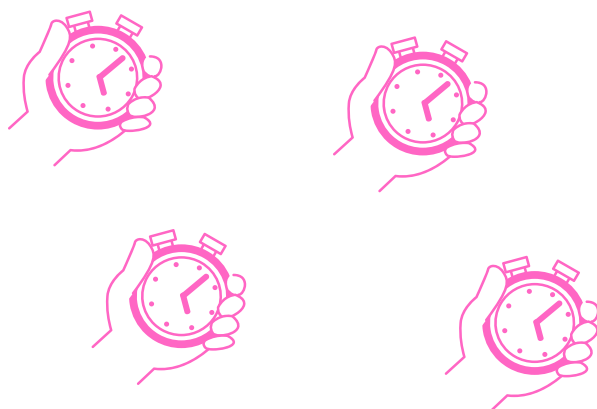
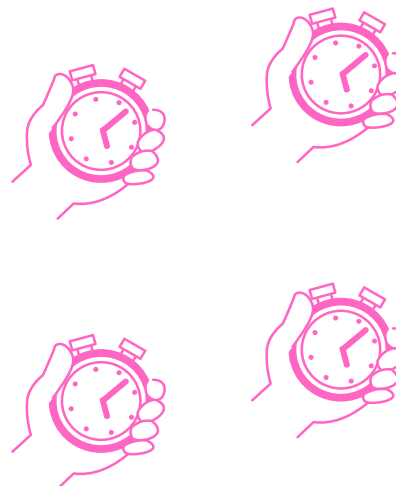


PLAY TO TRAIN TOOLKIT



Co-funded by the
Erasmus+ Programme
of the European Union



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PURPOSE OF THE TOOLKIT

The toolkit is made to support the work of people involved in the sport field at the grassroots level with the aim to enhance the participation of women in the coaching field and sustain gender equality in sport and beyond as a fundamental aspect for balanced and sustainable development.



So, why this toolkit?

As structured, the toolkit wants to be a guide for people interested to explore further the reality concerning the female coaching and in particular their own reality and to be able to identify the changes they want to make and to plan how to do it.

Part one- Presentation of the Project Play to Train

This part indicates the different phases of the project and introduces arguments taken by the experience and referred to the relevance on having more women in the coaching field.

Part two- Get to Know the Context

With this part the users will understand what is the current situation concerning gender equality in Europe and in particular in the sport field. It introduces the main policies and strategy concerning the topic identifying the needs and the efforts made at the European level to tackle the issue of gender inequality.

Part three- Let's Play

includes:

- 1) the guiding questions tested during the project and used to help participants analyzing the situation of their association/club/school relating to the female coaching.
- 2) a template guiding the elaboration of activities/practices to increase the number of female coaches, taking into consideration
- 3) concrete examples of activities planned and implemented by the participants of the project Play to Train.
- 4) hints coming from the experiences of the participants and tips on how to address eventual obstacles.

OUR PARTNERS

Organizzazione Per L'Educazione Allo Sport (OPES) is a non-profit organization that uses sport as an avenue for social inclusion. Primarily focusing on sport at a grassroots level, OPES implements projects to help clubs develop their youth athletes and acquire life skills. Although OPES is based in Italy, the nonprofit promotes inclusivity in sport all around Europe. More information about OPES can be found on their website.



Champions Factory is an international organization bringing social change through innovations in education, training, youth, and sport. Their initiatives include increasing job opportunities for migrant women, organizing entrepreneurship courses for disadvantaged youth, and tackling gender inequality through the use of sport. More Information about Champions Factory can be found on their website.

The Academy Rudi Hiti is a Slovenian-based association that aims to popularize the sport of hockey among children and young people by offering trainings and camps, including free skating lessons for pre-school children. More information about Association Academy Rudi Hiti can be found on their website.



Play to Train is a European project supported by the Erasmus Sport Programme and led by the Organizzazione per L'Educazione allo Sport (OPES), which promotes the social inclusion of all people through the use of sport. The goal of Play to Train is to combat gender inequality by increasing the number of female athletes and coaches, while also increasing overall awareness of the problem.

WHAT IS PLAY TO TRAIN?

TIMELINE OF PLAY TO TRAIN ACTIVITIES



Gender inequality is a huge international problem. While this inequality pervades nearly every area of life, it is especially apparent in sport. Sport is a traditionally male-dominated field, with females often hindered from their participation in sport by social and cultural pressures. While there has been some progress in recent years, there is still much that needs to be accomplished in order to achieve gender equality. Play to Train is designed to fight for gender equality in sport by increasing the number of female coaches involved in grassroots-level sporting organizations throughout Europe. The program will also raise awareness of gender inequality in sport as a whole. The project has been designed as the follow up of the project SCORE, developed by ENGSO and its partner. With Play to Train, the practice developed with the project SCORE was conducted in three countries not involved at the beginning: Italy, Slovenia and Bulgaria.

1. Promote the representation and participation of employed and volunteer female coaches in the workforce at all levels,

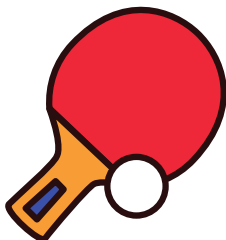
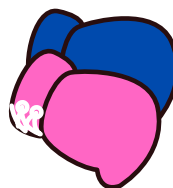
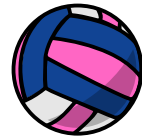
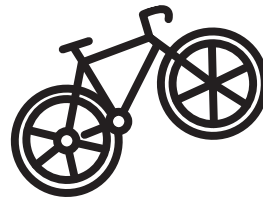
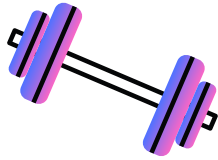
2. Increase the number of female coaches by creating tools that will encourage and support female coaches preparation by setting an environment which favors their participation,

3. Spread awareness about gender equality in sport that will contribute to the development of the sport field and showing all its potential.

OBJECTIVES OF PLAY TO TRAIN

More information can be found at:
<https://www.playtotrain.eu/>





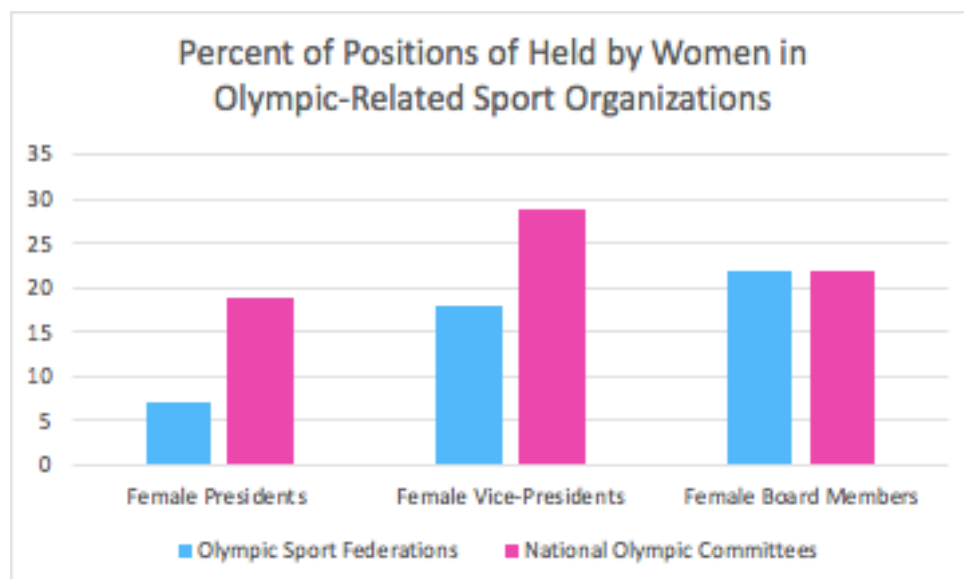
CONTEXT



CURRENT STATE OF GENDER INEQUALITY IN SPORTS AND COACHING

While there have been many strides forward in gender equality over the past few decades, there is still much more progress that needs to

be made before there is true gender equality. The European Union and the United Nations both have committees specifically focused on promoting gender equality in multiple different disciplines, with one of them being sport. Sports have the ability to place everyone on the same level, regardless of background or status. At the most recent Olympics in Rio de Janeiro, there was a largely equal showing of male and female athletes, with females making up over 45% of all participants (Olympic.org). Female membership on the International Olympic Committee is steadily increasing and sport organizations all over the world are implementing practices designed to increase female participation. However, as shown in the chart below, there is still far from equal female representation in highly powerful positions within Olympic sport organizations and National Olympic Committees.



GENDER INEQUALITY IN SPORTS

Many teams of female players have male coaches, yet it is almost unheard of for a team of male players to have a female coach. Globally, 20% of women's football coaches are female, but the first woman to coach a professional men's football team didn't come until Corinne Diacre did in 2014 (New York Times). These are very low numbers that Play to Train aims to address. Having female coaches is incredibly important for young athletes. Female coaches can inspire athletes, support and relate to them in ways different than male coaches might, and fight negative stereotypes surrounding women in sport.

Despite progress, however, females are still often overlooked in a sports setting. While young girls and boys participate in sport at roughly the same rate when they are young, the dropout rate among girls is double that of boys by the time they reach the age of 14 (WSF). An important reason for this may be the lack of female role-models in sport that would inspire them to continue. Less than 15% of sports coverage in the media focuses on female athletes and 14% of top decision-making positions in European Union sports federations are occupied by women (European Parliament). Even more strikingly, only 20% - 30% of all sports coaches in Europe are female, despite the participation rate for both genders being very similar (European Parliament).

To the left is an image of Olga Lopresti, a leader in the Play to Train Pilot Activity



EXISTING POLICIES

Throughout the years, many documents have been produced both at the international and the European level, focusing on gender equality and gender equality in the sport field. Below, find some relevant documents:

International Policies

The UN's Commission on the Status of Women promotes "women's ability to secure decent jobs, accumulate assets, and influence institutions and public policies determining growth and development"

<https://www.unwomen.org/en/what-we-do>

Agenda 2030 of the United Nations Organization.

The sustainable development goal n. 5 is focused on gender equality. According to it "Gender equality is not only a fundamental human right, but a necessary foundation for a peaceful, prosperous and sustainable world". So, in this sense gender equality is a goal but also a means to achieve the other objectives, promoting sustainable society. A core part of the target is promoting equal opportunities for women and men in the economic, political and public life.

<https://www.un.org/sustainabledevelopment/gender-equality/>

Council conclusions on the role of sport as a source of and a driver for active social inclusion (2010).

The document represents the starting point of an EU coordinated action to promote gender equality in the sport field. Through the document the Council recognized as a common priority "Encouraging gender equality in sport, especially concerning access to sport and representation in decision-making bodies, and including active measures against gender stereotyping". Member States and the Commission are invited to promote actions related to the mainstreaming of gender equality issues into sports related activities.

"Council conclusions on the role of sport as a source of and a driver for active social inclusion", 2010, Council of the European Union (<https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A52010XG1203%2804%29>)

Conclusions on gender equality in sport (2014)

The document produced by the Council of the European Union identifies the role of sport as “an effective tool for equal opportunities and social inclusion”. To favor this process, legislation is not enough. For this reason, the Council addressed to the member states and the Commission asking them to implement concrete actions

promoting gender equality in sport. In achieving these objectives, educational tools and the collaboration with the sport movement is highly important.

“Conclusions on gender equality in sport”, 2014, Council of the European Union (<https://www.consilium.europa.eu/media/28261/142712.pdf>)

MORE POLICY CONTEXT

The Council Of Europe Recommendation on gender mainstreaming in sport (2015)

The CoE addresses the government of the member states in order to favor national policies promoting gender equality in the sport field. Among the suggested strategy there is the identification of “female role models and gender-sensitive athletes, coaches, journalists and leaders and involve them in the promotion of equality between women and men in sport”. According to the recommendation, policies, strategies and procedures should be identified and implemented to support women's participation “at all levels of sports organisations in terms of membership, practice, competition, coaching, leadership, management and national and international representation”.

“Recommendation CM/Rec(2015)2 of the Committee of Ministers to member States on gender mainstreaming in sport”, 2015, Council of Europe (https://search.coe.int/cm/Pages/result_details.aspx?ObjectID=09000016805c4721)

A Union of Equality: Gender Equality Strategy 2020-2025 (2020)

The strategy approved in 2020 indicates the EU is taking further measures supporting gender equality in sport. In particular, it indicates that “the renewed strategic framework for gender equality in sport will promote women's and girls' participation in sport and physical activity and gender balance in leadership positions within sport organizations.”

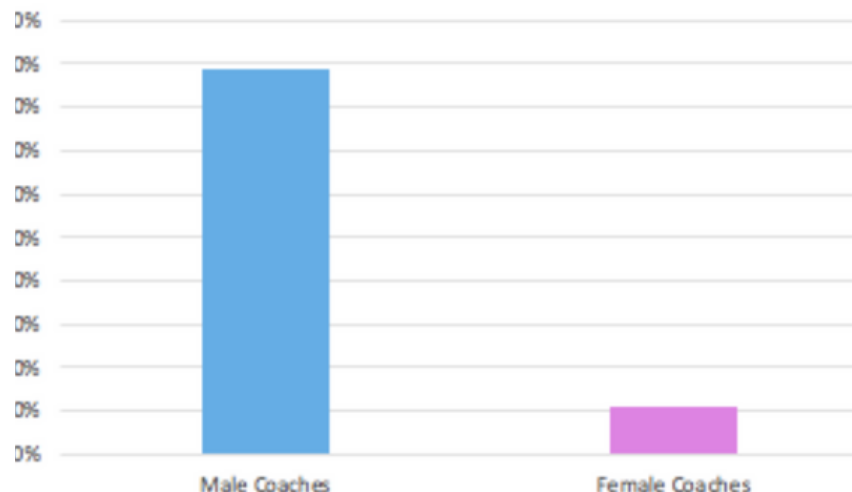
A Union of Equality: Gender Equality Strategy 2020-2025, 2020, (<https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX%3A52020DC0152>)

Even though nearly half of the participants in youth sports in Europe are female, only about 20% of the coaches are. This is detrimental to sport organizations and athletes who deserve to have more diversity in their coaches. There are a few reasons why female coaches are so important to have as part of sporting

organizations. Firstly, having women involved in sport and coaching can reduce stereotypes that many people may have. Secondly, exposing youth to females in positions of power at a young age will beneficially impact their worldview. Lastly, women coaches develop traits such as leadership and communication that will help them.

WHY DO WE NEED MORE FEMALE COACHES?

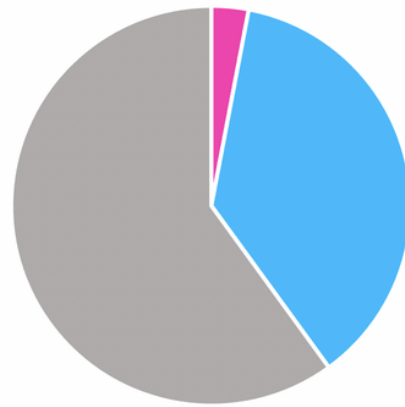
Gender of Accredited Coaches in 2012 London Olympic Games



Often, young athletes grow up only having male coaches. This can lead them to believe that male coaches are somehow better or more capable than female coaches. Jamie Bloom, a coach who has been a part of the coaching staff for men's and women's swimming at a top-ranked university in the United States, says that she often came across athletes with this mindset while she was recruiting. The swimmers would often believe that a female coach would "want to try to be [their] friend and not be tough enough on [them]," or that their attitudes would clash. These misconceptions about female coaches stem from stereotypes that could be avoided if athletes have female coaches at their developmental stages.

WHY DO WE NEED MORE FEMALE COACHES?

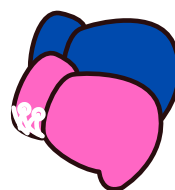
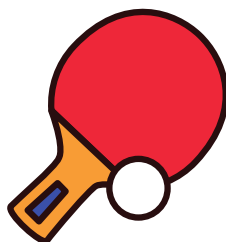
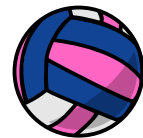
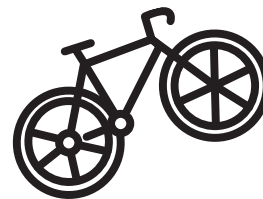
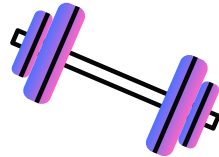
Professional Athlete Sponsorships



■ Women's Sports ■ Men's Sports ■ Mixed-Gender Sports

Any time someone sees another person in a position of authority that resembles them, it is empowering. That person can realize that they, too, have the potential to grow into a strong figure. It is motivating and inspiring, and a good way to encourage young girls to continue their sport participation. The added diversity can also make people feel more welcome in the organization. If someone in a leadership position looks like them, then they won't feel as if they don't belong or are unwanted.

Having female coaches is crucial in the development of athletes, but it also provides the coaches with many characteristics that can help them grow. Leading athletes requires coaches to develop high levels of confidence, which is a trait that is important in all aspects of life. In cultures all over the world, women are looked down. In the United Kingdom, 0.5% of the value of all sponsorship deals were for female sports, while male sports had 61.1% and mixed-gender sports had the remaining 38.4%.



TOOLS



BEST PRACTICES: SCORE



Strengthening Coaching with the Objective to Raise Equality 'Strengthening Coaching with the Objective to Raise Equality' (SCORE) is a European project supported by the Erasmus+ Program, led by the European Non-Governmental Sports Organization (ENGSO), which promotes equal opportunities, namely gender equality in coaching, and focuses on increasing the number of employed and volunteer women coaches at all levels of sport, as well as enhancing knowledge on gender equality in coach education. The project is targeted at sports and coaching organizations at all levels, more specifically coaches, trainers, former athletes, volunteers and decision makers in the field of coaching.

SCORE OBJECTIVES

- 1)** To promote gender equality in coaching
- 2)** To promote the representation of employed and volunteer women coaches in the coaching workforce
- 3)** To increase the number of women coaches by ttools to support women coaches to develop towards the coaching of high performance
- 4)** To include evidence-based information about gender and gender equality in coach education appropriate to all levels



SCORE

Planning - In order to successfully run any activity with the hopes of recruiting and training female coaches a plan has to be established beforehand. This was the case with all of the pilot activities as there was a set plan before the launch of them. It is important to set out what needs to be done to accomplish the goal that has been established.

Interest - When planning an activity for future female coaches, it is important that it is involved in something they have interest in. The activity and target needs to be centered around a sport where there are females who are interested in the possibility of becoming coaches and being involved within the sport.

Recruitment - The recruitment aspect of the activity is important as the recruitment needs to not only target the right people, but also motivate the participants. They need to be motivated to participate in an activity to its completion in order for the activity to be successful. Anything less than full effort and cooperation will potentially have a negative impact on the activity, so it is important that the females selected to participate are not only the right target, but also motivated.



SCORE

Development - The development of the future female coaches is important as this is what the heart of the activity comes down to. The goal is to train female coaches to not only become coaches, but also develop into successful and impactful coaches. These activities need to have a focus on accessible and flexible learning opportunities that will have tangible results for the participants.

Support - It is important that these coaches have a support system and mentor to help them through the coaching development process. Having a role model who can help them goes a long way to not only keep them motivated, but also have a goal that they can work towards.

Evaluate - During the activity, it is important to monitor and evaluate the progress being made. These pilot activities made sure to actively keep up with the results during the duration of the activity. This is important as feedback and evaluations can help improve the activity not only during the first run, but also for any potential future activities.

BEST PRACTICES: SHOTOKAN KARATE

Shotokan Karate is a practice that was developed in Bulgaria with the main aim of increasing participation and interest in martial arts. The aim of this practice is aimed at kids, female and male, who are over the age of 4, and most of the kids are either too timid or too aggressive. Initially, groups are divided into skill level, and most of the specific training is done through games as they are the best way to engage with children. As the program progresses, instructions differ for the children who are too aggressive, and the children who are too timid. The aim is to get the timid children to trust the instructors, and the aggressive children to understand martial arts is about avoiding conflict, not creating it.



SHOTOKAN KARATE OBJECTIVES

- 1)** Increase participation of youth in martial arts
- 2)** Curb overly aggressive behavior in children
- 3)** Curb overly timid behavior in children and building trust in themselves

BEST PRACTICES: DENITSA RADEVA



Fencing classes before and after school is a practice that was developed in Varna, Bulgaria. The main aim of this practice was teaching kids aged 7 to 12 how to fence, keep them active, and show kids the value of sports and how important it is in everyday life. The training sessions are done throughout the day based on the schedule of the kids, and these sessions are aimed at improving their physical fitness and their proficiency at fencing. While many kids have busy schedules, or some parents may not always be on board, it is important to get these kids to participate in sport.

DENITSA RADEVA OBJECTIVES

- 1)** Teaching kids at younger ages how to fence
- 2)** Keeping kids active and involved in sport
- 3)** Emphasizing the importance of sport within their lives
- 4)** Emphasizing how collaboration and equality are beneficial for a shared development

BEST PRACTICES: MENTOR PROGRAM

The mentor program is a practice that was set up by UEFA, with the goal of having experienced female coaches help younger and more inexperienced female coaches achieve their coaching badges, and grow. 4 seasoned mentors were selected in the beginning of this program, and they are tasked with supporting the younger and promising coaches. They are in contact often with each other, and this allows the mentees to have access to valuable information and resources. As the program concluded, there was a meeting in Budapest, and it was agreed all around that this program was successful, and it was renewed on a larger scale.



MENTOR PROGRAM OBJECTIVES

- 1)** Increase the number and quality of top end female coaching talent
- 2)** Connect mentors and mentees so mentors can give their knowledge and information to their mentees

CAROLINA MORACE

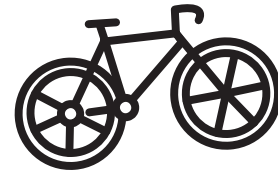


In the play to train project, it is important to present role models for the participants, and there is not a better place to start than with Carolina Morace. Carolina Morace has not only had an extremely successful career as a player with the Italian Women's National Team, but as a coach as well. She had taken the Women's Canada team to Gold Cup victory as the technical commissioner. She has also been the coach of the Trinidad and Tobago Women's national team and technician of the AC Milan women's team. These experiences along with her playing days got her elected as the first women ever in the Italian Football Hall of Fame.

ROLE MODEL



PLANNING THE BEST STRATEGY



ASK YOURSELF:

What is the current state of gender equality within our organization?

- How many female coaches do we currently have?
- Who are the female coaches?
 - How did these coaches get to your organization?
 - What qualifications do these coaches have?
 - Are these female coaches in volunteer or paid positions?
- What do we currently do to encourage female participation?
 - Are there women in positions of power within the organization?
 - Has the organization already implemented any policies to increase gender equality?

What resources does my organization have at our disposal?

- Are there relevant connections with people that could help, or are there associated organizations that you could draw people from?
- Are there any other similar programs in the community that you can learn from?

Remember:

Use your strengths and available resources when creating a plan

ASK MEMBERS OF YOUR ORGANIZATION:

- Do you feel as if men and women within the organization are treated the same?
- Is there anything that you believe should change in regards to the treatment of men and women in this club?
- Do you feel as if the club provides a welcoming environment for everyone?



Pilot Activity Template



Title of Program:

Who

When

Where

What

Why

Month 1

Month 2

Month 3

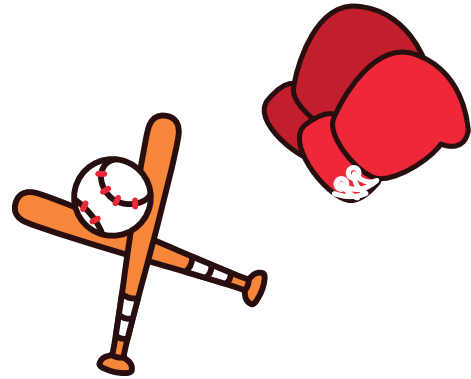
Month 4

Objectives

How

Outcomes

PILOT ACTIVITY TEMPLATE



Who

Who will be involved in the program? Is it going to focus on people already existing within the organization, or people that you would like to attract?

What

What exactly will your activity be? This can be an awareness campaign, a workshop, trainings, or .

When

Create a plan for when you want to begin and end the project

Where

The location where this activity will take place--is it your club's headquarters, separate training facilities, or somewhere else?

Why

What needs are you hoping to address?

Monthly Chart

Plan the progression of your activity. As the activity and participants grow, you should be able to progress in your activity as well.

Objectives

Write the objectives that should be achieved by the time this project ends. These objectives should be specific, easy to measure, and achievable.

How

Practical strategy

Outcomes

What are the outcomes that you hope to achieve through the implementation of this activity?



MONITORING THE ACTIVITY

It is important to make changes in order to maximize the benefit of your activity. In order to monitor what is going well and what should be changed with your activity evaluate the progress at the end of every month. Ask yourself:

- Are the objectives being achieved?
- Are the participants invested in the activity?
- Do the participants have any complaints about the way the activity is being conducted?

Use the answers to these questions to alter your plan as needed.



At the completion of your activity you should ask the following questions:

- Why did you choose to participate in this program?
- Going into the program, what were you hoping the organization would gain from it?
 - Do you think you were successful in growing this way?
- Why do you think there is a need for more female coaches in sport?
- What did you learn from this project that you will bring back to your organization?
- How will you be able to continue aspects of this activity even after it has ended?
- What are some ways that this program can be improved?

These questions allow the strength of the activity to be evaluated, as well as encouraging the participants to gather concrete results to use to improve their club.

While it is crucial to increase female involvement in sport, there are obstacles that will likely be encountered during the implementation of this project.

Internal Barriers

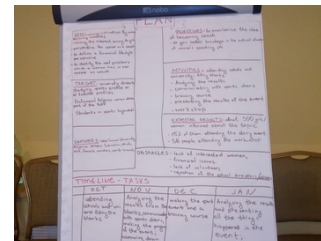
- Lack of resources
- Lack of knowledge
- Lack of culture of gender equality

POTENTIAL OBSTACLES

AND CHALLENGES THAT MAY HAVE TO BE OVERCOME

External Barriers

- Stereotypes about women involved in sport
- Time constraints for women
- Not asking the question "do I want to become a coach?"



Pilot Activity #1--This activity took place at a Jitsu academy in the Piedmont region of northern Italy. Girls aged 12 to 19 were given the opportunity to coach young athletes. In the beginning, they led just the warm-ups but as time progressed, they were able to coach groups of 3-4 on the technical side of the sport. The scale up of the responsibility of the girls was slow, but this allowed for acclimatization to being coaches. After every session, the girls were debriefed and asked about how they felt about the training session and what went well or poorly. This was done through graphic cards to best depict how they were feeling. It is important to understand why they were feeling certain emotions in order to understand themselves better. The keys to success of this activity was the communication and the confidence they had. It is important to be mentally prepared for this activity just as much as it is to be physically prepared.

Click on the following pilot activities to learn more:
Pilot Activity #1- Jiu Jitsu Academy
Pilot Activity #2- Sport Association Koshido Budo Martial Arts Academy

PILOT ACTIVITIES

Pilot Activity #2--This activity was conducted in the south of Italy with the Sport Association Koshido Budo, a martial arts academy. Six girls between the ages of 15 and 18 were selected to manage groups of three children during their martial arts lesson. They acted as coaches for their small groups, helping them with technical changes and guiding them along a gymnastic-motor path. The teenage coaches received coaching from the main instructor about the best ways to coach. The main instructor listened to their fears and other apprehensions, and helped them overcome them. These girls faced sexism and discrimination based off of gender, and a confidence boost from a mentor was necessary in order to ensure the success of these girls. They mentored these young coaches and provided a structure for female coaching in the martial arts that does not currently exist.



PILOT ACTIVITIES CONTINUED

Pilot Activity #3 - Girls Can Coach is a pilot activity that was run with the aim of teaching and supporting girls (16-25) in their goals to become MMA coaches and personal trainers. This required them to increase their self confidence and knowledge of the sport. The project also had a goal of establishing a non profit organization that was run by Women and aimed to support other Women in the realization of their goals. In order to begin their journey, they were tasked with running lessons. The activity was conducted where the girls were tasked with running MMA lessons, and they were given more responsibility as the program went on. In the beginning, they were only in charge of warm ups, but by the end of it they were running the complete lessons with help from the coaches. After each lesson there were conversations about how they were feeling and progressing. The girls also met with mental coaches and sports psychologists.

Click on the following pilot
activities to learn more:
Pilot Activity #3 - Girls Can
Coach



PILOT ACTIVITIES CONTINUED

Pilot Activity #4- #5- "In Campo diversi ma uguali" . The activity was organized in 5 Italian regions: Campania, Tuscany, Sicily, Lazio and Calabria and entailed two main parts.

The first activity was done in high schools. Students were trained on the topic of gender equality within the sport field and beyond. Trainers gave them tool to become the main actors starting themselves a raising awareness process. Students organized online campaigns which start spreading though their channels and the the ones of associations like OPES and its network

The activity done in Calabria consisted of a mixed soccer tournament organized by male and female in the municipaly of Parghelia (VV) to raise awareness about the topic of gender equality in sport.

Click on the following pilot
activities to learn more:
Pilot Activity #4-#5 - Girls Can
Coach





PILOT ACTIVITIES CONTINUED

Pilot Activity #6 - In this pilot activity conducted in Slovenia, an online workshop and online seminars were conducted where female volunteer coaches could hear from speakers of both genders from many different backgrounds. It was important that it wasn't just male or female speakers, but a mix of both for the speakers.

One of the workshop was national and carried the title "Gender equality in Slovenian sport" and a Internationalwebinar called "Hockey Development"

The workshop and seminars were about hockey, and the target audience was ex female hockey players and current volunteer coaches. The overall goal was to recruit and educate female volunteer coaches on coaching and leadership. The last part of the activity was the organization of the International Ice Hockey camp in Ljubljana with coached from Slovenia, Slovakia and Sweden. Under the head coach, females and males volunteers shared different responsibility. The camp involved 120 participants.

Click on the following pilot
activities to learn more:
Pilot Activity #6 - Online
Webinar and Ice Hockey Camp



PILOT ACTIVITIES CONTINUED

Pilot Activity #7 - Gender equality workshop - the activity conducted in Bulgaria was a workshop to favor the discussion among participants on gender equality in sports. Participants were given 105 minutes to think about the contribution of women to the sport field. The workshop was facilitated with the aim to detect hidden stereotypes and make participants thinking about the need of gender equality in sport governance. The workshop was made of three games which did not demand to have any special material. guiding questions were "what is that", "why it is important".

Each participant tried to justify own idea and wrote their thoughts on given papers. The paired groups debated the questions. The main goal here was to analyze gender equality in sport and to learn the participants' ideas about the topic.

Click on the following pilot
activities to learn more:
[Pilot Activity #7 - workshop](#)

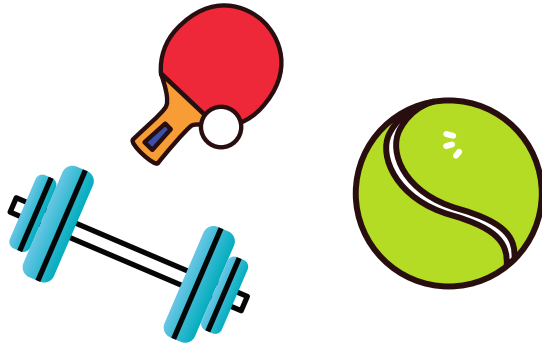
TIPS FROM PILOT ACTIVITY PARTICIPANTS



- 1) Explain to everyone involved how the project will be implemented in order to eliminate confusions and the participant's fear of being judged**
- 2) Explain that the participant's success is also the success of the group**
- 3) Get help from other instructors or coaches so the rest of the group does not get less attention**
- 4) Be able to listen without judgement so the participants feel comfortable and able to confide in their leaders**
- 5) Communication at each stage is essential**
- 6) Define specific objectives at the start of the program**

"You must be able to listen a lot without judging, so that if you have the confidence, they will also be able to accept your indications and your advice."

- Soldato Pierantonio, Jiu Jitsu Master and Play to Train pilot activity participant



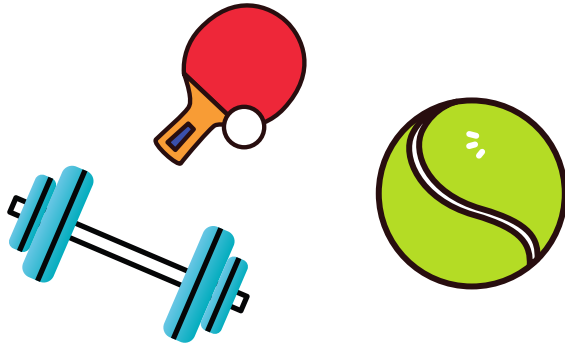
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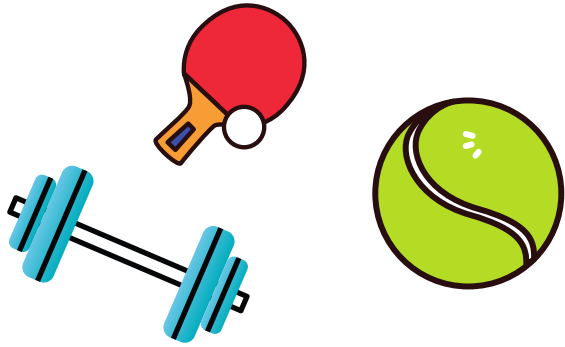
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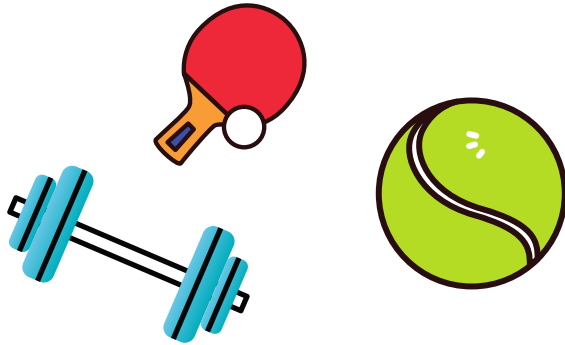
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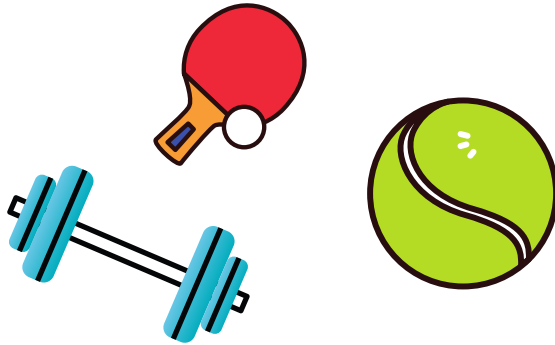
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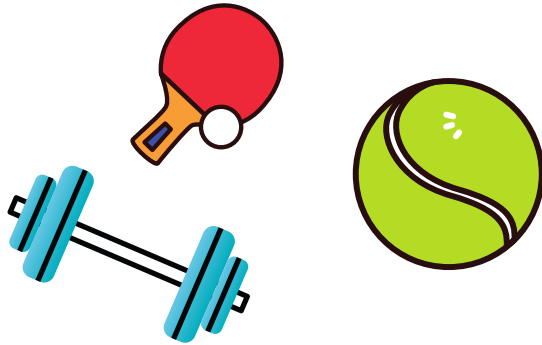
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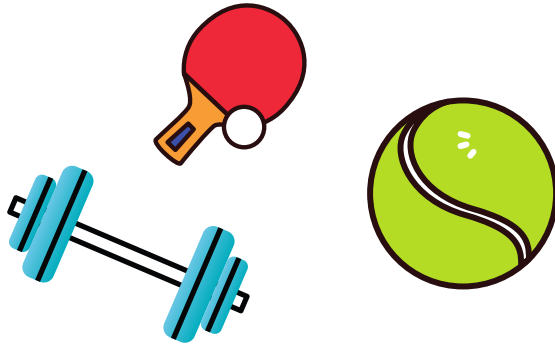
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