professional artists to create a song that inspires the nation to support Wales. Gwerin #LikeAGirl showcased contemporary folk talent from young girls of the Urdd in collaboration with the 8yth project in Switzerland. The Euros Sports Festival celebrated women's football and Welsh culture by rebranding the Urdd's national girls' football competition in Aberystwyth. Ambassadors/Legacy #LikeAGirl hosted a visit of #LikeAGirl ambassadors for the G50 leadership and sports event in Switzerland and a one-day national #LikeAGirl conference in Wales in October 2025.

Wales Arts International

The programme included performances and workshops by female Welsh artists in Lucerne and St Gallen, promoting collaboration with Swiss artists. In Wales, the initiative involved developing a Cultural Values statement, partnering with Gŵyl Cymru to connect national and international activities, and creating a mural art football pitch honouring Jess Fishlock, involving local youth. A digital campaign led by Orchard captured content from both Wales and Switzerland, to be used for broader and international campaigns such as Euros 2028.