SPORTS HAVE NO GENDER

Programme	Erasmus+
Key Action	Sport
Action	Small Collaborative Partnerships
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ECA ENTE CITTADINO ASSISTENZA ONLUS

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ORGANISATION	ROLE	CITY	COUNTRY
ECA ONLUS	Applicant	Rome	Italy
EVNIKOS SPORTS CLUB	Partner Organisation	Fyli	Greece
VEIKLUSZMOGUS	Partner Organisation	Kaunas	Lithuania
ATIC	Partner Organisation	Galati	Romania
YOUTH BRIDGES	Partner Organisation	Budapest	Hungary

PARTNERSHIP

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SUMMARY OF THE PROJECT

The project will focus on a theme that fortunately in the last years is assuming an central role in society and public debate: the image and the vision of women spread and conveyed in the sports world.

Actually, even though the value of female sports activities, both at professional and junior and amateur levels, is increasingly recognized and appreciated, the image of woman at media level, when is associated to sports, still suffers the influence of stereotypes and prejudices.

This kind of communication raises from two main reasons that are intersected in interdependent connection:

1. The media sports communication often put in the foreground sports fundamentally as male phenomenon, at which female sports appear subordinate. For understanding this situation it's enough to open the web page of many sports newspaper: main news are dedicated to male sports (especially football), the female athletes that have more space are the ones whose it is emphasised physical beauty, columns are focused on pictures, news and video about women just as wives, girlfriends, lovers of male athletes.

2. The perception of many passionates of sports corresponds with this type of communication and in consequence it is possible to say that the media give to its public what the public wants.

The project, starting from this analysis wants has the general objective to act for contributing to combat these sexist stereotypes.

The main objectives of the project, essential for aiming to the general objective, will be:

- realising analysis of types of communication and languages used by media for describing image and role of women in sports fields, identifying the terms, the words, the images that are based on sexist stereotypes existing in society;

- identifying and spreading best practices able to contribute to improvement of language and communication about roles and image and vision of woman in sports.

ACTIVITY 1 – KICK OFF MEETING: ROME 01.09.2021

Focus	Specific objective	Results
The Kick Off Meeting was attended by the project managers and management delegates of each entity involved in the project.	to discuss how to manage the activities in accordance with the assigned tasks	Definition of activity management agreements, sharing of activities and the project schedule; Comparison of the specific objectives of each activity and analysis of the results. Discussion on appropriate communication tools, dissemination Strengthening of partnership and working synergies

ACTIVITY 2 – WORKSHOP A: ROME 31.03.2022

PREPARATORY ACTIVITY

Each partner, during this period, carried out local analysis work, aimed at producing

- An analysis of the representation of the female figure in the main media, newspapers and sports newspapers in their country;
- A list of the most frequently used words in connection with the figure of the woman in the main media, newspapers and sports papers in their country, trying to graphically display the frequency of use;
- A presentation of the sending organisation, with particular focus on the topic of sport.

  These outputs will be presented during the exchange, as elements for study and analysis.

ACTIVITY 2 – WORKSHOP A: ROME 31.03.2022

IMPLEMENTATION OF THE ACTIVITY – WORKSHOP

Focus:

1. Introduction and explanation of the analysis work at local level and presentation of the sending organisations;
2. Round table discussion on the communication and language patterns highlighted in the different countries;
3. Sexism in sport: identification of the stereotypes underlying the language and narrative patterns, which representation of women is disseminated?

Specific Objective:

carry out an analysis of the type of communication and language used by the media to describe the image and role of women in sports contexts, identifying which terms, words, images are based on existing sexist stereotypes in society

Results:

Sharing the main language patterns;

Implementation of an awareness-raising campaign to counter the current sexist image conveyed through sport

ACTIVITY 2 – WORKSHOP : ROME 31.03.2022

IMPACT

Greater awareness of the way the image of women in sport is conveyed by:

other women;

Men

Institutions

Sports clubs

Network associations

Online and offline media

Involvement of the above actors in combating sexism in sport and the media

Desire to generate change in local communities with respect to women in sport especially in countries such as: Italy, Greece, Romania, Hungary, Lithuania;

Synergies in the associative world in affirming the role of women in sport

ACTIVITY 3 – WORKSHOP B: FYLI 28.04.2022

PREPARATORY ACTIVITY

Each partner, during this period, carried out local analysis work, aimed at producing

1. each partner worked on the creation of a list of some experiences (from associations, sports clubs, sports federations, etc.) constituting positive examples for the promotion of the dignity of women's sport and the role of women in sport;

2. Analysis of the main measures for equal opportunities in sport adopted by the institutions in each country of the organisations participating in the project over the past 5/10 years.

ACTIVITY 3 – WORKSHOP B: FYLI 28.04.2022

IMPLEMENTATION OF THE ACTIVITY – WORKSHOP

Focus:

1. Presentation of good practices identified in different countries;
2. Analysis of the equal opportunities measures identified;
3. Round table: What are the main obstacles women's sport faces in achieving adequate media and communication representation of itself?

Specific Objective: identify and disseminate good practices capable of contributing, in different contexts, to the improvement of language and communication concerning the role and image of women in sport.

Results:

1. Identification and drafting of a decalogue of common good practices to be observed by the media in sports communication in order to promote equal opportunities in sport.
2. Dissemination activities of the identified good practices to clubs, sports centres, media

ACTIVITY 3 – WORKSHOP B: FYLI 28.04.2022

IMPACT

- Dissemination of good practices in the field of sport to be observed by the media to promote a professional and positive image of women
- Involvement in the adoption of good practices of both online and offline media and communication channels
- Improvement of the emotional aspect of women involved in sport
- Approach of many women to the third sector as a place to promote change
- Confidence on the part of the athletes' families in their daughters' careers
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LINKS TO OUTCOMES

Link to the official WebSite of the project

Here you can find:

- Social Campaign created in Rome during the workshop A
- Social Campaign Guidelines: how to realize it;
- Good Practicse to be adopted in sport communication to better ensure gender qeuality