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WE LEAGUE

PROFILE BOOK 2021-22

公益社団法人 日本女子プロサッカーリーグ
Japan Women's Empowerment
Professional Football League
©WE LEAGUE



MISSION

WE LEAGUE strives to promote an inclusive society, filled with diverse dreams and ways of living, and where individuals can shine, through the power of women's football and sports.

VISION

- To host the best women's football in the world.**
- To be the most active women's community in the world.**
- To be the most valuable league in the world.**

About WE LEAGUE

WOMEN EMPOWERMENT LEAGUE

WE LEAGUE is the first fully-professional women's football league in Japan.

"It's our new kick-off".

The WE LEAGUE was established on 1st July 2020 with these words at heart.

With a vision to not only host the world's best women's football, but to also become the most active women's community in the world, the WE LEAGUE (Women Empowerment League), was launched on 12th September 2021, becoming the first fully-professional women's football league in the country.



Mission

WE LEAGUE strives to promote an inclusive society, filled with diverse dreams and ways of living, and where individuals can shine, through the power of women's football and sports.

VISION 1: To host the best women's football in the world.

- Hosting the world's top players and maintaining the highest level of competition.
- Producing the world's top players and staff.
- Raising the quality of women's football in Japan through grassroots development.
- Increasing access for girls and women to be able to enjoy football in Japan.

VISION 2: To be the most active women's community in the world

- Encouraging women to be the starting point and the driving force for positive change throughout society.
- Becoming a platform that brings together individuals, organisations and companies, that exist beyond the world of sports.

VISION 3: To be the most valuable league in the world.

- Establishing a strong foundation that would support the development of both the physical (competition) and social-cooperate elements of the organisational mission.
- Proving the profitability of professional women's football.
- Becoming a societal role model in promoting equity, diversity and inclusion at the workplace and beyond.

Cause of WE LEAGUE

1. Be a driving force for gender-equity in Japan
2. Establish roots for professional women's sports in Japan
3. Contribute to the growth of women's football in Japan
4. Reclaim the world championship for Nadeshiko Japan

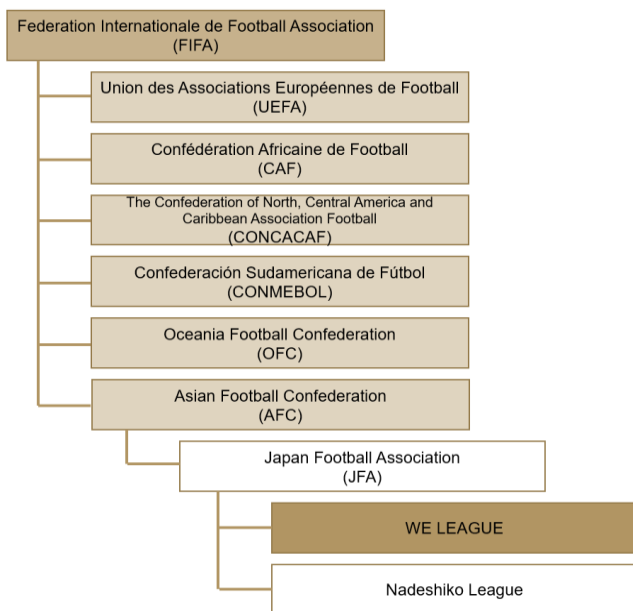
Why "WE" League?

WE LEAGUE stands for "Women Empowerment League". Behind this name lies the desires of the WE LEAGUE: (1) to see girls in Japan, dream of becoming "professional footballers"; (2) to become a symbol beyond the world of football for a gender-equitable society; and (3) to promote a society in which ALL of us (WE) are valued as individuals.

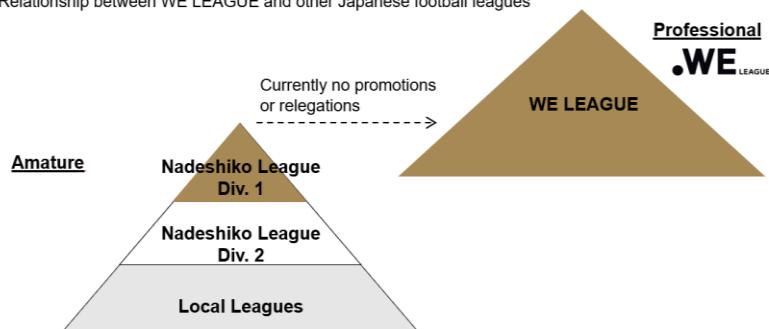
About WE LEAGUE

Position of the WE LEAGUE

WE LEAGUE is and a member organisation of the Japan Football Association (JFA), positioned as the top women's professional football league in Japan.



Relationship between WE LEAGUE and other Japanese football leagues



Organisational Structure

Organisational Name: Japan Women's Empowerment Professional Football League

Abbreviated name: WE LEAGUE

Date of establishment: 1st July 2020

Fiscal year: 1st July – 30th June

Head Office: 6F JFA House, 3-10-15 Hongo, Bunkyo-ku, Tokyo, Japan

Chair: Kikuko Okajima

Club Representatives Committee:

Club Representatives Committee

Members

- Mynavi Sendai Ladies
- Mitsubishi Heavy Industries Urawa Reds Ladies
- Omiya Ardija Ventus
- Chifure AS Elfen Saitama
- JEF United Ichihara Chiba Ladies
- Nippon TV Tokyo Verdy Beleza
- Nojima Stella Kanagawa Sagami-hara
- AC Nagano Parceiro Ladies
- Albirex Niigata Ladies
- INAC Kobe Leonessa
- Sanfrecce Hiroshima Regina

Chair of WE LEAGUE

- Kikuko Okajima

Executive Committee:

Chairman

- Kikuko Okajima

Vice-Chairman

- Kiyotaka Suhara

Senior Managing Director

- Kensho Nonaka

Executive Committee Members

- Yoichi Tachibana, Takafumi Yasumoto, Junko Imai, Chieko Ouchi, Shuko Oe, Yasuhisa Okuda, Miyuki Kobayashi, Yuriko Saeki, Norio Sasaki, Takako Tezuka, Ryuji Bando, Kuniko Muramatsu, Takako Yano, Sachiko Yamagishi

Auditors

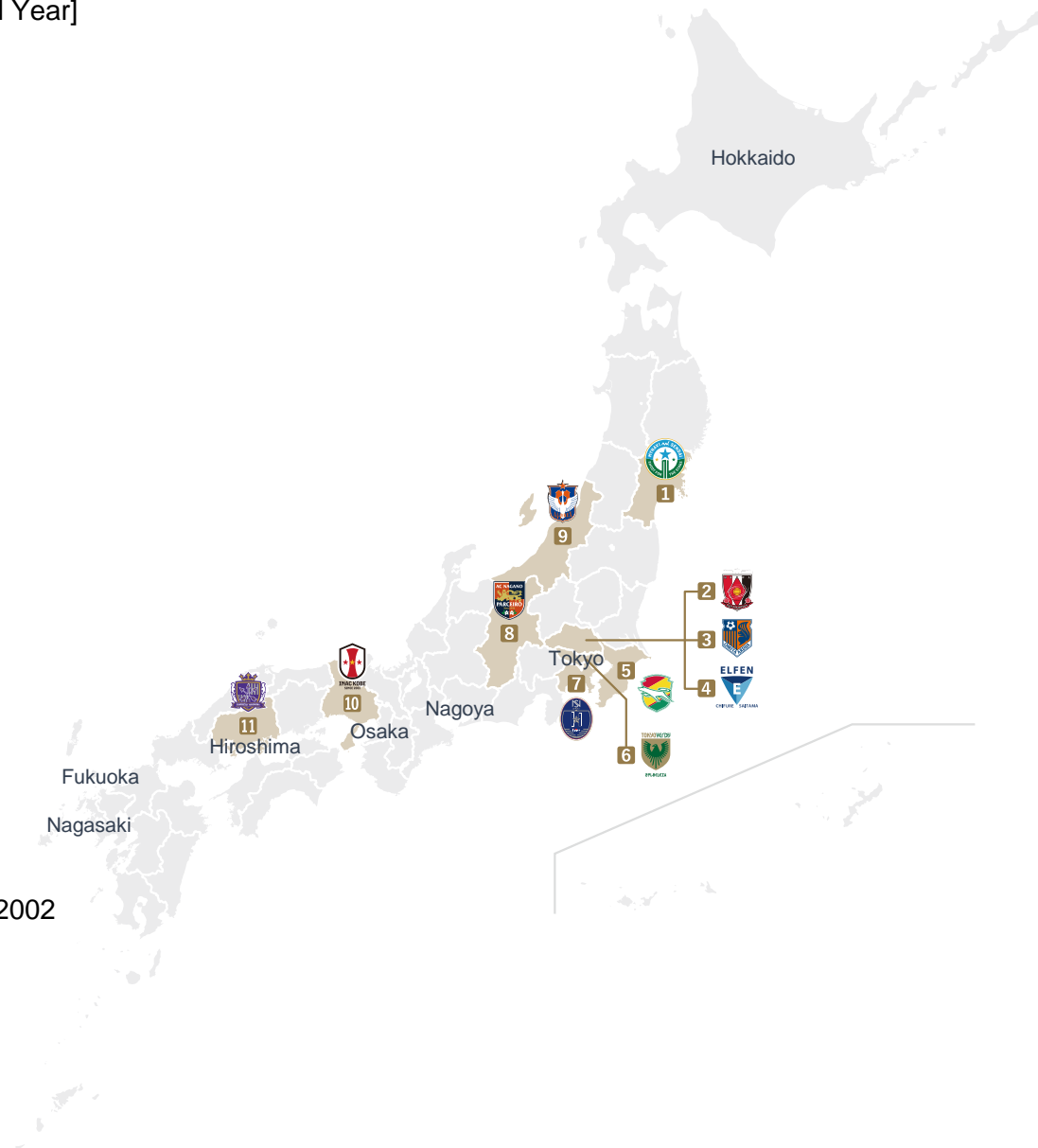
- Shinji Kuriyama, Isao Sunaga

About the WE CLUBS

11 Founding WE CLUBS

[Club Name/ Home Stadium/ Prefecture of Hometown/ Established Year]

- 1 MYNAVI SENDAI LADIES**
Yurtec Stadium Sendai / Miyagi / 2021
- 2 MITSUBISHI HEAVY INDUSTRIES URAWA REDS LADIES**
Urawa Komaba Stadium / Saitama / 2005
- 3 OMIYA ARDIJA VENTUS**
NACK5 Stadium Omiya / Saitama / 2021
- 4 CHIFURE AS ELFEN SAITAMA**
Kumagaya Athletic Stadium / Saitama / 2016
- 5 JEF UNITED ICHIHARA CHIBA LADIES**
Fukuda Denshi Arena, ZA Oripri Stadium / Chiba / 1992
- 6 NIPPON TV TOKYO VERDY BELEZA**
Ajinomoto Field Nishigaoka / Tokyo / 1981
- 7 NOJIMA STELLA KANAGAWA SAGAMIHARA**
Sagamihara Gion Stadium / Kanagawa / 2012
- 8 AC NAGANO PARCEIRO LADIES**
Nagano U Stadium / Nagano / 2010
- 9 ALBIREX NIIGATA LADIES**
Denka Big Swan Stadium, Niigata Athletic Stadium / Niigata / 2002
- 10 INAC KOBE LEONESSA**
NOEVIR Stadium Kobe / Hyogo / 2001
- 11 SANFRECCE HIROSHIMA REGINA**
Ball Games Stadium Hiroshima #1 / Hiroshima / 2021



More About WE LEAGUE

Key approaches, activities and highlights:

1. Approach

WE LEAGUE Club - Entry Criteria:

- At least 50% of club staff members are female (must be achieved within 3 years of joining the league).
- At least one female person is involved in the club's executive-level decision-making process.
- Appoint an "Empowerment Dept." officer within the club.
- To have at least five players under the Pro A contract, and at least ten players under the Pro B/C contract (min. annual salary of 2.7million JPY excluding tax).
- The head coach of the top team must be a JFA S-class (or S-class equivalent), JFA A-Pro license holder.
- At least one female coach (or manager) included in both the top team and the academy team's coaching staff team.
- To have a U-18, U-15 and U-12 team within the club. (The U-18 team must be achieved within 3 years of joining the league).
- The home stadium has a seating capacity of at least 5,000 people.
- Available nursing and childcare facilities within the home stadium.

WE LEAGUE Credo established by the players:

To mark International Women's Day on 8th March 2021, players from the 11 clubs and the Chair of WE LEAGUE gathered together to develop the WE LEAGUE Credo (Code of Conduct). A total of three plenary meetings as well as club-specific meetings took place to ensure the participation of all players from the league. The Credo, "WE PROMISE", summarises the desires and commitments of all WE LEAGUE players to become future leaders and role models, promising to give back to their fans, supporters, the local community and society through football.



More About WE LEAGUE

Key approaches, activities and highlights:

2. Activities

Primary activities of the WE LEAGUE:

- a. Organisation of the women's professional football matches (11 WE LEAGUE clubs; 110 league matches in total).
- b. Creation, management and handling of official records (Creating, recording and storing of data including videos and still images from official matches and official events. Handling of image rights, etc.).
- c. Establishment of rules and regulations relating to women's professional football.
- d. Training, qualification and registration of players, coaches and referees for women's professional football.
- e. Publicity of the women's professional football matches through outlets such as media broadcasting, etc.
- f. Research, study and coaching on football and football techniques.
- g. Involvement in international relations activities and projects related to football.
- h. Promotion and development of football and other sports.
- i. Publicity of women's football through official newspapers, etc.
- j. Hosting events and workshops on social issues, including women empowerment.
- k. Other activities necessary to achieve the organisational objectives (including building relationships with partners, sponsors and suppliers related to women's professional football.)

Yogibo WE LEAGUE Trophy: "Women Empowerment Trophy"

As the first women's professional football league in Japan, the WE LEAGUE, which strives for "gender equity" and "social inclusion and diversity", created the "Women Empowerment Trophy", which symbolises future possibilities and empowerment through the breaking down of long-standing stereotypes in society.

Inspired by the concept of the "glass ceiling" (the breaking of various barriers experienced by women in society), the trophy is made from glass that the players themselves shattered with a football ball. The broken pieces of glass were then re-formed by female craftsmen and designers from Sugahara Kogei Shioushi.

By layering the shards of glass and twisting them together with heat, the trophy represents the "rising power" of the WE LEAGUE, which aims to be the best women's football league in the world.

This trophy will be presented to the league champions of the Yogibo WE LEAGUE.



More About WE LEAGUE

Key approaches, activities and highlights:

2. Activities

Key international activities of the WE LEAGUE:

1. WE LEAGUE signs the Women's Empowerment Principles (WEPs)

On 23rd October 2020, the JFA and the WE LEAGUE announced that they signed the Women's Empowerment Principles (WEPs), principles jointly developed by the UN Global Compact and the UN Women. The JFA and the WE LEAGUE are the only two Japanese domestic sports organisations to have currently signed the WEPs. WE LEAGUE have expressed their desire to develop a social/working environment that promotes gender equity, through the activation of the seven principles set out in the WEPs, and publish annual reports, in collaboration with the JFA.



2. Support scheme for accepting ASEAN and other foreign players

As a way to strengthen women's football in Japan, WE LEAGUE have implemented a scheme which supports the acceptance of ASEAN players as well as other overseas players. If a player is recognised to have met certain criteria (eg. having international caps for their country of a particular FIFA Ranking, etc.) then WE LEAGUE and/or the JFA will partially subsidise the fees.

For the 2021-22 season, seven players from six countries were registered. The scheme has shown to also strengthen and develop women's football in Asia and ASEAN countries.

More About WE LEAGUE

Key approaches, activities and highlights:

2. Activities

Key international activities of the WE LEAGUE (cont'd):

3. WE LEAGUE signs a Memorandum of Understanding (MoU) partnership agreement with La Liga and the Nadeshiko League.

In April 2022, WE LEAGUE announced a MoU partnership agreement with La Liga, the Spanish professional football league, and Nadeshiko League. This was the first time that WE LEAGUE made a partnership agreement with an international league. The MoU agreement was previously signed between the Nadeshiko League and La Liga, but with the recent launch of the WE LEAGUE, this MoU was renewed as a tripartite agreement between the three parties. The MoU agreement between the La Liga, the Nadeshiko League, and the WE LEAGUE will encourage the cooperation and knowledge-sharing in a number of areas, with the aim of further developing women's club football worldwide.



4. Partnership agreement between JICA, JFA, J.League, and WE LEAGUE, for the development of developing regions through football.

On 9th June 2021, Japan International Cooperation Agency (JICA), Japan Football Association (JFA), J.League, and WE LEAGUE signed a partnership agreement on international cooperation for developing regions through football. The aim is to further deepen international cooperation amongst the four parties, and effectively implement methods to develop developing regions through football.

More About WE LEAGUE

Key approaches, activities and highlights:

3. Highlights

2021-22 YogiBO WE LEAGUE:

The inaugural season, the 2021-22 season, started on 12th September 2021 and ran until 22nd May 2022, with 11 clubs taking part in a total of 110 matches. WE LEAGUE is currently the only league in Japan that has adopted an Autumn/Spring season schedule.

Competition:	2021-22 YogiBO WE LEAGUE
Organisers:	- Japan Football Association (JFA) - Japan Women's Empowerment Professional Football League (WE LEAGUE)
Match venues:	In principle, home stadiums of each club
Duration:	12 th September 2021 – 22 nd May 2022
Participating teams:	11 Clubs
Tournament format:	Home & Away format (Double round-robin league system)
Number of matches:	110 Matches (a total of 22 Matchweeks)
Outline of competition:	a. Matches are played for 90 minutes (two 45 minutes halves). If a winner and a loser is not determined by the end of the match, a draw shall be declared. b. Win: 3 points, Draw: 1 point, Loss: 0 point. c. At the end of all the league matches, the teams are ranked by their total points. If the teams have the same number of points, their rankings shall be determined in order of the following factors. 1. Goal difference 2. Total number of goals scored 3. The direct results of the matches between the teams concerned (a: points won, b: goal difference, c: total number of goals scored) 4. Infringement points 5. Drawing of lots (Upon approval by the Board of Directors)
Awards:	1. Champions: Prize money (20 million JPY) & Women Empowerment Trophy, Medals and Champion Flag 2. Runners-Up: Prize money (10 million JPY) 3. Third Place: Prize money (5 million JPY)
Broadcasting:	DAZN and TV broadcasting stations in each club's home town

More About WE LEAGUE

Key approaches, activities and highlights:

3. Highlights

Schedule highlights of the 2021-22 Yogibo WE LEAGUE:

Key dates	Key events
2021-APR	Start of 2021 WE LEAGUE Pre-Season Match
2021-JUN	End of 2021 WE LEAGUE Pre-Season Match
2021-SEP	Start of 2021-22 Yogibo WE LEAGUE
2021-NOV	<ul style="list-style-type: none">- Empress's Cup JFA 43rd Japan Women's Football Championship (first round)- International Window
2021-DEC	<ul style="list-style-type: none">- 2021-22 Yogibo WE LEAGUE: Winter Break (Dec-Feb)- Empress's Cup JFA 43rd Japan Women's Football Championship (second round - quarterfinals)- International Window
2022-JAN	<ul style="list-style-type: none">- Empress's Cup JFA 43rd Japan Women's Football Championship (semifinals)- International Window
2022-FEB	<ul style="list-style-type: none">- Empress's Cup JFA 43rd Japan Women's Football Championship (finals)- International Window
2022-MAR	Re-start of 2021-22 Yogibo WE LEAGUE
2022-APR	International Window
2022-MAY	End of 2021-22 Yogibo WE LEAGUE
2022-JUN	WE LEAGUE AWARDS

Official Title Partner: Web Shark Co. Ltd. ("Yogibo")

In July 2021, Web Shark Co. Ltd. which develops the bead sofa and furniture brand "Yogibo" worldwide (Head office: Osaka, Japan), tied an agreement with WE LEAGUE to become the Official Title Partner for the two seasons from 2021-22 to 2022-23 under the WE LEAGUE Title Partner Agreement. In accordance with this, the WE LEAGUE matches are officially being hosted under "Yogibo WE LEAGUE", named after the company's main products.



Official Broadcaster: DAZN

WE LEAGUE signed an official broadcasting partnership agreement with DAZN, a live streaming service specialising in sports, for a period of eight seasons, from the 2021-22 season to the 2028-29 season. In accordance with this agreement, the Yogibo WE LEAGUE is being streamed on the DAZN channel (a certain number of matches are also available for free on the DAZN YouTube channel). Furthermore, some matches are also being broadcasted on local TV stations in each club's home town. The live video streaming on DAZN is produced under the copyrights of the WE LEAGUE. Besides the live video streaming, these videos are also being used for purposes such as the promotion of the league and analysis to improve the competitiveness of the game.



About WE ACTION

WE ACTION

About WE ACTION:

WE ACTION is a movement - It is where the players, WE club teams and partner companies, together realize the league's mission to "promote an inclusive society, filled with diverse dreams and ways of living, and where individuals can shine, through the power of women's football and sports.", and together (WE) take ACTION to make it a reality.

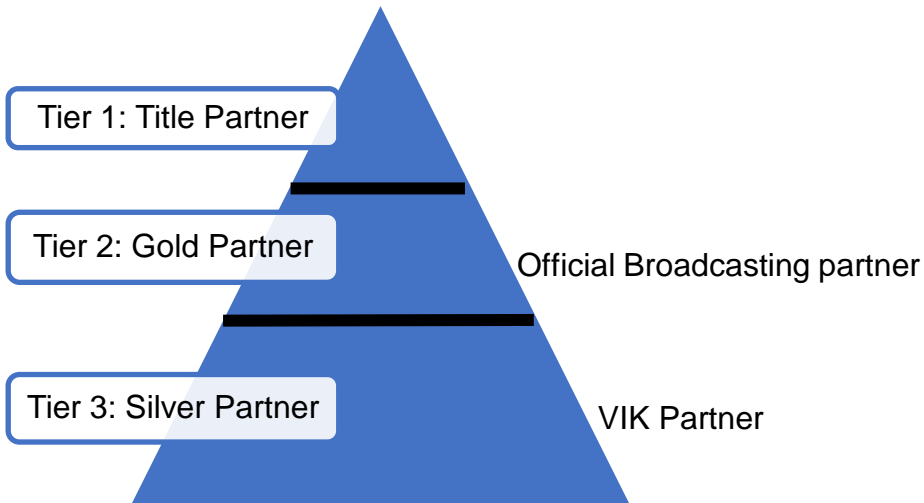


WE ACTION

Composition of WE ACTION



Composition of WE LEAGUE & Partners



WE ACTION MEETING

WE ACTION encourages the players, the League, the clubs and WE LEAGUE Partners & Media, to work together to challenge social issues that exist within our society today, for a brighter tomorrow. In the first year of WE ACTION, 2021, multiple 'WE ACTION MEETINGS' were organised with the aim to first, discover and become more aware of the various pre-existing social issues. It is planned that in the second year of the project, 2022, concrete actions will be carried out to tackle these issues.

About WE ACTION

WE ACTION DAY

WE ACTION DAY

Throughout the Yogibo WE LEAGUE season, each WE Club has two weeks in their annual calendar, where no league matches are scheduled. During such weeks, clubs are encouraged to organise a WE ACTION DAY, with the aim of working towards achieving the League's mission.



MYNAVI SENDAI LADIES's talk show with the Deputy Mayor of Rifu Town.



Online 'Football Skills-Up Class' with MITSUBISHI HEAVY INDUSTRIES URAWA REDS LADIES.



OMIYA ARDIJA VENTUS experiences disability sports together with local people.



CHIFURE AS ELFEN SAITAMA meets children from local children's homes.



JEF UNITED ICHIHARA CHIBA LADIES helping at a local food bank for the day.



Boccia tournament & football classes with AC NAGANO PARCEIRO LADIES.



A special joint training session organised by NIPPON TV TOKYO VERDY BELEZA for 25 football girls.



NOJIMA STELLA KANAGAWA SAGAMIHARA's fun football day with children of all abilities.



Two talk shows hosted by ALBIREX NIIGATA LADIES on careers in women's football.



INAC KOBE LEONESSA's big clean-up project.



SANFRECCE HIROSHIMA REGINA striving towards achieving the Sustainable Development Goals.

About Partnerships

Official Partners of the WE LEAGUE

OFFICIAL TITLE PARTNER



Web Shark Co. Ltd. (Yogibo)
<https://www.webshark.co.jp/>

OFFICIAL GOLD PARTNER / GRASSROOTS PARTNER



DAIHATSU MOTOR CO., LTD.
<https://www.daihatsu.co.jp/>

OFFICIAL SILVER PARTNERS



Plenus Company Limited
<https://www.plenus.co.jp/>



PERSOL HOLDINGS CO., LTD.
<https://www.persol-group.co.jp/>



Asahi Kasei Corp.
<https://www.asahi-kasei.com/>



TRE HOLDINGS CORPORATION
<https://tre-hd.co.jp/>



Reckitt Benckiser Japan Ltd. (Mediqtto)
<https://www.reckitt.com/jp/>



[OFFICIAL SUPPLIER]: B's INTERNATIONAL (X-girl)
<https://bs-intl.jp/>

OFFICIAL BROADCASTING PARTNER



DAZN Japan Investment GK
<https://www.dazn.com/ja-JP/>

OFFICIAL EQUIPMENT PARTNER



Molten Corporation
<https://www.molten.co.jp/>

OFFICIAL TICKETING PARTNER



PIA Corporation
<https://corporate.pia.jp/>

