

REPORT ON FINALIZATION PROJECT 101089734 WOMAD

WOMAD project was designed to promote gender mainstreaming in sports with a focus on local impact, which is scalable to the European level.

Project used sports as a vehicle for promoting gender equality, aiming to create a lasting impact on both local communities and broader European networks through education, research, and open-source dissemination.

Aiming to have the planned impact, we were focusing on the following key aspects:

- Beneficiaries:

Direct: Coaches, sports club directors, and teenagers aged 13-17 from local schools and sports clubs in Italy, Spain, Serbia, North Macedonia.

Indirect: Communities influenced by these direct beneficiaries, future participants in summer camps, and educators or sport technicians interested in gender issues.



- Training and Education:

A 10-hour course on gender mainstreaming delivered to 10 trainers from 5 different schools/clubs, equipping them with skills to promote inclusion and gender equality in sports.



50 students engaged in this educational process, providing feedback that would refine the course for extended use, enhancing their understanding and advocacy for gender equality in sports.

- Outcomes and dissemination:

Research Report: On women's involvement in sports, setting the foundation for guidelines on gender mainstreaming.

Guidelines: For gender mainstreaming in sports, which was made available in open source, increasing the project's reach beyond the initial participants.



**Gender mainstreaming in sport
guidelines**



WOMAD
women against discrimination

Small scale partnership in sport
101089734



- Social media and online presence:

To maintain engagement and spread awareness, regular updates via platforms like Instagram, Facebook, and dedicated project websites.



- Local to European impact:

The project started with local summer camps and extended through collaboration with schools and sports clubs in Italy, Spain, Serbia and North Macedonia, with plans for broader European engagement.

The educational model was developed for EU secondary schools (ISCED 2), aiming to influence educational policy and practice across Europe.



- Cultural and social influence:

The initiative aimed to change perceptions of the European Union among young people, making EU values tangible through sports. It promoted cultural shift towards gender equality in sports, potentially influencing educational strategies at various levels, including universities.



- Sustainability and future impact:

We aimed to establish the approach which ensures that the project's objectives and outcomes are not only sustained but also expanded upon after the end of the initial funding, through both practical implementation and digital engagement.

By making resources open source, the project ensures long-term accessibility, encouraging continued use and development of the course materials.

It fosters an environment for new job opportunities in gender mainstreaming and reinforces the importance of inclusive sports education from a young age.



There are several steps we will take to ensure project's impact will be maintained post-funding:

- Ongoing communication:

The partners will continue to collaborate via periodic online calls to lay the groundwork for a follow-up project under the "Sport 2025" call, expanding the current partnership.

- Integration into regular activities:

The partner associations will incorporate the project's guidelines and outputs into their regular yearly activities.

This includes using the online interactive guide for ongoing educational and awareness programs.

- Stakeholder Engagement:

It was anticipated that some stakeholders from various territories would join during the project's 24-month duration, contributing to sustained activity and interest. In that sense, collaboration with grassroot sport clubs and newcomers to the Erasmus+ was initiated, but also with primary and secondary schools, as target group can be easily reached through this mechanism.

- Resource Management:

The continuity of the project will be supported by resources that the partner associations already have at their disposal as part of their regular management.

This ensures that the project activities and outputs become a standard part of their operational framework.

- Target Groups:

The project's results will be embedded in daily association activities, targeting not only teenagers but potentially other age groups as well.

Training will extend to external coaches and sports directors from organizations not initially part of the project, broadening the impact.

- Digital Presence:

The project's social media pages and website will remain active to:

Facilitate continuous feedback on the guide, which is open source and thus modifiable.

Promote and possibly initiate a larger cooperative partnership in 2023, aiming to increase both activities and outputs.

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Gender mainstreaming in sports refers to the strategy of integrating gender perspectives into all aspects of sports policies, programs, and practices to promote gender equality. It involves recognizing and addressing the different needs, interests, and constraints faced by men and women in sports.

Through the course of project implementation, we detected a few **challenges**:

- Cultural resistance to change and entrenched gender norms.

- Lack of visibility and support for women's sports.

- Economic disparities where women's sports often receive less funding and sponsorship.
- Structural barriers within sports organizations that might be predominantly male.

We also discovered that success stories have broad impact and that storytelling as a method is highly effective. We used some examples from countries and sports organizations that have implemented successful gender mainstreaming policies and that have seen increases in female participation and leadership.

Initiatives like the International Olympic Committee's (IOC) Gender Equality Review Project, which aims to increase women's participation in all levels of Olympic sports, where in 2024 we had 50/50 ratio of participation between males and females.

Global efforts served as an inspiration as well, where we reviewed the examples of various international sports bodies, NGOs, and governmental organizations that promote gender mainstreaming through guidelines, frameworks, and programs.

Events like the Women's Sports Foundation conferences or FIFA's women's football development programs caught attention.

By integrating strategies starting from local levels, sports can move towards a more inclusive environment where gender does not dictate opportunity, participation, or recognition in athletic activities.



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