

AUTOMOTIVE

## Volkswagen launches campaign for gender equality

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*Volkswagen is expressing support for women in professional sports. Image credit: Volkswagen Group*

By LUXURY DAILY NEWS SERVICE

Germany's **Volkswagen Group**, parent company of Audi and Porsche, has unveiled a new campaign in line with the start of the UEFA Women's Euro 2022 tournament, shedding light on gender inequality in professional soccer.

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As the official automotive partners of the tournament, the Audi and Porsche owner has centered the provocative messaging on the hashtag #NotWomensFootball, with the intention of igniting discussion on the topic of equal opportunity. The hashtag will be displayed across LED displays, beginning with the opening match between England and Austria.

"Our campaign is a wake-up call to raise awareness and encourage people to question how they use language," said Imelda Labb, board of management at Volkswagen Passenger Cars, in a statement. "It is language that shapes the ways in which people think about the world.

"We believe in the power of diversity in all areas, in order to achieve major transformations together."

### Gender equality

The concept of the campaign was inspired by the use of the term "women's football," suggesting it is not "real" or as legitimate as men's soccer. Volkswagen hopes to bring awareness to how much women contribute to soccer and professional sports around the world.

The #NotWomensFootball campaign is taking place in coordination with the German national team.



*The German national team is supporting Volkswagen's efforts. Image credit: Volkswagen Group*

"The discussion around equal opportunities for men and women in professional sports is gaining traction around the world," said Alexandra Popp, captain of the national team, in a statement. "I think it's good that Volkswagen is also driving the discussion in football."

All content for the campaign, including a powerful short film, will be hosted on the [wedrivefootball pages](#) in the Volkswagen Hub.

The campaign is an expression of support from Volkswagen for the current UEFA strategy for women in football. Under the "Time for Action" motto, UEFA is committed to making investments in European football since 2019.

Gender equality has been a long-standing debate in the world of soccer, and sports generally.

In March 2019, captain of the United States women's national soccer team Megan Rapinoe, alongside 27 of her teammates, filed a lawsuit against the U.S. Soccer Federation accusing it of gender discrimination in regards to equal pay.

Viewing Ms. Rapinoe as an advocate for their own values, beauty brand Shiseido tapped the former soccer captain for a marketing campaign last year ([see story](#)).