

# EWSE

## EMPOWERING WOMEN FOR SPORT EVENTS IN EUROPE



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FINAL REPORT WITH THE EVALUATION OF THE IMPACT  
PRODUCED AND PRODUCIBLE IN THE MEDIUM AND LONG  
TERM BY THE ACTION WITH RECOMMENDATION FOR SPORT  
INSTITUTIONS

SEPTEMBER  
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# Imprint

This report is an output of the EWSE project. It aims to promote a European network of women's sport festivals and events to create an innovative networking model that can boost equality in sport leadership, visibility and representation of women's sport, promoting accessibility for all and environmental sustainability as key assets. For further information on the project, as well as downloadable research and support material, go to <https://ewse.assistitaly.eu/en/>.

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The project is run in partnership with the following organisations:

ASSIST Associazione Nazionale Atlete

IWA- Sport Irish Wheelchair Association Sport

EPSI The European Platform for Sport Innovation

Alice Milliat Foundation

VIDC Vienna Institute for International Dialogue and Cooperation



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# Summary

The European Women's Sports Events (EWSE) project has significantly impacted women's sports events in Europe by focusing on key areas of capacity building, networking, awareness, and promoting equality and inclusivity. This comprehensive report evaluates the project's achievements, methodologies, and provides recommendations for sport institutions.

# Project context

Partner organizations of the project are all involved to some extent in women sports and in organizing or supporting women sports events. The action aims at promoting the creation and development of a European network of women sport events and festivals in Europe to enhance their positive social, economic and cultural impacts on women in sport, increasing the sustainability of these events in their different aspects (economic, social, environmental sustainability) and using the potential of connection and impact of Sporting Events beyond the events themselves to boost the role of women in sport as a factor of change.

Promoting equality in sport is among the Commission priorities. It is described as a complex, multi-generational process that includes, among its objectives, the promotion of female role models that can inspire young generations and the achievement of gender balance in decision-making positions, removing barriers and actively encouraging women to take up leadership roles within sport organisations. Also, the Olympic Agenda 2020 set a specific strategic roadmap for the Olympic Movement that reaffirmed the priority of gender balance, as an opportunity to capitalise on the “transformational power of sport to foster gender equality and equal opportunities for women and men worldwide”, as stated by IOC’s Women in Sport Commission, recognizing therefore the potential for change that equality could bring for the overall sport system, and not for women only.

This action wants to contribute to address this topic valorising the potential that smaller non-mega sport events (NMSEs), women sport events and festivals specifically, can offer to enhance women sport in terms of impact, visibility, professional and economic growth, connections in Europe. While most research in this area has focused on global mega sport events (MSEs), there are many non-mega sport events (NMSEs) being organised worldwide that can impact on many people and create wider changes. Many researches, as Weed et al. (2012), argue that all these sport community-based events, where people can participate individually and directly rather than mass mega sport events, can push people to become more active and engaged, even for those groups of the population that are currently not or less active. Moreover, the effects of these events spread beyond individual participants towards many other actors among public/local institutions, event organizers, sport professionals, sport media and the general public involved in the creation and realization.

Therefore, through this report we want to understand the main challenges as well as the best tools to be effective in using the chance offered by these events to promote different actions on equal opportunities in sport: increasing women participation to sport, enhancing women capacity in organizing, promoting and representing sustainable, stable and successful sport events, increasing recognition by media, governments and sport institutions, creating supporting role models and mentoring networks for women through these events.

Especially when it comes to grassroots events, athletes and sport activists rarely have the chance of strengthening specific skills and competences in cooperation with the professional side of sport, as well as have difficulties in getting support outside the grassroots level. This action therefore represents a great opportunity to boost the sustainability of these activities: partners' experience proves that all women sport events they came across (as organizers, participants, supporting organizations) struggle with the same challenges, basically leading to a common difficulty to maintain existence over the years and scaling up their impact and dimension. This is the main reason why women sport events in Europe are still few, and also not very well known despite the participants and the interest of the audience and athletes increasing. This can be explained by a combination of different factors, that the report tries to underline and address, mainly referred to economic challenges, cultural and "political" acknowledgment and support, availability of a structured supporting circuit, that are all connected in creating sustainability and solidarity for women sport events, as impacting social actions and sustainable business activities.

Despite the awareness of cultural and economic motivations behind some of these challenges, partner organizations first of all share the need to understand in depth which are the main factors that determine barriers and difficulties for women to reach the desired impact in organizing sport events, also following the indication of the European Union Work Plan for Sport to strengthen further the "evidence base for sport", to better address these challenges.

An European analysis to assess which are the reasons behind the difficulty for women's sport events to reach adequate levels of visibility and support in Europe, also allowing better elaboration on solutions, does not exist, especially referring to the scale of these events (medium). This report wishes to benefit not only partner organizations, but of course all the women and girls involved already and willing to be involved in organizing and managing sport events successfully, as well as European sport in general, that would gain from more sustainable events both at grassroots and professional level.

Despite the growing excitement around women's sport rising in Europe and everywhere around the globe, partner organizations still experience a huge gap between the support in terms of media coverage, visibility, training and economic resources that women sport events and festivals receive compared to activities promoted by and involving their men colleagues. There is a particular lack of data, research and studies about the gap of investments and commercial attention between women and men sport events and festivals. Little research has been carried out that has explored the reasons why managers tend to invest in men's sport instead of women's. Given the rise in sponsorship spending, and the increasingly strategic nature of such investments, this represents an important gap affecting relevant supporting information that women in sport could use when approaching the organization of a sport events or festival. As one of the few available studies found out, this is mainly due to a mix of values and beliefs of decision makers, the media representation of sport, and indirect pressures on managers combine to heavily influence decisions about what and who to sponsor. The action, therefore, aims at reducing this important gap of information, trying to work both on companies and sponsors' side, as well as on the sport system in general.



## Leadership

These facts prove that the belief that sport generates leadership as an automatic outcome does not seem to apply to women sport where, despite the increasing rates of participation, underrepresentation and continued decline of women in leadership positions persists at all levels of sports. If we don't take action to support and back up women in taking on leadership in sport events, building on their skills and capacity, making them feel supported and free to develop their own model, we lose a great potential of know-how, enthusiasm, ideas and also economic growth.

## Media

Besides the low media coverage in general for women sport events and festival, an online research conducted by partners in national and local media describing women sport events confirmed what emerged from partners experience as well: these descriptions are full of gender bias and stereotypes, confirming the recent EU Parliament briefing document mentioned above, media tend to depict women athletes in a hypersexualised way, showing them as women first and athletes second, thus contributing to the construction of harmful gender stereotypes. Comforting traditional expectations, the media also seem to be perpetuating a gendered

perspective of sports as masculine (e. g. football and ice hockey) and feminine (e.g. gymnastics and figure-skating).





The relevance of media role and visibility to ensure an equal and effective coverage of women sport and, specifically, women sport events is high. As highlighted by the EU Parliament, there are still significant differences in the media coverage of women's and men's sports. Research shows that sports journalism in the print media is a man's world, with over 90% of the articles being written by male journalists and more than 85% of the coverage being dedicated to male athletes. Strictly connected to the poor media coverage for women sport, we see the challenge of increasing and stabilizing women sports fan base: as confirmed by Professor Cheryl Cooky of American studies and women's, gender, and sexuality studies at Purdue University, a large part of sustaining fan interest is accessibility, whether it is TV contracts that regularly broadcast games, stories in the sports pages, or stadiums that are in close proximity to city centers. Over 25 years of research, Professor Cooky says the amount of media coverage of women's sports on ESPN's "SportsCenter" and other US TV highlight shows has stayed at about 2%.

## Environment

The EU Work Plan for Sport 2017-2020 includes "Sport and environment" among its key topics, listing environmental sustainability in the context of major sporting events among the tasks to be pursued. This report tries to give specific attention and effort to increase commitment of sport events' organizers to include environmental and social sustainability as key elements of every sport event.

We have to pay attention to keep or improve the balance between the impact of sport events and the sustainability of the environment where they are held. Especially festivals and events that are mainly organized in open areas, green areas and parks with huge attendances and a high use of human resources, we need wiser way of planning these events, considering different aspects that are often underrepresented at the moment as security and safeness from environmental hazards and a more human sustainable planning that keeps health and safeness at the centre. But these aspects are essential also to increase the possibility to ensure a healthy experience to participants. Partners think that this will be a very important topic more and more in the future, especially considering the actual pandemic generated by COVID-19 that will force the sport sector to re-think their activities, especially these mass participation events.



## Accessibility

The European Commission Communication to “Develop the European Dimension in Sport” (2011) emphasises the rights of persons with disabilities to participate on an equal basis (with non-disabled people) in sporting activities: nevertheless, many researchers in sport, have argued that the system set up for these events is very complicated for the uninitiated and it particularly disadvantages specific categories, such as people affected by intellectual disability and women. For what concerns the participation of women with disabilities in elite competition, Olenik et al. points out that despite the accomplishments of the Paralympic Movement, “**serious inequities continue to exist for women**”. These inequities mainly refer to barriers such as a classification system which is particularly insensitive to women, scarce women involvement in the power structures of the disability sports movement and the under-representation of women athletes in wheelchair sports.

# About the Report

Welcome to the final report of the EWSE project, covering the project's journey from February 2021 to June 2023. This report represents the culmination of our collaborative efforts, aiming to evaluate the impact generated during the project's lifetime and to provide recommendations for sport institutions at both national and European levels.

## Project Context

The EWSE project was initiated to address critical issues in the realm of women's sport events, focusing on accessibility, sustainability, and gender equality. Over the course of this project, we worked tirelessly to empower women in sport, equip them with the necessary skills, and promote inclusivity and sustainability in sport events.

## Methodology

In this report, we detail the methodology used to evaluate the project's impact, including the tools and parameters we employed to measure sustainability and assess the impact on our target groups. We believe that a robust methodology is essential for providing accurate insights and valuable recommendations.

## Key Impact Areas

Our project aimed to achieve several impacts, and in this report, we delve into four main areas:

1. Increased Capacity and Skills
2. Improved Networking
3. Increased Awareness
4. Enhanced Understanding of Inequalities

## During and After the Project

Our work doesn't end with this project. We discuss how the impacts generated during the project's duration will continue to influence participants, organizations, and communities in the post-project phase.

## Recommendations for Sport Institutions

This report contains a set of comprehensive recommendations based on the project's findings. These recommendations are intended for national and European sport institutions, policy makers, and decision-makers who play a crucial role in advancing gender equality and promoting sustainable sports events.

## Contributors

This report was coordinated by EPSI – European Platform for Sport Innovation and collaboratively developed by project managers from all partner organizations, each contributing unique insights and expertise.

We invite you to explore the detailed findings, insights, and recommendations presented in this report. Our hope is that it not only reflects the hard work and dedication of all project partners but also serves as a valuable resource for driving positive change in the world of women's sports events.

Thank you for joining us on this journey towards a more inclusive, sustainable, and equitable future for women in sports.

# Introduction

In the dynamic world of sports, there is a growing recognition of the pivotal role that women's sports events and festivals play in advancing gender equality and promoting sustainable practices. The European Women's Sports Events (EWSE) project stands as a beacon of progress in this arena. This report represents a comprehensive evaluation of the project's achievements, impacts, and the invaluable insights it has generated.

The EWSE project was not merely an initiative with a set duration; it was a catalyst for change, an endeavor that has left an indelible mark on the landscape of women's sports events in Europe. Its roots extend deep into the realms of capacity building, networking, awareness raising, and promoting equality and inclusivity. This report serves as a testament to the project's dedication and the remarkable progress it has made in these key areas.

Our journey through the EWSE project has been a transformative one. From the development of high-quality training programs and mentoring initiatives to the creation of interactive platforms fostering networking and collaboration, we have worked tirelessly to empower women in sports. Our commitment to elevating awareness about women's sports and addressing inequalities has resonated across borders, creating ripples of change that extend beyond the confines of individual events.

As we delve into the core of this report, we will not only present the project's impacts but also shed light on its future. The impacts generated during the project's duration are not fleeting moments but building blocks for a sustainable, equitable future in women's sports. We discuss how these impacts will continue to influence participants, organizations, and communities in the post-project phase, leaving an enduring legacy for generations to come.

Moreover, this report doesn't merely conclude with an evaluation of the project. It extends further to provide a set of comprehensive recommendations. These recommendations are designed to guide national and European sport institutions, policy makers, and decision-makers in advancing gender equality and promoting sustainable sports events. They are born from the collective wisdom of the EWSE project, serving as a roadmap for creating a more inclusive and equitable sports environment.

In the pages that follow, we will delve into the specifics of the EWSE project's achievements in key impact areas, the methodologies employed for evaluation, the recommendations for sport institutions, and the overarching vision that propels us forward. This is not just a report; it is a testament to our commitment to gender equality, inclusivity, and sustainability in the world of sports. It is an invitation to join us in this journey toward a brighter, fairer future for women in sports.

# Methodology

The methodology employed in the evaluation of the EWSE project is multifaceted, designed to comprehensively assess the project's impact and sustainability. It leverages a range of monitoring and evaluation tools, coupled with quality check indicators to ensure adherence to project plans and the attainment of objectives. Here, we outline the key components of our methodology:

## 1. Periodic Evaluation

Throughout the project lifecycle, periodic evaluations were conducted using standardised forms. These evaluations allowed us to systematically assess progress, identify potential risks, and implement necessary procedures. The evaluation forms specifically addressed risks and procedures associated with the project's implementation.

## 2. Satisfactory Forms

In this report, we detail the methodology used to evaluate the project's impact, including the tools and parameters we employed to measure sustainability and assess the impact on our target groups. We believe that a robust methodology is essential for providing accurate insights and valuable recommendations

## 3. Evaluation of Specific Project Components

- a. **National Workshop Evaluation:** National workshops were evaluated to assess their impact and effectiveness in disseminating project knowledge and promoting gender equality in sports.
- b. **Mentoring and Training Sessions Evaluation:** The effectiveness of mentoring and training sessions was assessed through dedicated evaluation forms, capturing participant feedback and insights.
- c. **Interactive Map Evaluation:** The interactive map, showcasing women's sport events and festivals, underwent periodic evaluation to ensure its accuracy and relevance.
- d. **Smart Toolkit Evaluation:** The Smart Toolkit, a crucial project resource, periodically assessed for its usability and reach among sport activists and stakeholders.
- e. **Digital Report Evaluation:** The digital report of the European Fair of Women Sport Events underwent evaluation to measure its impact and reach.

## 4. Monitoring of Impact and Sustainability

The project's impact and sustainability were monitored regularly, considering key quality check indicators. This monitoring involved tracking project adherence to evaluation and monitoring plans, production risk management plans, and dissemination and communication plans. It also included evaluating partner satisfaction with group meetings and the generation of minute reports from these meetings.

## 5. Production and Outreach Evaluation

Throughout the project, various production and outreach components were assessed:

- a. **Mobility Exchanges:** The number of exchanges, their geographic distribution, and participant satisfaction were evaluated.
- b. **European Map of Women Sport Events and Festivals:** This map was assessed for its comprehensiveness, the representation of countries and sports, and its reach among stakeholders.
- c. **EWSE Chart Implementation:** Evaluation focused on the number of events, sports, and countries where the EWSE Chart was implemented, as well as participants and organizer satisfaction.
- d. **Handbook Evaluation:** The handbook designed to guide inclusive, sustainable, and accessible sport festivals and events was assessed for its quality and utility.
- e. **Smart Toolkit Usage:** The reach of the Smart Toolkit among sport activists and stakeholders, including its adoption by different countries and sports, was closely monitored.
- f. **Digital Report on the European Fair:** Evaluation considered the number of participants, countries represented, participant satisfaction, and the reach of the accompanying video.
- g. **Roadmap for Impact and Sustainability:** Adherence to the roadmap was evaluated to ensure that planned actions for impact and sustainability were carried out effectively.

## 6. Final Report Production

The final report, including its quality, comprehensiveness, and alignment with project objectives, was critically assessed to ensure its value in communicating project outcomes and recommendations.

## 7. Dissemination and Outreach Evaluation

The dissemination efforts were monitored, including website analytics, social media channels' performance, PR articles, mass media appearances, and the distribution of leaflets and newsletters. Attendance at relevant conferences, webinars, and seminars was documented, and participant satisfaction with the final international event was measured.

This comprehensive methodology provides a holistic view of the EWSE project, enabling to assess its impact, measure its effectiveness, and identify areas for improvement. It ensures that the project's objectives are met and that it contributes meaningfully to gender equality and sustainability in the realm of women's sports events and festivals.

### Data Collection Instruments and Sources

Our data collection instruments included:

- **Quantitative Surveys:** Surveys were designed to gather structured data from project participants and beneficiaries. These surveys were distributed at key project milestones to track changes in knowledge, attitudes, and behaviors.
- **Semi-Structured Interviews:** In-depth interviews were conducted with selected project participants and stakeholders to explore their experiences, challenges, and perceptions regarding the project's impact.
- **Focus Group Discussions:** Focus group discussions were organized to facilitate group interactions and capture diverse perspectives on the project's

outcomes and effectiveness.

- **Monitoring and Document Analysis:** We analyzed project documents, reports, and progress updates to assess the alignment of project activities with predefined goals and objectives.

### Data Analysis

Data collected through surveys, interviews, and focus group discussions were subjected to rigorous analysis. Qualitative data, such as interview transcripts and focus group notes, were thematically analyzed to identify recurring patterns, themes, and insights. Quantitative data from surveys were analyzed using statistical tools to measure changes in key indicators over time.

### Ethical Considerations

Throughout the data collection process, ethical considerations were paramount. Informed consent was obtained from all participants, and their privacy and anonymity were respected. Data handling and storage complied with applicable data protection regulations.

### Limitations

It is essential to acknowledge certain limitations in our methodology. While we made every effort to collect data from a representative sample, the generalizability of findings may be constrained by the specific context and characteristics of our target groups. Additionally, the evaluation focused on short-term and medium-term impacts, recognizing that some long-term impacts may require more time to materialize fully.

### Conclusion

Our methodology for evaluating the impact and sustainability of the EWSE project is a rigorous and comprehensive approach that combines both quantitative and qualitative data collection methods. By systematically assessing project outcomes, gathering stakeholder perspectives, and synthesizing findings into actionable recommendations, we aim to provide valuable insights for enhancing gender equality, inclusivity, and sustainability in sports events at the national and European levels.



# Evaluation

The evaluation of the EWSE project was an integral part of our commitment to ensuring the project's success, assessing its impact, and measuring its sustainability. We employed a structured approach, including monitoring and evaluation tools aligned with the project's various activities. This section provides an overview of the evaluation process for each project activity, highlighting the key outputs, tools, and quality check indicators.

## Work Package 1: Project Management and Coordination

### Tasks: 1.1 Kick-Off Meeting

- **Main Output:** Production Evaluation & Monitoring Plan and Risks Management Plan
- **Monitoring and Evaluation Tools:** Periodic Evaluation
- **Quality Check Indicators:** Adherence to Evaluation and Monitoring Plan

#### Results of Evaluation:

The kick-off meeting was successfully conducted, resulting in the production of the Evaluation & Monitoring Plan and Risks Management Plan. The periodic evaluation indicated that the project adhered to the established Evaluation and Monitoring Plan, ensuring that the project's management and coordination were on track.

### Tasks: 1.2 Submission Technical and Financial Report to the EC

- **Main Output:** Production Dissemination and Communication Plan
- **Monitoring and Evaluation Tools:** Periodic Evaluation Forms on foreseen risks and related procedure
- **Quality Check Indicators:** Adherence to Dissemination and Communication Plan

#### Results of Evaluation:

The submission of Technical and Financial Reports to the EC led to the creation of the Dissemination and Communication Plan. Periodic Evaluation Forms on foreseen risks were utilized to monitor and assess potential challenges. The evaluation indicated that the project adhered to the Dissemination and Communication Plan.

### Tasks: 1.2 Submission Technical and Financial Report to the EC

- **Main Output:** Production Dissemination and Communication Plan
- **Monitoring and Evaluation Tools:** Periodic Evaluation Forms on foreseen risks and related procedure
- **Quality Check Indicators:** Adherence to Dissemination and Communication Plan

#### Results of Evaluation:

The submission of Technical and Financial Reports to the EC led to the creation of the Dissemination and Communication Plan. Periodic Evaluation Forms on foreseen risks were utilized to monitor and assess potential challenges. The evaluation indicated that the project adhered to the Dissemination and Communication Plan.

### Tasks: 1.3 Project Monitoring, Coordination, and Management

- **Main Output:** Grant Agreement with EACEA and Partnership Agreement among partners, Production Risks Management Plan
- **Monitoring and Evaluation Tools:** Periodic Communication and Dissemination Form, Satisfactory Forms
- **Quality Check Indicators:** Countersigned Grant Agreement with EACEA, Countersigned Partnership Agreement with each partner, Partners Satisfaction with Group Meetings, Production Minute Report Meetings

#### Results of Evaluation:

This task resulted in the establishment of the Grant Agreement with EACEA and Partnership Agreements among project partners, ensuring clear terms and commitments. The Production Risks Management Plan was created to address potential challenges. Periodic Communication and Dissemination Forms were used to monitor communication activities. The project achieved Countersigned Grant Agreements and Countersigned Partnership Agreements. Partners satisfaction with Group Meetings was reported through Satisfactory Forms, and Production Minute Reports documented meeting outcomes.

## Work Package 2: Analysis and Mapping

### Task 2.1 Analysis and Exchange about the Actual Situation of Women Sport Festivals in Europe

- **Main Output:** Analysis Report
- **Monitoring and Evaluation Tools:** Evaluation of the Analysis Report
- **Quality Check Indicators:** Production Analysis Report, Collection Reporting Material

#### Results of Evaluation:

Task 2.1 aimed to analyze and exchange information about the current state of women's sport festivals in Europe. The main output was the Analysis Report, which provided insights into the existing landscape. The evaluation of this report was carried out to assess its quality and relevance. Additionally, a Production Analysis Report was generated to summarize the findings, and Collection Reporting Material was assembled to support the analysis.

### Task 2.2 Mapping of Women Sports Festivals and Events in Europe

- **Main Output:** Analysis Report
- **Monitoring and Evaluation Tools:** Evaluation of the Analysis Report
- **Quality Check Indicators:** Number of Countries of Exchanges, Minute Report Exchanges, Number of Women Sports Festivals and Events included in the Mapping, Number of Countries included in the Mapping, Number of sports represented in the Mapping

#### Results of Evaluation:

Task 2.2 focused on mapping women's sport festivals and events in Europe. The main output was the Analysis Report, which provided valuable data on these events. The evaluation of this report helped ensure its accuracy and completeness. Furthermore, the Number of Countries of Exchanges, the Number of Women Sports Festivals and Events included in the Mapping, the Number of Countries included in the Mapping, and

the Number of sports represented in the Mapping were monitored to track the level of collaboration and information sharing among partners during the mapping process.

### Task 2.3 Organization of Workshops

- **Main Output:** National Workshops
- **Monitoring and Evaluation Tools:** Satisfactory Forms, Evaluation Forms for National Workshops
- **Quality Check Indicators:** Number of National Workshops, Number of Participants to National Workshops, Participants Satisfaction with National Workshops

#### Results of Evaluation:

Task 2.3 involved the organization of workshops, some of which coincided with the Multiplier Sport Events (MSEs). The main output included National Workshops and their reporting materials. Satisfactory Forms were used to gauge the quality of these workshops, while the Evaluation Form for National Workshops assessed their effectiveness. Minute Report Exchanges were created to document the discussions and knowledge sharing during the workshops. Key indicators such as the total number of National Workshops conducted, the number of participants, and participant satisfaction were used to measure the impact and success of the task.

## Work Package 3: Training, Mentoring, and Capacity Building

### Task 3.1 Definition of a High-Quality European Training & Mentoring Program

- **Main Output:** Training toolkit including the Mentoring Program Guide
- **Monitoring and Evaluation Tools:** Periodic Evaluation Forms for Mentoring Programme Guide
- **Quality Check Indicators:** Production Training Toolkit/Mentoring Programme Guide

#### Results of Evaluation:

Task 3.1 focused on defining a high-quality European training and mentoring program. The main output was the Training toolkit, which included the Mentoring Programme Guide. To ensure the effectiveness of this programme Periodic Evaluation Forms for the Mentoring Programme Guide were employed. The ultimate goal was to produce a well-rounded and comprehensive Training Toolkit/Mentoring Programme Guide that could effectively support the capacity building of participants.

### Task 3.2 Implementation of the Training and Mentoring Program

- **Main Output:** Training toolkit including the Mentoring Program Guide
- **Monitoring and Evaluation Tools:** Evaluation Forms for Training Sessions, Evaluation Forms for Mentoring Sessions, Satisfactory Forms
- **Quality Check Indicators:** Finetune Training Toolkit/Mentoring Programme Guide

#### Results of Evaluation:

Task 3.2 involved the implementation of the training and mentoring program using the Training Toolkit, including the Mentoring Programme Guide. To assess the programme's impact and quality, multiple evaluation tools were employed, such as

Evaluation forms for Training Sessions, Evaluation Forms for Mentoring Sessions, and Satisfactory Forms. These tools allowed for continuous evaluation and improvement of the program's effectiveness.

### Task 3.3 Promote an Interactive Map of Women Sport Events

- **Main Output:** Interactive European Map of Women Sport Events and Festivals
- **Monitoring and Evaluation Tools:** Evaluation Interactive Map
- **Quality Check Indicators:** Production European Map of Women Sport Events and Festivals, Number of Women Sports Festivals and Events included in the Map, Number of Countries included in the Map, Number of sports represented in the Map, Number of stakeholders reached in the dissemination of the Interactive Map, Type of stakeholders reached in the dissemination of the Interactive Map.

#### Results of Evaluation:

Task 3.3 focused on the promotion of an Interactive Map of Women Sport Events. The evaluation primarily centred on assessing the effectiveness of this promotional effort through the Evaluation of the Interactive Map. The goal was to ensure that the map effectively reached its intended audience and served its purpose. The outcome of this task was the Production of the European Map of Women Sport Events and Festivals, which was enriched by the evaluation results. Key indicators, including the number of women's sports festivals and events included in the map, countries covered, sports represented, and the diversity of stakeholders reached during the dissemination of the Interactive Map, were closely monitored to gauge the success of the initiative.

## Work Package 4: Pilot Action – A Different Model of Sport Events

### Task 4.1 Definition of a European Chart of Sustainable, Equal, and Inclusive Sport Festivals

- **Main Output:** European EWSE chart: new principles for sport events and festivals in Europe and change in sport starts from women
- **Monitoring and Evaluation Tools:** Periodic Evaluation Forms for EWSE chart, Satisfactory Forms
- **Quality Check Indicators:** Production EWSE Chart, Number of Events in which EWSE Chart is implemented, Number of Sports in which EWSE Chart is implemented, Number of Countries in which EWSE Chart is implemented, Number of participants involved in the Event implementing EWSE Chart, Organizers/participants Satisfaction with Event implementing EWSE Chart

#### Results of Evaluation:

Task 4.1 aimed at defining a European Chart of Sustainable, Equal, and Inclusive Sport Festivals, denoted as the European EWSE chart. The process involved ongoing monitoring and evaluation through Periodic Evaluation Forms for EWSE Chart and Satisfactory Forms. This evaluation ensured that the chart's development was on track and aligned with the project's objectives. The ultimate outcome of this task was the Production of the EWSE Chart.

In addition, key indicators were closely monitored to gauge the chart's impact and reach. These indicators included the Number of Events in which the EWSE Chart was implemented, the Number of Sports covered by the chart, the Number of Countries

where the chart was adopted, the Number of participants involved in events implementing the EWSE Chart, and the overall Satisfaction of both organizers and participants with events implementing the EWSE Chart.

### Task 4.2 Re-planning of Identified Sport Events or Festivals According to the Agreed Chart

- **Main Output:** Handbook to re-plan inclusive, sustainable, accessible sport festivals and events
- **Monitoring and Evaluation Tools:** Periodic Evaluation Form for Handbook, Satisfactory Forms
- **Quality Check Indicators:** Production Handbook to re-plan inclusive, sustainable, accessible sport festivals and events, Number of Countries involved in Mobility Exchanges between organisers across Europe, Production Minute Report Exchanges

#### Results of Evaluation:

Task 4.2 focused on the re-planning of identified sport events or festivals in accordance with the agreed European EWSE Chart. This task resulted in the creation of the Handbook to re-plan inclusive, sustainable, and accessible sport festivals and events (IO4). The evaluation process included the use of Periodic Evaluation Form for the Handbook and Satisfactory Forms to ensure the handbook's quality and effectiveness.

The outcome of this task was the Production of the Handbook to re-plan inclusive, sustainable, and accessible sport festivals and events. Additionally, the mobility and exchange of ideas across Europe were facilitated, as indicated by the Number of Countries involved in Mobility Exchanges between organizers. The Production Minute Report Exchanges documented valuable insights and knowledge sharing during this process.

### Task 4.3 Organisation and implementation of a European Fair of Women Sport Events & Festivals

- **Main Output:** Digital reportage from the European Fair of Women Sport Events – video and booklet
- **Monitoring and Evaluation Tools:** Periodic Evaluation Digital Report, Satisfactory Forms
- **Quality Check Indicators:** Production Digital Report European Fair of Women Sport Events - video and booklet, Number of Participants in the European Fair of Women Sport Events and Festivals, Number of women participating in the European Fair of Women Sport Events and Festivals, Type of entities attending the European Fair, Number of Countries represented in the European Fair, Participants' Satisfaction with the European Fair, Number of views of the Video

#### Results of Evaluation:

Task 4.3 involved the organization and implementation of a significant event, the European Fair of Women Sport Events & Festivals, documented through a Digital reportage comprising a video and booklet. The evaluation process included Periodic Evaluation of the Digital Report and Satisfactory Forms to assess the effectiveness and impact of the event.

The results yielded the Production of the Digital Report European Fair of Women Sport Events - video and booklet, providing valuable insights into the fair's success and lessons learned. Key indicators, such as the Number of Participants, the participation of women, the types of entities attending, the representation of different countries, and the overall satisfaction of participants, along with the Number of video views, were closely monitored to gauge the event's reach and impact.

#### Task 4.4 Creation of a Smart Toolkit for Sport Activists

- **Main Output:** Smart toolkit to spread sustainability and accessibility for all sport events for sport activists
- **Monitoring and Evaluation Tools:** Periodic Evaluation Form Smart Toolkit, Satisfactory Forms
- **Quality Check Indicators:** Production of the Smart Toolkit, Number of sport activists using the Smart Toolkit, Number of further stakeholders (national/european) reached via the Smart Toolkit, Number of countries using the Smart Toolkit, Number of sports using the Smart Toolkit

#### Results of Evaluation:

Task 4.4 focused on the creation of a Smart Toolkit designed to promote sustainability and accessibility for all sport events, targeting sport activists. To ensure the toolkit's quality and effectiveness, the evaluation process incorporated Periodic Evaluation Form for the Smart Toolkit and Satisfactory Forms.

The outcome of this task was the Production of the Smart Toolkit, a valuable resource for sport activists. Key indicators, including the Number of sport activists using the Smart Toolkit, the outreach to further stakeholders at national and European levels, the adoption of the toolkit by different countries, and its application across various sports, were closely monitored. These indicators collectively assessed the toolkit's impact and its ability to promote sustainable and inclusive sport events.

## Work Package 5: Evaluation of Impact and Sustainability

### Task 5.1 Definition of evaluation tools and parameters to define/measure sustainability and impact

- **Main Output:** Monitoring & Evaluation Plan creation
- **Monitoring and Evaluation Tools:** Periodic Evaluation of Impact and Sustainability
- **Quality Check Indicators:** Production Roadmap to measure Impact and Sustainability

#### Results of Evaluation:

Task 5.1 focused on defining evaluation tools and parameters to measure sustainability and impact. The main output was the creation of a Monitoring & Evaluation Plan table. Periodic Evaluation of Impact and Sustainability was conducted to assess the progress. The Quality Check Indicator, Production Roadmap to measure Impact and Sustainability, was developed to guide future impact measurement.

### Tasks 5.2 Ongoing evaluation

- **Main Output:** Updated Monitoring & Evaluation Plan
- **Monitoring and Evaluation Tools:** Adherence to Roadmap for Impact and Sustainability
- **Quality Check Indicators:** Regular update of the Monitoring & Evaluation Plan table

#### **Results of Evaluation:**

Task 5.2 involved ongoing evaluation activities to continually assess project progress and impact. While no specific main output was generated during this task, it played a crucial role in monitoring project performance and ensuring alignment with the Roadmap for Impact and Sustainability.

#### **Tasks 5.3 Elaboration of a final report**

- **Main Output:** Final Report production
- **Monitoring and Evaluation Tools:** -
- **Quality Check Indicators:** -

#### **Results of Evaluation:**

Task 5.3 focused on the elaboration of the final report. The main output was the production of the Final Report, which consolidated project findings, impact assessments, and recommendations for sustainability. While specific monitoring and evaluation tools were not mentioned for this task, the quality check indicators ensured the overall quality of the final report.

## **Work Package 6: Dissemination**

### **Task 6.1 Local media and social media dissemination, website page created**

- **Main Output:** Project web page and dedicated social media channels
- **Monitoring and Evaluation Tools:** Periodic Evaluation Website Analytics, Periodic Evaluation Social Media Channels
- **Quality Check Indicators:** Views Project Website, Followers Social Media Channels

#### **Results of Evaluation:**

Task 6.1 focused on disseminating project information through local media and social media channels. It also involved the creation of a project web page and dedicated social media channels. To measure the effectiveness of this task, Periodic Evaluation Website Analytics were employed, and the Views Project Website and Social Media indicator was used to assess the level of engagement and visibility achieved through the project's online presence.

### **Task 6.2 Dissemination through cooperation and valorization of local/regional/national relevant events**

- **Main Output:** Digital flyers and other communication devices
- **Monitoring and Evaluation Tools:** Periodic Communication and Dissemination Form
- **Quality Check Indicators:** Views Project Website and Social Media

#### **Results of Evaluation:**

Task 6.2 focused on disseminating project materials through cooperation and participation in local, regional, and national events relevant to the project's objectives. Digital flyers and other communication devices served as a key output. To evaluate the impact of this task, Periodic Communication and Dissemination Forms were monitored, which measured the project's presence of PR Articles, Number of Mass Media Appearance, Number of Leaflet/Newsletter Disseminated, Attendance to relevant conference/webinars/seminars at the local/national/European level. These indicators provided insights into the effectiveness of the project's communication and dissemination efforts.

### Task 6.3 Final International Event

- **Main Output:** Material from the final event
- **Monitoring and Evaluation Tools:** Communication and Dissemination Form
- **Quality Check Indicators:** Number of PR Articles, Number of Mass Media Appearance, Participants Satisfaction with Final International Event

#### Results of Evaluation:

Task 6.3 involved the organization of the Final International Event and the dissemination of project information. The task was evaluated using a Communication and Dissemination Form, which measured the final event's presence in PR articles, mass media appearances, and participants' satisfaction with the Final International Event.



# Key Impact Areas

The EWSE project has made substantial impacts across several key areas, transforming the landscape of women's sports events in Europe. These impacts have been meticulously assessed and evaluated throughout the project's duration, focusing on specific tasks and delivering crucial outputs. The following key impact areas highlight the remarkable achievements of the EWSE project, demonstrating its efficacy in addressing the distinctive challenges faced by women's sports events in Europe.

## 1. Increased Capacity and Skills

One of the key impact areas of the EWSE project is the substantial increase in capacity and skills among sport activists, managers, and event organizers, particularly in the realm of women's sports events. This transformation was realized through a comprehensive approach that involved various stages and components within Work Package 3.

### **Development of High-Quality Training and Mentoring Program:**

The foundation of this impact area was laid by focusing on the development of a high-quality European training and mentoring program. This program was carefully designed, taking insights and knowledge from the Smart Toolkit into account. The Smart Toolkit served as a valuable resource, providing best practices, guidelines, and expert insights on various aspects of organizing and managing women's sports events.

### **Creation of Comprehensive Training Toolkit and Mentoring Programme Guide:**

One of the primary outcomes of this effort was the creation of a Training Toolkit and a Mentoring Programme Guide. These resources were meticulously crafted to serve as practical, hands-on guides for individuals involved in women's sports events.

- **Training Toolkit:** This resource offered a structured curriculum that covered a wide range of topics critical to organizing and managing sports events. It provided in-depth information, strategies, and tools to enhance the capabilities of those engaged in women's sports events. Topics included event planning, marketing, budgeting, and diversity and inclusion, among others.
- **Mentoring Programme Guide:** Recognizing the importance of mentorship in skill development, the project also developed a Mentoring Programme Guide. This guide was instrumental in facilitating one-on-one mentoring relationships, pairing experienced mentors with mentees seeking to enhance their skills and knowledge in the field.

### **Rigorous Evaluation for Measuring Impact:**

A crucial aspect of the capacity-building process was the implementation of rigorous and periodic evaluations. These evaluations were designed to assess the effectiveness of the Mentoring Programme Guide, training sessions, and mentoring sessions. They allowed project organizers to gather valuable feedback from participants, mentors, and mentees alike.

### **High Participant Satisfaction:**

Perhaps one of the most telling indicators of success in this impact area was the consistently high levels of satisfaction expressed by participants. Feedback from those who engaged with the Training Toolkit and participated in mentoring sessions underscored the effectiveness of these capacity-building endeavors.

In summary, the EWSE project made significant strides in increasing the capacity and skills of individuals involved in women's sports events. The development of comprehensive resources, informed by the Smart Toolkit, and the establishment of mentoring relationships contributed to a more knowledgeable and skilled workforce in this sector. Rigorous evaluations and the positive feedback received further affirmed the impact of these initiatives, ensuring that the project's efforts were both meaningful and effective in enhancing capacity and skills.

## 2. Improved Networking

One of the significant impact areas of the EWSE project was the substantial improvement in networking opportunities within the realm of women's sports events in Europe. This impact area was a result of the concerted efforts undertaken in Work Packages 2 and 4, along with the valuable insights provided by the Handbook.

### **Data Compilation and the Interactive European Map:**

In Work Package 2, the project focused on comprehensive data compilation and the development of the Interactive European Map of Women Sport Events and Festivals. This initiative was informed by the insights and guidelines presented in the Handbook, which provided a foundational understanding of the landscape of women's sports events. The Interactive European Map served as a dynamic and accessible resource, offering a visual representation of the various events and festivals taking place across Europe.

- **Fostering Networking Opportunities:** The creation of the Interactive European Map was instrumental in fostering networking opportunities within the women's sports events community. By providing a centralized platform where event organizers, sports enthusiasts, and stakeholders could access information about women's sports events, the project effectively facilitated connections and collaborations. Organizers could identify potential partners, sponsors, or similar events to coordinate with, ultimately leading to more significant networking opportunities.

### **The European EWSE Chart:**

Concurrently, in Work Package 4, the project introduced the European EWSE chart. This chart was a product of the insights and data collected during Work Package 2. It featured a set of new principles and guidelines designed specifically for sport events and festivals. These principles emphasized inclusivity, equality, and the promotion of women's sports. The European EWSE chart served as a unifying framework that event organizers could voluntarily adopt to ensure that their events aligned with the project's goals.

- **Promoting Networking:** The adoption of the European EWSE chart played a crucial role in promoting networking among event organizers and sports enthusiasts. Events that embraced the principles of the chart signaled their commitment to inclusivity and equality in women's sports. This common ethos created a strong bond among event organizers and facilitated collaboration and knowledge sharing.

### **Widespread Adoption and Increasing Engagement:**

One of the most compelling indicators of success in this impact area was the widespread adoption of the European EWSE chart. The increasing number of events, sports, and countries that embraced these principles vividly illustrated the project's pivotal role in facilitating networking within the women's sports events communities. The growing engagement indicated a collective commitment to advancing the cause of women in sports.

In summary, the EWSE project significantly improved networking opportunities within the women's sports events sector. Through the creation of the Interactive European Map, the introduction of the European EWSE chart, and the guidance provided by the Handbook, the project successfully fostered connections, collaborations, and a sense of unity among event organizers and sports enthusiasts. This impact area demonstrated the project's effectiveness in promoting networking as a means to advance women's sports events in Europe.

## **3. Increased Awareness**

Within the scope of the EWSE project, increasing awareness about the importance of women's sports events and its associated challenges was a crucial impact area. Work Package 6 was specifically designed to disseminate project results and raise awareness about the project's objectives and outcomes. The impact in this area was driven by the project's outputs, including the EWSE model, Smart Toolkit, and the final report assessing the impact and potential of the project's work.

### **Dissemination of Project Results:**

Work Package 6 served as the linchpin for disseminating the project's findings and insights. It encompassed various strategies and channels to ensure that the project's work reached a wide and diverse audience. These strategies were informed by the outputs and recommendations provided in the Smart Toolkit, ensuring that the dissemination efforts were both effective and targeted.

### **EWSE Model:**

The EWSE model, developed as a core output of the project, served as a foundational framework for understanding and addressing the challenges faced by women's sports events in Europe. This model provided a structured approach to identifying inequalities, developing solutions, and promoting inclusivity within the sector. Its introduction into the discourse surrounding women's sports events contributed significantly to raising awareness.

### **Smart Toolkit:**

The Smart Toolkit, informed by the Handbook and other project outputs, played a pivotal role in shaping the dissemination strategies. It provided practical guidance on how to effectively communicate the project's goals, findings, and recommendations to different stakeholders, from local to European levels. This toolkit ensured that the awareness-raising efforts were not only comprehensive but also tailored to the needs of specific audiences.

### **Final Impact Report:**

The final report, which evaluated the impact produced by the project and its potential for the future, was a cornerstone in demonstrating the tangible outcomes of the EWSE project. This report presented a comprehensive overview of the project's journey,

highlighting the achievements, challenges, and opportunities. It also served as a testament to the project's commitment to transparency and accountability.

### Measuring Awareness:

To assess the impact on awareness, various metrics and indicators were employed. These included:

- **Website Views:** The project's website served as a central hub for information dissemination. The number of website views provided insights into the level of interest and engagement from the public, stakeholders, and institutions.
- **Social Media Followers:** The project's presence on social media platforms facilitated real-time engagement and discussions. An increase in social media followers indicated a growing community interested in the project's activities and objectives.
- **Participation in Events:** Metrics related to participation in conferences, webinars, and seminars at various levels (local, regional, national, and European) were used to gauge the extent to which the project engaged with relevant stakeholders and institutions.
- **Media Coverage:** Media coverage and mentions in relevant publications were monitored to assess the project's visibility in the public discourse.

In conclusion, Work Package 6, dedicated to increasing awareness, played a vital role in ensuring that the EWSE project's objectives and outcomes were widely recognized and discussed. The use of outputs like the EWSE model, Smart Toolkit, and the final report, in conjunction with measurable metrics, demonstrated the project's success in raising awareness about the unique challenges and opportunities in women's sports events in Europe.

## 4. Enhanced Understanding of Inequalities

One of the core missions of the EWSE project was to comprehensively analyze and address the inequalities that women's sports events face in Europe. This key impact area was primarily facilitated by Work Package 2, which conducted an in-depth analysis as outlined in the Report of Analysis. The insights gained through this analysis laid the foundation for addressing these inequalities effectively.

### Work Package 2: Analyzing the Inequalities

*Report of Analysis:* Work Package 2 meticulously examined the current state of women's sports events in Europe, and the findings were encapsulated in the Report of Analysis. This report provided a comprehensive overview of the challenges, disparities, and hurdles that women's sports events encountered. It highlighted critical issues such as unequal funding, limited media coverage, and disparities in participation opportunities.

*Creating a Valuable Event Map:* As part of this analysis, an Event Map was created. This interactive map served as a visual representation of the distribution and types of women's sports events and festivals across Europe. It allowed stakeholders to pinpoint regions where these events were thriving and areas where they were lacking, thereby shedding light on geographical inequalities.

### Engaging Stakeholders and Institutions:

By spotlighting these inequalities, the EWSE project initiated critical discussions among relevant stakeholders and institutions. This engagement was fundamental to

creating awareness and building consensus on the need for change within the women's sports event sector. Stakeholders, including sports governing bodies, event organizers, and advocacy groups, were brought to the table to address the identified issues collectively.

#### **Work Package 4: Addressing Inequalities through the European EWSE Chart**

To complement the efforts of Work Package 2 and create actionable change, Work Package 4 introduced the European EWSE chart. This chart was developed based on the insights and data generated by Work Package 2, making it a direct response to the identified inequalities.

*Promoting Inclusivity and Equality:* The European EWSE chart featured a set of principles designed to promote inclusivity and equality within sports events. It provided guidelines for event organizers, encouraging them to embrace diversity, fair representation, and equal opportunities for all participants.

#### **Evident Impact:**

The impact of these efforts was strongly evident in several ways:

- **Widespread Adoption:** The European EWSE chart saw widespread adoption by event organizers across Europe. This adoption signaled a commitment to the principles of inclusivity and equality, demonstrating a tangible shift in the approach to women's sports events.
- **Active Engagement:** Event organizers, sports institutions, and other stakeholders actively engaged with the principles laid out in the European EWSE chart. They incorporated these principles into their event planning and management, thereby fostering a more equitable environment.
- **Successful Implementation:** The successful implementation of the chart's guiding principles translated into more inclusive and equal women's sports events. This impact was felt by participants, spectators, and the broader sports community.

In conclusion, the EWSE project, through a combination of detailed analysis in Work Package 2 and actionable solutions in Work Package 4, enhanced the understanding of inequalities in women's sports events in Europe. This led to a significant shift in the way these events are organized and managed, promoting inclusivity and equality across the board. The project succeeded in fostering a more equitable and supportive environment for women's sports events in Europe.

The EWSE project, driven by a comprehensive series of tasks and the production of critical outputs, has achieved significant impacts in these key areas. These impacts underscore the project's effectiveness in reshaping and advancing the landscape of women's sports events in Europe, ultimately contributing to a more inclusive and equitable sports environment for all.

# During and After the Project

Our commitment to advancing women's sports events in Europe doesn't conclude with the formal closure of the EWSE project. Rather, we envision a lasting legacy that extends well beyond the project's duration. The impacts generated during the project have set the stage for continued progress, and we remain dedicated to fostering positive change in the realms of women's sports events, inclusivity, and equality.

## Continued Capacity Building

The cornerstone of our commitment to capacity building is the empowerment of individuals and organizations involved in women's sports events. The EWSE project has made substantial strides in enhancing the skills and capabilities of sport activists, managers, and event organizers. Through the creation of the Training Toolkit and Mentoring Programme Guide, we've provided comprehensive resources that serve as roadmaps for excellence in the post-project phase.

### **Accessibility and Inclusivity:**

Accessibility is paramount. In the post-project phase, we are dedicated to ensuring that these resources remain readily accessible to all who seek them. Regardless of geographical location or organizational size, our commitment is to break down barriers and democratize knowledge. This will involve maintaining an online repository of materials, hosting webinars, and fostering peer-to-peer mentorship opportunities.

### **Continuous Improvement:**

Knowledge evolves, and so must our resources. We recognize the dynamic nature of sports management and activism. Therefore, our commitment to the Training Toolkit and Mentoring Programme Guide includes regular updates to reflect the latest industry trends, best practices, and emerging challenges. This adaptability ensures that these tools remain relevant and effective, equipping users with the most current insights.

### **Driving Change Within Communities:**

Our aim is to empower individuals and organizations to serve as change agents within their communities. By imparting essential skills and knowledge, we enable them to take an active role in reshaping the landscape of women's sports events. Whether it's a grassroots activist, a local event manager, or a national sports organization, our vision is that they will drive lasting change by applying the principles and techniques they've acquired.

### **Sustainable Impact:**

The sustainability of capacity building efforts is at the core of our mission. We view the post-project phase as an opportunity to witness the tangible results of our work. By equipping individuals and organizations with the tools to effect change, we aim to see a sustained increase in the quality and inclusivity of women's sports events across Europe.

In conclusion, our commitment to continued capacity building extends beyond the project's duration. We envision a future where empowered individuals and organizations, armed with knowledge and skills, drive lasting change within their

communities. The Training Toolkit and Mentoring Programme Guide will serve as guiding lights on this journey, promoting accessibility, continuous improvement, and, ultimately, sustainable impact in the realm of women's sports events.

## Sustained Networking Opportunities: Building Bridges Across Borders

Networking lies at the heart of collaboration and growth. The Interactive European Map of Women Sport Events and Festivals, along with the European EWSE chart, stand as pillars of connectivity in the world of women's sports events. As we transition to the post-project phase, our commitment is to nurture and expand these platforms, transforming them into dynamic hubs that facilitate collaboration, knowledge exchange, and the sharing of best practices.

### **Continuous Accessibility:**

In the post-project era, accessibility to these networking tools remains a top priority. We will ensure that the Interactive European Map and the European EWSE chart continue to be readily available online, serving as go-to resources for event organizers, sports enthusiasts, and all stakeholders. We understand that unrestricted access is essential to fostering an inclusive and thriving community.

### **Encouraging Collaboration:**

Collaboration is the catalyst for innovation. Our goal is to encourage event organizers, sports institutions, and enthusiasts to come together, transcending geographical boundaries and organizational affiliations. By actively promoting collaboration, we aim to create a fertile ground for the exchange of ideas, the development of new event concepts, and the cross-pollination of best practices.

### **Sharing Best Practices:**

The Interactive European Map and the European EWSE chart provide a unique opportunity to showcase successful initiatives and innovative approaches. In the post-project phase, we will actively curate and disseminate case studies, success stories, and insights gleaned from these platforms. By sharing best practices, we empower event organizers and sports enthusiasts to learn from each other's experiences and elevate the quality of women's sports events across Europe.

### **Fostering Innovation:**

Innovation is born from the collision of diverse perspectives. By fostering networking opportunities, we aim to create an environment where new ideas can flourish. We encourage the exploration of novel event formats, marketing strategies, and audience engagement techniques. Through cross-border collaboration, we envision a steady stream of innovative concepts that will shape the future of women's sports events.

### **Driving Growth Across Europe:**

Our overarching vision is to drive the growth of women's sports events across Europe. The sustained networking opportunities provided by the Interactive European Map and the European EWSE chart are central to achieving this objective. We aspire to see a continent where women's sports events thrive in every corner, with the support of a robust and interconnected network.

In conclusion, our commitment to sustained networking opportunities transcends the project's duration. We envision a post-project era where collaboration knows no boundaries, where the exchange of knowledge and ideas fuels innovation, and where

women's sports events continue to grow and flourish across Europe. The Interactive European Map and the European EWSE chart will remain as beacons of connectivity on this exciting journey.

## Elevating Awareness: A Persistent Endeavor

The journey toward gender equality in sports is an ongoing pursuit, and elevating awareness is a fundamental step in this direction. As we transition to the post-project phase, our commitment to raising awareness about the importance of women in sports and the challenges they face remains unwavering. We recognize that sustained efforts are essential to bring about lasting change.

### **Dissemination of Project Results:**

One of the cornerstones of our strategy to elevate awareness is the continued dissemination of project results. The EWSE model and the Smart Toolkit, which have been instrumental in shaping the project's success, will continue to serve as valuable resources. These tools encapsulate a wealth of knowledge, best practices, and insights that are critical to advancing women's sports. In the post-project era, we are dedicated to keeping these resources accessible and up-to-date.

### **Active Engagement with Stakeholders:**

Engagement with stakeholders is the lifeblood of meaningful change. We are committed to maintaining an active dialogue with stakeholders at various levels – local, regional, national, and European. By fostering relationships with sports institutions, governmental bodies, NGOs, and advocacy groups, we aim to ensure that discussions about women in sports remain at the forefront of the agenda. This engagement will be characterized by an open exchange of ideas, the sharing of experiences, and the exploration of collaborative opportunities.

### **Local, Regional, National, and European Impact:**

The impact of our awareness-raising efforts will extend across different geographic scales. At the local level, we will continue to support grassroots initiatives that promote gender equality in sports. Regionally, we will collaborate with organizations and events to amplify our message. Nationally, we aspire to influence policies and practices that support women in sports. On a European scale, we will contribute to the broader conversation on gender equality in sports, drawing from the project's extensive insights and experiences.

### **Staying Informed and Adaptive:**

The landscape of women's sports is ever-evolving, and so too must our efforts to raise awareness. We commit to staying informed about the latest developments, challenges, and opportunities in the field. Our approach will be adaptive, allowing us to respond effectively to emerging issues and harness new opportunities to advance our cause.

### **Inspiring Future Generations:**

A key aspect of our awareness-raising efforts is to inspire future generations of athletes, organizers, and advocates. We want young girls and women to see a world of possibilities in sports and to believe that their contributions are not only valued but essential. Through outreach programs, mentorship initiatives, and the celebration of women's achievements in sports, we aim to inspire the leaders of tomorrow.



In conclusion, elevating awareness about the role of women in sports and addressing the challenges they face is an enduring commitment. The post-project phase represents a new chapter in our journey, one where we continue to shine a spotlight on gender equality in sports, engage with stakeholders, and inspire meaningful change. Our mission is not confined to the project's timeline; it is a lifelong endeavor to create a more inclusive and equitable world of sports for all.

## Perpetuating Equality and Inclusivity: A Lasting Legacy

The European EWSE chart, born out of the EWSE project, represents a transformative force for promoting equality and inclusivity in women's sports events. As we transition to the post-project phase, we recognize the chart as a beacon of change, illuminating the path toward a more equitable and inclusive future for women in sports.

### **Embedding Guiding Principles:**

The European EWSE chart encapsulates a set of guiding principles that are foundational to fostering equality and inclusivity in sports events. These principles touch on various aspects, from gender representation to resource allocation and community engagement. In the post-project era, our commitment is to ensure that these principles are not mere words on paper but are actively embedded in the DNA of women's sports events.

### **Collaboration with Event Organizers and Sports Institutions:**

Creating lasting change requires collaboration. We will work closely with event organizers and sports institutions across Europe to uphold the principles outlined in the chart. This partnership is characterized by a shared commitment to gender equality and inclusivity. Together, we will strive to implement best practices and innovate new approaches that align with the chart's principles.

### **Monitoring and Accountability:**

Accountability is essential to ensure that progress is sustained. To this end, we will establish mechanisms for monitoring and assessing the adherence to the principles laid out in the European EWSE chart. This monitoring process will be transparent and participatory, involving event organizers, sports institutions, and other stakeholders. It will serve as a means to celebrate successes and address challenges.

### **Capacity Building:**

To support event organizers and sports institutions in their journey toward greater equality and inclusivity, we will provide ongoing capacity-building initiatives. These may include workshops, seminars, and knowledge-sharing sessions. By equipping stakeholders with the necessary skills and insights, we empower them to effect meaningful change within their respective domains.

### **Inclusivity at Every Level:**

Our vision for a more inclusive sports landscape extends across all levels of women's sports events. Whether it's a local grassroots competition or a major international tournament, we believe that inclusivity should be a non-negotiable standard. The European EWSE chart provides a roadmap to achieve this goal, and we are committed to guiding event organizers at every level.

### **Sustaining the Momentum:**

The EWSE project has generated significant momentum in the pursuit of gender equality in sports. As we transition to the post-project phase, our commitment is to sustain this momentum. We understand that change takes time, but we are resolute in our determination to see it through. The European EWSE chart, with its principles, will be a constant reminder of the change we aspire to create.

### **A Legacy of Equality:**

In conclusion, the European EWSE chart is not just a document; it is a living testament to our collective commitment to equality and inclusivity in women's sports events. It represents a legacy that we are proud to carry forward into the post-project era. Together with event organizers, sports institutions, and stakeholders, we will continue to strive for a sports landscape where every woman and girl can compete, excel, and be celebrated without bias or barriers.

## **Long-Term Impact: Ensuring a Lasting Legacy**

Our commitment to promoting women in sports goes far beyond the duration of the project. We understand that creating meaningful and lasting change requires dedication and vigilance. Therefore, we have laid out a comprehensive plan to measure and assess the long-term impact of our efforts, ensuring that the positive changes witnessed during the project continue to flourish for generations to come.

### **Periodic Evaluations and Reviews:**

One of the cornerstones of our long-term impact strategy is the implementation of periodic evaluations and reviews. These assessments will be conducted at regular intervals, allowing us to track progress and identify areas that may require further attention. By systematically examining our initiatives, we can make informed adjustments and enhancements to our strategies.

### **Measuring Tangible Outcomes:**

Our focus extends to measuring tangible outcomes that result from our project's initiatives. These outcomes may include increased participation of women in sports events, improved representation in leadership roles, and enhanced community engagement. Through data collection and analysis, we will quantitatively and qualitatively assess the impact of our work.

### **Listening to Stakeholders:**

We recognize the importance of listening to the voices of our stakeholders, including event organizers, sports institutions, athletes, and communities. Their insights and feedback are invaluable in shaping the trajectory of our efforts. Through surveys, focus groups, and open dialogues, we will ensure that our initiatives align with the needs and aspirations of those we serve.

### **Adaptability and Innovation:**

The landscape of women's sports is dynamic, and our strategies must adapt to evolving challenges and opportunities. We are committed to fostering innovation and staying at the forefront of best practices in gender equality in sports. This adaptability ensures that our efforts remain relevant and effective over time.

### **Capacity Building for Sustainability:**

To sustain the long-term impact of our work, we will continue to build the capacity of individuals and organizations involved in women's sports events. This capacity building extends to promoting leadership, governance, and management practices that support gender equality. By empowering stakeholders with the skills and knowledge they need, we contribute to the enduring success of our initiatives.

**Engaging Future Generations:**

Our commitment to future generations is unwavering. We aim to inspire and engage young girls and women to participate in sports, fostering a love for physical activity and competition. By instilling these values from an early age, we contribute to the growth and sustainability of women's sports.

**A Legacy of Empowerment:**

In conclusion, our vision for long-term impact is rooted in the belief that every woman and girl should have equal opportunities and access to the world of sports. We aspire to leave behind a legacy of empowerment, where women in sports are celebrated, supported, and encouraged to excel. By measuring, adapting, and listening, we ensure that this legacy endures, creating a brighter future for all.

In conclusion, the EWSE project has set the stage for lasting change in the landscape of women's sports events in Europe. Our commitment to capacity building, networking, awareness raising, and promoting equality and inclusivity will continue to drive progress long after the project's formal conclusion. We are confident that the impacts generated during the project duration will have a transformative and enduring influence on participants, organizations, and communities across Europe. Our journey is far from over, and we are excited to continue working toward a more inclusive and equitable future for women in sports.

# Recommendations for Sport Institutions

The report presents a set of comprehensive recommendations based on the findings and achievements of the EWSE project. These recommendations are intended for national and European sport institutions, policy makers, and decision-makers who hold a pivotal role in advancing gender equality and promoting sustainable sports events. By implementing these recommendations, we aim to foster a more inclusive and equitable landscape for women in sports across Europe.

## 1. Invest in Capacity Building

### Prioritize Training Programs: Enhancing Skills and Knowledge in Women's Sports Events

One of the foremost recommendations for sport institutions is to prioritize the development and support of training programs specifically tailored to the unique challenges and opportunities within women's sports events. This recommendation aligns with the core principle of capacity building, a cornerstone of the EWSE project's success.

#### 1. Customized Training Programs:

- **Tailoring Content:** Training programs should be designed to address the specific needs and nuances of women's sports events. This entails developing content that covers areas such as gender-sensitive event planning, marketing strategies, athlete support, and community engagement.
- **Inclusive Approach:** Emphasize inclusivity and diversity in training materials. Promote gender-sensitive language, representation, and practices to create an environment that welcomes individuals from all backgrounds.

#### 2. Target Audiences:

- **Sport Activists:** Training programs should be accessible to sport activists who are on the front lines of advocating for gender equality in sports. Equip them with the knowledge and tools to drive positive change.
- **Managers:** Managers play a crucial role in overseeing the logistics and operations of women's sports events. Training should empower them to make informed decisions that promote fairness and equity.
- **Event Organizers:** Those responsible for organizing women's sports events should receive specialized training on best practices, including considerations for athlete welfare, spectator experience, and media engagement.

#### 3. Mentorship Initiatives:

- **Foster Leadership:** Mentorship programs are a powerful way to nurture leadership and expertise within the realm of women's sports events. Encourage experienced professionals to mentor emerging talents, fostering a culture of knowledge transfer.
- **Personalized Guidance:** Mentorship initiatives should provide personalized guidance, helping mentees navigate the unique challenges they may encounter. This could include advice on career development, event planning, or advocacy strategies.

#### 4. Accessibility and Inclusivity:

- **Digital and In-Person Options:** Recognize that individuals have varying access to training resources. Offer a blend of digital and in-person training opportunities to ensure inclusivity across different regions and demographics.
- **Affordability:** Strive to make training programs affordable and accessible to a wide audience. Consider scholarships or subsidies for participants who may face financial barriers.

#### 5. Monitoring and Evaluation:

- **Assess Impact:** Continuously monitor and evaluate the effectiveness of training programs. Solicit feedback from participants to make improvements and track their progress in implementing what they've learned.

#### 6. Collaborative Partnerships:

- **Engage Experts:** Collaborate with experts and organizations with a track record of success in promoting gender equality in sports. Leverage their knowledge and resources to enhance the quality of training programs.

By prioritizing training programs tailored to women's sports events, sport institutions can empower individuals and organizations with the knowledge and skills needed to drive positive change. This investment in capacity building will contribute to a more equitable and sustainable future for women in sports.

## 2. Foster Collaborative Networking

### Leveraging Digital Platforms for Women's Sports Events

One of the foremost recommendations for sport institutions is to prioritize the development and support of training programs specifically tailored to the unique challenges and opportunities within women's sports events. This recommendation aligns with the core principle of capacity building, a cornerstone of the EWSE project's success.

Collaborative networking is a vital aspect of advancing women's sports events, and sport institutions should prioritize this recommendation to create a more interconnected and supportive environment. Digital platforms and databases play a crucial role in enabling networking, and their strategic use can enhance the growth and impact of women's sports events.

#### 1. Digital Infrastructure:

- **Investment:** Sport institutions should invest in the development and maintenance of digital platforms specifically designed for women's sports events. These platforms can serve as hubs for information exchange, collaboration, and resource sharing.
- **User-Friendly Design:** Ensure that digital platforms are user-friendly and accessible to a broad range of users, including event organizers, athletes, coaches, and fans. Intuitive interfaces and mobile compatibility are key considerations.

#### 2. Comprehensive Databases:

- **Data Collection:** Establish comprehensive databases that encompass information on women's sports events, including event schedules, locations, participant profiles, and historical data. These databases can provide valuable insights for stakeholders.

- **Best Practice Repository:** Create a repository of best practices and success stories from women's sports events. Encourage event organizers to share their experiences and strategies for promoting gender equality and inclusivity.

### 3. Facilitating Connections:

- **Networking Events:** Organize virtual or in-person networking events, conferences, and webinars focused on women's sports events. These gatherings provide opportunities for stakeholders to connect, learn from each other, and build partnerships.
- **Discussion Forums:** Establish online discussion forums or communities where individuals involved in women's sports events can engage in conversations, seek advice, and collaborate on projects.

### 4. Encouraging Collaboration:

- **Resource Sharing:** Promote the sharing of resources among event organizers. This could include sharing templates for event planning, sponsorship proposals, or marketing strategies.
- **Cross-Event Partnerships:** Encourage event organizers to explore partnerships and collaborations across different women's sports events. Joint ventures can enhance the scale and impact of individual events.

### 5. Athlete Engagement:

- **Connecting Athletes:** Create channels for athletes to connect with one another, share experiences, and discuss issues related to women's sports events. Athlete empowerment and engagement are essential for success.

### 6. Evaluation and Feedback:

- **Feedback Mechanisms:** Implement feedback mechanisms within digital platforms to gather input from users. Use this feedback to continuously improve the platform's functionality and user experience.

### 7. Data Security and Privacy:

- **Protecting Data:** Prioritize data security and privacy, especially when collecting and storing sensitive information about athletes and event organizers. Comply with data protection regulations to build trust.

Leveraging digital platforms for collaborative networking in women's sports events can break down geographical barriers, foster knowledge exchange, and amplify the impact of gender equality initiatives. By facilitating connections and resource sharing, sport institutions can contribute to the growth and sustainability of women's sports events across Europe and beyond.

## 3. Elevate Awareness

### Disseminating Knowledge for Women in Sports

Elevating awareness about the importance of women in sports and addressing the challenges they face is paramount for fostering gender equality in sports. Sport institutions should take proactive steps to disseminate knowledge, research findings, and best practices related to women in sports through various communication channels.

#### 1. Comprehensive Resource Sharing:

- **Research Findings:** Publish and share research reports, studies, and analyses focused on women in sports. These resources should provide valuable insights into gender disparities, opportunities for improvement, and success stories.

- **Educational Materials:** Develop educational materials, such as guides, toolkits, and handbooks, that are easily accessible to stakeholders. These materials should offer practical advice and strategies for promoting gender equality in sports.
- 2. Multi-Channel Communication:**
- **Social Media Engagement:** Maintain active and engaging social media profiles dedicated to women in sports. Share content regularly, including articles, videos, interviews, and success stories, to keep the audience informed and inspired.
  - **Webinars and Workshops:** Host webinars and workshops that focus on critical topics related to women in sports. Invite experts, athletes, and advocates to participate and share their knowledge and experiences.
  - **Conferences and Seminars:** Organize or participate in conferences and seminars at local, regional, national, and European levels. These events should serve as platforms for discussing gender equality, inclusivity, and the advancement of women in sports.
- 3. Grassroots Engagement:**
- **Community Initiatives:** Encourage sport institutions to engage with local communities and schools to promote the benefits of sports participation for girls and women. Support grassroots programs and initiatives that encourage female participation in sports.
  - **Role Model Promotion:** Highlight the achievements and stories of female athletes and leaders in sports. These role models can inspire young girls and women to pursue their passion for sports and leadership roles.
- 4. Collaboration with Media:**
- **Media Partnerships:** Collaborate with media organizations to ensure that women's sports receive adequate coverage. Encourage the inclusion of women's sports events in television broadcasts, news articles, and online content.
  - **Positive Storytelling:** Promote positive storytelling that focuses on the dedication, skill, and accomplishments of female athletes. Challenge stereotypes and biases in sports reporting.
- 5. Metrics and Impact Evaluation:**
- **Measurement of Reach:** Continuously measure and evaluate the reach and impact of awareness campaigns. Use metrics such as website views, social media engagement, event attendance, and audience feedback to gauge effectiveness.
  - **Feedback Channels:** Establish feedback channels to gather input from stakeholders and the public regarding awareness efforts. Use this feedback to refine communication strategies.
- 6. Inclusivity and Diversity:**
- **Representation:** Ensure that awareness campaigns and materials represent the diversity of women in sports, including athletes from various backgrounds, ethnicities, abilities, and age groups.
- 7. Collaboration with Stakeholders:**
- **Engage Stakeholders:** Collaborate with sports organizations, advocacy groups, educational institutions, and government bodies to collectively raise awareness and promote gender equality in sports.

Elevating awareness through knowledge dissemination is a continuous process that requires dedication and collaboration. By actively sharing research, resources, and best

practices through diverse communication channels, sport institutions can contribute to a more inclusive and equitable future for women in sports.

## 4. Address Inequalities

### Implementing Inclusive Policies in Sports Events

To address inequalities in sports events, sport institutions should take proactive measures by developing and implementing inclusive policies. These policies should prioritize representation, accessibility, and support for underrepresented groups, thereby promoting a more equitable and diverse sports landscape.

#### 1. Inclusive Policy Development:

- **Diversity and Inclusion Committees:** Establish committees or working groups dedicated to diversity and inclusion within sport institutions. These committees should be responsible for formulating, implementing, and monitoring inclusive policies.
- **Representation Goals:** Set specific representation goals for women, minorities, and underrepresented groups in leadership positions, coaching staff, and administrative roles within sports organizations.

#### 2. Accessible Facilities and Programs:

- **Facility Accessibility:** Ensure that sports facilities are accessible to individuals with disabilities. This includes providing ramps, accessible seating, and facilities that accommodate people with diverse needs.
- **Youth and Grassroots Programs:** Develop inclusive youth and grassroots sports programs that encourage participation from all backgrounds and abilities. Remove financial and logistical barriers to entry.

#### 3. Support for Underrepresented Groups:

- **Athlete Support Programs:** Create support programs for underrepresented athletes, including mentorship, coaching, and financial assistance. These programs can help aspiring athletes overcome obstacles and reach their full potential.
- **Community Engagement:** Engage with underrepresented communities to understand their unique needs and challenges. Tailor sports programs and initiatives to address these specific concerns.

#### 4. Gender Equality Initiatives:

- **Equal Pay and Opportunities:** Ensure equal pay and opportunities for male and female athletes in sports events. Address disparities in prize money, sponsorships, and endorsements.
- **Equal Representation:** Promote equal representation of women in sports events, both as athletes and in leadership roles. Encourage female participation in traditionally male-dominated sports.

#### 5. Training and Education:

- **Sensitivity Training:** Provide sensitivity training for athletes, coaches, and sports administrators to raise awareness about issues related to gender, race, and inclusivity. Foster a culture of respect and understanding.
- **Educational Campaigns:** Launch educational campaigns to inform athletes and stakeholders about the importance of diversity and inclusion in sports. Highlight success stories of athletes from underrepresented backgrounds.

#### 6. Reporting Mechanisms:



- **Establish Reporting Channels:** Create confidential reporting channels for athletes and staff to report incidents of discrimination, harassment, or inequality. Ensure that these reports are taken seriously and addressed promptly.
- **Accountability:** Hold individuals and organizations accountable for discriminatory behavior or practices. Implement consequences for violations of inclusive policies.

#### 7. Monitoring and Evaluation:

- **Regular Audits:** Conduct regular audits and assessments of sports events to ensure compliance with inclusive policies. Use feedback from athletes and stakeholders to identify areas for improvement.

#### 8. Collaboration and Best Practices:

- **Collaborate with Other Organizations:** Partner with organizations, such as non-profits, NGOs, and government agencies, that specialize in diversity and inclusion to share best practices and resources.

Implementing inclusive policies requires a commitment to change and ongoing evaluation of progress. By addressing inequalities and promoting inclusivity in sports events, sport institutions can contribute to a more equitable and diverse sports ecosystem, providing opportunities for athletes and participants from all backgrounds to thrive.

## 5. Monitor and Evaluate

### Establishing Metrics for Gender Equality in Sports

Monitoring and evaluation are essential components of any effort aimed at promoting gender equality in sports. Sport institutions should establish clear and measurable indicators to assess progress and track the impact of their initiatives. By regularly monitoring and evaluating these metrics, institutions can identify areas for improvement and adjust strategies as needed to achieve their goals.

#### 1. Metrics for Gender Equality:

- **Representation Metrics:** Track the representation of women and underrepresented groups in various aspects of sports, including athlete participation, coaching staff, leadership positions, and sports administration. Measure this representation in percentages and compare it to established goals.
- **Pay Equity Metrics:** Assess pay equity by comparing the earnings of male and female athletes in similar sports, roles, and levels of competition. Measure disparities in prize money, salaries, sponsorships, and endorsements.
- **Access and Participation Metrics:** Evaluate the accessibility of sports facilities and programs to individuals with disabilities and those from diverse backgrounds. Measure participation rates among different demographic groups.
- **Inclusive Policy Adherence Metrics:** Monitor compliance with inclusive policies, such as diversity and inclusion guidelines and codes of conduct. Track the number of reported incidents related to discrimination, harassment, or inequality and their resolution.
- **Education and Training Metrics:** Assess the effectiveness of education and training programs related to gender equality and diversity. Measure changes in

knowledge, attitudes, and behaviors among athletes, coaches, and sports administrators.

## 2. Data Collection and Analysis:

- **Regular Surveys:** Conduct surveys and collect data from athletes, coaches, and staff to gauge their perceptions of gender equality within the organization. Use this data to identify trends and areas that require attention.
- **External Audits:** Engage external auditors or organizations specializing in diversity and inclusion to conduct independent assessments of the institution's gender equality initiatives and policies.
- **Benchmarking:** Compare the institution's gender equality metrics with industry benchmarks and best practices. Identify areas where the institution lags behind or excels in promoting gender equality.

## 3. Reporting and Transparency:

- **Regular Reporting:** Publish regular reports on the institution's progress toward gender equality. Share these reports with stakeholders, including athletes, sponsors, and the public, to demonstrate commitment and transparency.
- **Action Plans:** Develop action plans based on the findings of monitoring and evaluation. Clearly outline steps to address identified gaps and improve gender equality within the organization.

## 4. Accountability and Adjustments:

- **Accountability Mechanisms:** Establish mechanisms for holding individuals and the organization accountable for actions that hinder gender equality. Implement consequences for violations of gender equality policies.
- **Continuous Improvement:** Use the results of monitoring and evaluation to make informed decisions and adjustments to gender equality initiatives. Continuously refine strategies to align with changing needs and best practices.

## 5. Stakeholder Engagement:

- **Feedback Loops:** Encourage athletes, coaches, and staff to provide feedback on gender equality initiatives. Create feedback loops that allow stakeholders to share their perspectives and suggest improvements.
- **Dialogue and Collaboration:** Engage in open dialogue and collaboration with external organizations, advocacy groups, and experts in the field of gender equality. Leverage their insights and expertise to inform strategies.

## 6. Long-Term Planning:

- **Sustainability:** Ensure that monitoring and evaluation efforts are sustainable over the long term. Allocate resources and personnel to maintain a consistent focus on gender equality.
- **Long-Term Goals:** Set long-term goals for gender equality in sports, and use monitoring and evaluation as a tool to track progress toward these goals over multiple years.

By establishing clear metrics, regularly collecting and analyzing data, and using the results to inform decision-making, sport institutions can demonstrate their commitment to gender equality and work toward creating a more inclusive and equitable sports environment for all athletes and participants.

## 6. Support Grassroots Initiatives

### Fostering Gender Equality in Sports from the Ground Up

Supporting grassroots initiatives is a critical step in promoting gender equality in sports. By investing in grassroots sports programs that specifically target young girls and women, sport institutions can create a foundation for future gender-balanced participation and leadership in the sports world.

Here's an elaboration on this recommendation:

### 1. Resource Allocation:

- **Financial Support:** Allocate adequate financial resources to grassroots sports programs aimed at girls and women. Ensure that funding is accessible to a diverse range of initiatives, including community clubs, schools, and youth organizations.
- **Infrastructure Investment:** Invest in sports facilities and infrastructure that are accessible to girls and women. Create safe and welcoming spaces where they can engage in physical activities.

### 2. Equal Opportunities:

- **Early Exposure:** Facilitate early exposure to sports by providing opportunities for girls to participate in a variety of athletic activities. Support after-school programs, summer camps, and community sports leagues that cater to young girls.
- **Pathways to Progress:** Develop clear pathways for talent development within grassroots sports. Ensure that girls have access to progressive training and competition opportunities that align with their skill levels and interests.
- **Coaching and Mentorship:** Recruit and train female coaches and mentors who can serve as role models and provide guidance to young athletes. Foster a supportive and encouraging environment for girls to pursue sports.

### 3. Educational Initiatives:

- **Sports Education:** Offer educational programs that teach young girls about the benefits of sports, including physical health, teamwork, leadership, and personal development. Promote sports as a vehicle for empowerment.
- **Life Skills:** Integrate life skills education into grassroots sports programs. Teach skills such as goal setting, time management, and resilience, which can benefit girls both in sports and in other aspects of life.

### 4. Inclusivity and Diversity:

- **Cultural Sensitivity:** Ensure that grassroots sports programs are culturally sensitive and inclusive. Recognize and respect diverse cultural backgrounds, and adapt programs to accommodate various communities.
- **Accessible Programs:** Design programs that are accessible to individuals with disabilities. Promote inclusivity by removing physical, financial, and social barriers to participation.

### 5. Collaboration and Partnerships:

- **Community Engagement:** Collaborate with local communities, schools, and non-profit organizations to identify the specific needs and interests of girls and women in sports. Tailor grassroots initiatives to align with these needs.
- **Private Sector Partnerships:** Partner with private companies and sponsors interested in supporting gender equality in sports. Leverage their resources and expertise to enhance grassroots programs.

### 6. Measuring Impact:

- **Data Collection:** Implement data collection mechanisms to assess the impact of grassroots initiatives. Measure participation rates, skill development, and the number of girls and women who transition to higher levels of sports involvement.

- **Feedback and Evaluation:** Continuously gather feedback from participants, coaches, and parents to evaluate the quality and effectiveness of grassroots programs. Use this feedback to make improvements.

#### 7. Long-Term Commitment:

- **Sustainability:** Commit to the long-term sustainability of grassroots initiatives. Recognize that achieving gender equality in sports is an ongoing process that requires consistent support and investment.
- **Advocacy:** Encourage advocacy efforts to raise awareness about the importance of grassroots sports for girls and women. Engage with policymakers and stakeholders to garner support for these initiatives.

Supporting grassroots initiatives is not only a means of increasing gender equality in sports but also an investment in the future of women's sports. By providing young girls with the opportunities, resources, and encouragement they need to participate in sports from an early age, sport institutions can pave the way for a more inclusive and balanced sports landscape.

## 7. Champion Female Leadership

### Fostering Diversity at the Helm of Sport Institutions

Promoting female leadership within sport institutions is a pivotal step toward achieving gender equality in sports. By actively championing diversity in leadership roles, sports organizations can create more inclusive environments and set a positive example for the entire sports community.

Here's an elaboration on this recommendation:

#### 1. Leadership Diversity:

- **Appointments and Representation:** Actively seek to appoint women to leadership positions within sport institutions, including executive boards, governing bodies, and management roles. Strive for a balanced representation of gender at all levels of leadership.
- **Transparent Selection:** Ensure that the selection process for leadership positions is transparent, fair, and based on merit. Develop clear criteria for evaluating candidates that prioritize qualifications, skills, and experience.
- **Diverse Leadership Teams:** Aim for leadership teams that reflect the diversity of the sports community. Recognize the value of diverse perspectives and backgrounds in decision-making processes.

#### 2. Mentorship Programs:

- **Establishment of Mentorship Programs:** Create formal mentorship programs designed to nurture and support female leadership talent. Pair experienced leaders, both male and female, with emerging female leaders to provide guidance, advice, and networking opportunities.
- **Leadership Training:** Offer leadership training and development programs specifically tailored to women in sports. These programs should focus on leadership skills, strategic thinking, conflict resolution, and decision-making.
- **Visibility of Female Leaders:** Showcase the achievements and contributions of female leaders within the organization. Celebrate their successes and use them as role models to inspire the next generation of female leaders.

#### 3. Inclusive Leadership Culture:

- **Promote Inclusivity:** Foster a leadership culture that promotes inclusivity, open communication, and collaboration. Ensure that all voices are heard and that decision-making processes are participatory.
- **Zero Tolerance for Discrimination:** Implement strict policies against gender discrimination and harassment within the organization. Create a safe and respectful environment for all employees, regardless of gender.
- **Flexible Work Arrangements:** Recognize the unique challenges that women may face in balancing leadership roles with family responsibilities. Offer flexible work arrangements and support systems to accommodate these challenges.

#### 4. Networking and Visibility:

- **Networking Opportunities:** Facilitate networking opportunities for female leaders within and outside the organization. Encourage participation in industry events, conferences, and forums to expand their professional connections.
- **Visibility Initiatives:** Launch visibility initiatives that highlight the contributions of female leaders. This could include featuring profiles, interviews, or articles that showcase their experiences and insights.
- **Engage with Female Athletes:** Foster direct engagement between female leaders and female athletes. This can help bridge the gap between leadership and athletes, ensuring that decisions align with the needs and aspirations of female athletes.

#### 5. Measurement and Accountability:

- **Progress Tracking:** Develop key performance indicators (KPIs) to track progress in promoting female leadership. Regularly assess the representation of women in leadership roles and adjust strategies as needed.
- **Accountability Mechanisms:** Hold sport institutions accountable for their commitments to diversity and inclusion in leadership. Publish annual reports on gender representation and diversity efforts.

Championing female leadership is not only a matter of fairness and equality but also a strategic move that can enhance the effectiveness and sustainability of sport institutions. By embracing diversity in leadership, sport organizations can better address the needs of all participants and stakeholders, ultimately contributing to the growth and success of women's sports.

## 8. Collaborate Across Borders

### Fostering European Cooperation for Women in Sports

Collaboration across borders is a powerful means to advance the cause of women in sports. By promoting cross-border cooperation and knowledge sharing among European countries, sport institutions can collectively work towards gender equality and the promotion of women's sports.

Here's an elaboration on this recommendation:

#### 1. European Network Building:

- **Establish European Networks:** Encourage the formation of European networks or coalitions dedicated to women in sports. These networks can comprise sports organizations, government agencies, non-governmental organizations, and other stakeholders from different European countries.

- **Shared Resources:** Facilitate the sharing of resources, best practices, and research findings among European countries. Establish online platforms or databases where institutions can access and contribute to a wealth of knowledge related to women's sports.
- **Regular Conferences and Forums:** Organize regular European conferences, forums, and symposiums focused on women in sports. These events can serve as opportunities for knowledge exchange, collaborative initiatives, and the celebration of women's achievements in sports.

## 2. Joint Initiatives:

- **European Women's Sports Events:** Promote the organization of joint women's sports events at a European level. These events can bring together athletes, teams, and fans from multiple countries, fostering a sense of unity and solidarity.
- **European Championships:** Consider hosting European championships or tournaments exclusively for women's sports. This can provide a platform for showcasing talent and creating a strong European identity in women's sports.
- **Collaborative Projects:** Encourage collaborative research projects, educational programs, and initiatives that address common challenges faced by women in sports across European countries. Pooling resources and expertise can lead to more impactful outcomes.

## 3. Policy Alignment:

- **Harmonize Policies:** Work towards policy harmonization across European countries regarding gender equality in sports. Develop a set of common principles and guidelines that member countries can adopt to promote women's participation and leadership in sports.
- **Monitoring Mechanisms:** Establish mechanisms for monitoring and reporting on the progress of gender equality initiatives in European sports. Share data and insights to assess the effectiveness of policies and identify areas that require further attention.

## 4. Funding and Resource Sharing:

- **European Funding Initiatives:** Advocate for European funding programs dedicated to women in sports. These programs can support grassroots initiatives, talent development, and the organization of women's sports events at a continental level.
- **Resource Sharing:** Create mechanisms for sharing financial and human resources among European countries. This can include initiatives where countries with more resources support those with fewer resources in advancing women's sports.

## 5. Celebrating Achievements:

- **European Awards:** Establish European awards or recognitions for outstanding achievements in women's sports. Celebrate athletes, coaches, administrators, and organizations that have made significant contributions to the advancement of women in sports.
- **European Women in Sports Day:** Designate a European Women in Sports Day where events and activities are organized across the continent to celebrate women's sports and promote awareness.

Collaborating across borders within Europe can amplify the impact of efforts to promote women in sports. By fostering European cooperation, sport institutions can leverage their collective strength to create a more inclusive and equitable sports landscape for women, inspiring generations of athletes and leaders.

## 9. Encourage Private Sector Involvement

### Partnering with Corporations for Women's Sports

Involving the private sector is crucial for advancing women's sports and ensuring its long-term sustainability.

Here's an elaboration on this recommendation:

#### 1. Strategic Partnerships:

- **Corporate Sponsorships:** Encourage private sector organizations, including corporations, to become strategic sponsors of women's sports events. Develop sponsorship packages that offer visibility and marketing opportunities to these organizations in exchange for financial support.
- **Co-Branding Initiatives:** Explore co-branding initiatives where women's sports events collaborate with private sector partners to create mutually beneficial marketing campaigns and promotions.

#### 2. Investment in Infrastructure:

- **Facility Development:** Seek private sector investments in the development and maintenance of sports facilities dedicated to women's sports. This includes training centers, stadiums, and arenas designed to meet the specific needs of female athletes.
- **Technological Advancements:** Partner with technology companies to enhance the viewer experience of women's sports events through innovative broadcasting technologies, virtual reality experiences, and fan engagement platforms.

#### 3. Grassroots Support:

- **Youth Programs:** Encourage private sector organizations to invest in youth programs that promote girls' participation in sports from an early age. These programs can include sponsorships of youth leagues, sports camps, and educational initiatives.
- **Scholarships and Grants:** Collaborate with private sector partners to establish scholarships and grants for young female athletes pursuing higher education while pursuing their sports careers.

#### 4. Marketing and Promotion:

- **Media Partnerships:** Forge partnerships with media and entertainment companies to expand the coverage and visibility of women's sports. This can include broadcasting agreements, documentary series, and exclusive content.
- **Marketing Campaigns:** Work with private sector organizations to develop marketing campaigns that celebrate female athletes, their achievements, and the values of gender equality in sports.

#### 5. Research and Data Analysis:

- **Data Partnerships:** Collaborate with private sector organizations specializing in data analytics to gather insights into the viewership, fan engagement, and market trends related to women's sports. This data can inform decision-making and investment strategies.

#### 6. Diversity and Inclusion Initiatives:

- **CSR Initiatives:** Encourage private sector organizations to include women's sports in their corporate social responsibility (CSR) initiatives. This can involve promoting diversity and inclusion within their organizations and supporting initiatives that promote women in leadership roles in sports.

#### 7. Long-Term Commitments:

- **Multi-Year Partnerships:** Advocate for multi-year partnerships with private sector organizations to ensure sustained support for women's sports. Long-term commitments can provide stability and predictability in funding.

#### **8. Transparency and Accountability:**

- **Transparency Requirements:** Establish clear expectations and reporting mechanisms to ensure that private sector partners are accountable for their commitments to women's sports. Regularly evaluate the impact of their support and share these results with stakeholders and the public.

Involving the private sector in women's sports not only brings financial resources but also expertise, marketing reach, and innovation. By encouraging private sector involvement, sport institutions can create a win-win scenario where women's sports gain the support they need, and private sector organizations align with values of gender equality and inclusivity, positively impacting society as a whole.

These recommendations, grounded in the extensive work and insights of the EWSE project, provide a roadmap for sport institutions to champion gender equality and sustainable sports events. By implementing these measures, we can collectively create a future where women in sports are celebrated, empowered, and given every opportunity to thrive.



# EWSE

EMPOWERING WOMEN  
FOR SPORT EVENTS IN EUROPE

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