

# EWSE

## EMPOWERING WOMEN FOR SPORT EVENTS IN EUROPE



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of the European Union

A BRIEF ANALYSIS OF WOMEN SPORTS EVENTS IN EUROPE

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# Imprint

This report is an output of the EWSE project. It aims at promoting a European network of women sport festivals and events to create an innovative networking model that can boost equality in sport leadership, visibility and representation of women 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 by 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 report identifies key barriers and challenges to equal visibility, support and relevance for women sport events in Europe. It also provides insights and recommendations for future actions to strengthen accessibility, sustainability and inclusiveness of events, training for women who organize or want to organize sport events, as well as ideas for tools to enhance networking and visibility among the events.

## Key Findings

1. We still need to talk about women's sport events, as women in sport still face specific barriers that require specific interventions and attentions. There is still no automatic gender balance in sport.
2. A more equal sports events environment could offer an opportunity not only for women, for the whole sports system as it would increase audience and differentiate the types of sponsors and motivations that bring people to attend a sport event
3. To increase the engagement and recognition of women in organizing and promoting sport events, early dropout from sport is a key issue to be tackled to prevent girls to fall out from sport system and contacts at early age
4. There are women with less opportunities to access sport and sports events, as women with disabilities or groups of women from minorities who face discriminations: intersectional causes of inequalities must be taken in consideration to plan a real inclusive sport event.
5. Female sport does actually carry on values beyond economic success that can represent a key factor to be valorised to move a wider audience to sport events.

# Why do we need to talk about Women Sport Events?

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, under-representation 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 2017-20 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.

**Summary:** For all of the above reasons, partners think that it is important to shine a light over women sport events: reading the current situation of sport events in Europe through gender lens is necessary to identify and therefore try to overcome those gender related barriers that are at the heart of the gaps and inequalities that still characterize women sport in particular when it comes to women sport events.

The First World Conference on Women and Sport was held in Brighton, UK, in 1994 organised by the British Sports Council and supported by the International Olympic Committee, producing the Brighton Declaration<sup>1</sup> that has become a road map to support the ongoing development of a more fair and equitable system of sport and physical activity, fully inclusive for women and girls. To develop women participation in sport activities and events, the Declaration recommended that those responsible for delivering sporting opportunities and programmes should provide and promote activities which meet women’s needs and aspirations, as women’s participation in sport is influenced by the range of activities available. Ever since, this specific need to take in consideration the gender perspective in organizing and proposing sport activities can be found in all the main documents, statements and declarations of main sport institutions and bodies about women sport.

Even in this initial analysis, it has emerged that some participants would prefer to design events for everyone - all generations, all genders, etc., avoiding a categorization of “women”. Even recognizing the need for some groups to have events specifically designed and accessible to certain groups, many underlined how the social aspect is more important than specific gender-specific measures, especially the respondents that have never reported any discriminations in their sport related activities. Nevertheless, to make this equal access effectively possible, we still need to tackle gender based discriminations specifically, to identify and erase all of those specific barriers that we will try to sum up in this report.

We can agree saying that “(...) promote access for everyone, that is more our philosophy” (Sonja Landsteiner, ASKÖ Wien, Austria). But as much as we can definitely set the goal of promoting events for EVERYONE, to be sure that sport actually reaches everyone, we need previous gen-

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<sup>1</sup> <https://iwgwomenandsport.org/wp-content/uploads/2019/03/Brighton-plus-Helsinki-2014-Declaration-on-Women-and-Sport.pdf>.

der-related measures and actions to make sure that “women feel comfortable” and welcome. Precisely because of the structural barriers mentioned, we still need specific measures and events to reach out for women to empower them, to finally have “events for everyone” in the future.

# About the Report

The report is part of an initial phase of the Erasmus+ Sport project “EWSE Empowering Women for Sport Events in Europe”, dedicated to the analysis and research of data and information of the current situation of women sport events and festivals in partners’ countries. It aims at illustrating and elaborating on most common barriers and challenges in reaching equal visibility in media and stakeholders, receiving private and public funding, capacity to create a social impact beyond the event itself on participants and stakeholders and awareness on equality and sustainability.

The report has been developed through 3 main types of action undertaken by partner organizations during this phase:

- An activity of **desk-based analysis** and **interviews / focus groups** with experts and direct actors about the actual situation of women sport festivals in Europe, common barriers and challenges in reaching equal visibility in media and stakeholders, receiving private and public funding, capacity to create a social impact beyond the event itself on participants and stakeholders and awareness on equality and sustainability;
- An activity of **mapping of women sports festivals and events in Europe**, with national and international relevance, to promote contacts and exchange experiences and good practices between organizers and organizations involved, and confirmation of the sport events/festivals that partners will involve in the pilot action’s testing;
- Organization of **national workshops** with selected relevant public and private stakeholders (sport media, sport companies and private investors, sport federations/institutions, policy makers) in each partner countries in order to discuss the outcomes of the analysis and the situation of women sports events in Europe, highlighting main challenges in order to recommend possible solutions and generate attention and create awareness on the key topics of the action: equality, accessibility, sustainability, inclusion.

All together 26 interviews, 3 national workshops, 3 focus groups were realized, involving 40 people directly among athletes, sport events’ organizers, experts on gender equality and accessibility in sports, sport managers. 26 Women Sport Events have been mapped already, looking forward to increasing this number during the forthcoming part of the project.

Specific parts of the analysis are dedicated to the topics of sustainability and accessibility of sport events - what are they, what things to consider etc. as well as to the initial mapping of festivals and events in Europe, with national and international relevance. This initial mapping aims at promoting contacts and exchanging experiences and good practices between events’ organizers, partner organizations and other organizations involved during this activity, and con-

firmation of the sport events/festivals that partners will involve in the pilot action's testing (some already defined as mentioned previously: RNP for ASSIST, Girls Football Festival for VIDC, Rugby Queen 7 festival for FAM).

These findings will guide the pilot action, feed into the training and mentoring programme for women and girls who are already involved, or wish to be involved, in organizing sport events, to run more sustainable and accessible events and how this can be a benefit rather than a cost. In the same way, data and information on the main needs and barriers on networking, will also help partners when designing an interactive tool that can map and link women sport events in Europe that will be presented during the European Women Sport Events Fair, one of the first events in its kind.

The report aims at impacting also on sport organizations and institutions involved in women sport events, and besides these, more generally sport organizations and institutions that want to increase their knowledge in elements that are still preventing equality, sustainability, visibility in sport events, as organizers or as policy makers.

# Results

## The current situation of women sport festivals and events in Europe

The outcomes of our investigation around the current state of art in sport events in Europe outlined a general sexist and male dominated scenario when it comes to big sport events. If some more space for creating something new outside this general situation is recognized to “minor” sport events where the will of single organizers interested in creating something different, when it comes to most popular sports and not local sport events (meaning national dimension), a general struggle in reaching the desired impact in terms of audience, visibility and investment clearly emerged.

Most of the participants in the analysis, when asked about their opinion and experience on equal opportunities between genders to get involved in sports events, whether as a competitor, a volunteer and/or an organizer, underlined the gap that is still evident within the sport events sector. As Caroline, an Irish Paratriathlon athlete interviewed by IWA, put it: “...I’d like to say yes, but I don’t believe so. (...) generally girls move away from sports. And probably their next involvement is when their children are participating in sports.” Therefore, it is more likely that boys and men stay involved in the sport system, as the dropout rates are far less relevant than girls, having the connections to the events and to other organizational and management aspects associated with sports.

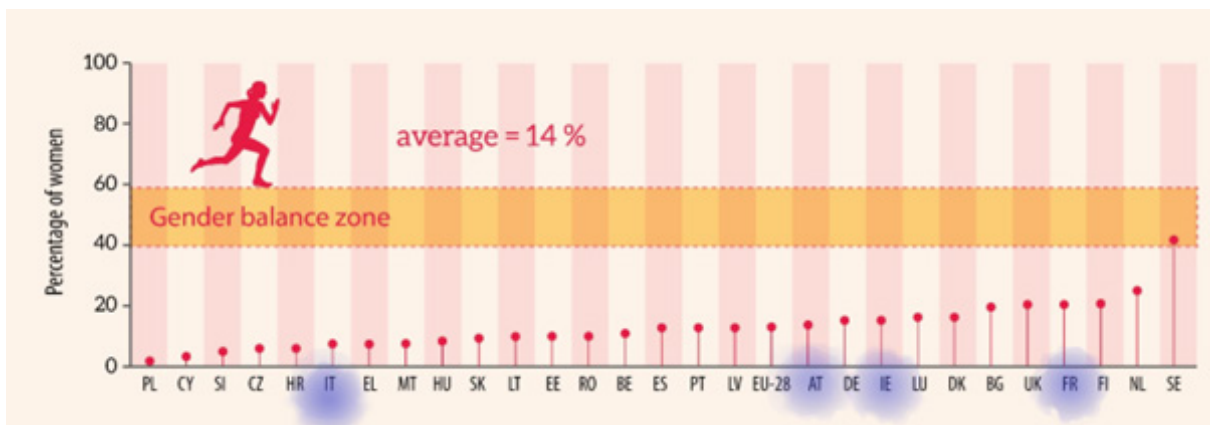
The perception that investing in women’s sport events represents a risk rather than an opportunity is still very common among media and sponsors. The 2019 Women Football World Cup has been mentioned often and clearly represents a milestone in women’s sports events showing how it is possible to reach greater impact and high professional levels in the women’s sport sector when it comes to sporting events. Still, clearly it was not enough to push towards a real change in the amount and the capacity of attracting investments, media attention and audience that women sporting events in general can count on. The difficulties have arisen on engaging sponsors and the media during the organisation of a Women’s Tour de France, emerged during the focus group organized by Alice Milliat Foundation, drawing a clear picture of the actual state of art.

Despite these common complications, we noticed that more and more sport events organized by or dedicated to women emerge, emphasizing the growing desire for women to practice sport, especially in non-regulated sports contexts such as city running or gathering in parks and public areas. As pointed out by one of the participants in our focus groups (Émeline Boure, Grand Paris Seine, France), there is a real “delta” between the number of events and the visibility that is behind them. While the opportunities and the interest in women’s sport events keeps growing, there is no concurrent growth in media and sport environment attention and support. What are the main reasons for this situation?

Let's start to analyse the main **common barriers** connected to women's sport events clearly emerging in all partner countries.

## Under-representation of women in sport leadership

First of all, despite the difference among countries, all participants underlined the key role of the persistent structural barriers that permeate the sport system at all levels and most of all within its leadership. Most of recent statistics<sup>2</sup> show that, despite the gradually increasing rates of women's participation in sport, there are still very few women in leadership positions on the Olympic and Paralympic Committees, in European and national sports governing bodies, and in national sports federations. Data released by the European Institute for Gender Equality show that on average in 2018, only 14 % of all top decision-making positions in EU Member States' sports federations were occupied by women, ranging from 3 % in Poland to 43 % in Sweden. All the countries represented within this partnership fall behind the gender balance zone, as shown in the figure below.



Source: European Institute for Gender Equality, Gender in sport.

Note - the positions included are: president/chairperson, vice-president/vice-chairperson, director-general/ secretary-general and other board members. To avoid double counting, each person is counted

The hierarchical ranking of women in sports organisations is in line with other areas of decision-making where women remain a minority. Indeed, vertical segregation accounts for the fact that the gender gap widens as the seniority of the position increases.

The same trend can be found when it comes to coaches: female coaches are a statistical minority in nearly all sports and performance levels. It has been estimated that only 20 % - 30 % of all sports coaches in Europe are women. Figures are even lower for qualified female coaches. A study<sup>3</sup> promoted by the German Federal Institute of Sport Sciences confirm this and emphasise that besides often experiencing discrimination, female coaches tend to be assigned lower qualified roles as caretakers and assistants to male coaches.

<sup>2</sup> see, for example, the 2016 Women on Boards Report on Gender Balance in Global Sport, or the 2015 European Institute for Gender Equality Report on Gender Equality in Power and Decision-Making.

<sup>3</sup> Pfister, G. (2013). Outsiders: Female coaches intruding upon a male domain? Gender and sport : changes and challenges.

These objective barriers clearly influence expectations of women and girls when picturing themselves as part of a sport organization that promotes sport events. As confirmed by most of the participants in our analysis, there is a huge amount of interest from females in terms of assignees, volunteers or trainers in sport programs and events, whereas in a community setting, but then “when it comes to sports leaders and sports coaches, it can be more so male dominated”, to quote a Sports inclusion disability officer from Cork, Ireland, who was interviewed by the IWA. This is transversally confirmed by several participants in our analysis, as confirmed by a leader from Austria whose quote sums it up quite clearly: “(...) The structures in sport are particularly masculine. As a woman you are on special terrain, you have to work hard in volunteering. It’s a different environment (...)”.

It is understood that the importance of having visible female role models in sport, particularly in coaching, has been highlighted by various researchers, notably to inspire others to pursue and realise similar achievements or to provide insight and advice on how to navigate in a difficult environment. The lack of such role models can reinforce negative stereotypes regarding gender and leadership among both women and men and surely does not encourage the engagement of girls and women in sports also as audience and participants to sport events, not to mention as organizers and managers of these events. It is a commonly spread argument that women are not as interested in sports as men. Several Women’s Sports Foundation’s researches<sup>4</sup> show that boys and girls between the ages of 6 and 9, as well as their parents, are equally interested in sports participation. However, by the age of 14, girls drop out of sport at a rate that is six times higher than boys. Girls and women simply do not receive the same positive reinforcement about their sports participation. Boys are far more driven to see a career in sports as possible, as they see their images on television as sportsmen, they see their photos in the sports section and know from their parents and friends that they are expected to play sports. And these outcomes bring us directly to the next barrier.

## Lack of media coverage and gender stereotypes

An important research carried out by Women in Sport in 2018 proved how media coverage of women’s sport in Europe lagged significantly behind the coverage of men’s sport, in some countries (such as Greece and Malta, where the lowest rate was found) failing even to achieve more than 2% of the total coverage.

Participants recognized that some improvement in visibility of women in sport has been reached: for example, in France, space on television for women’s sport competitions and events has increased up to 20% on TV during the last 2 years, it’s still limited in comparison to men’s events. Of the major women’s international events, only the Women’s Football World Cup has reached a level of visibility comparable to men’s championships, reaching 993.5 million unique individuals for at least 1 minute on in-home linear television as underlined by FIFA report<sup>5</sup>. Other

<sup>4</sup> <https://www.womenssportsfoundation.org/what-we-do/wsf-research/>

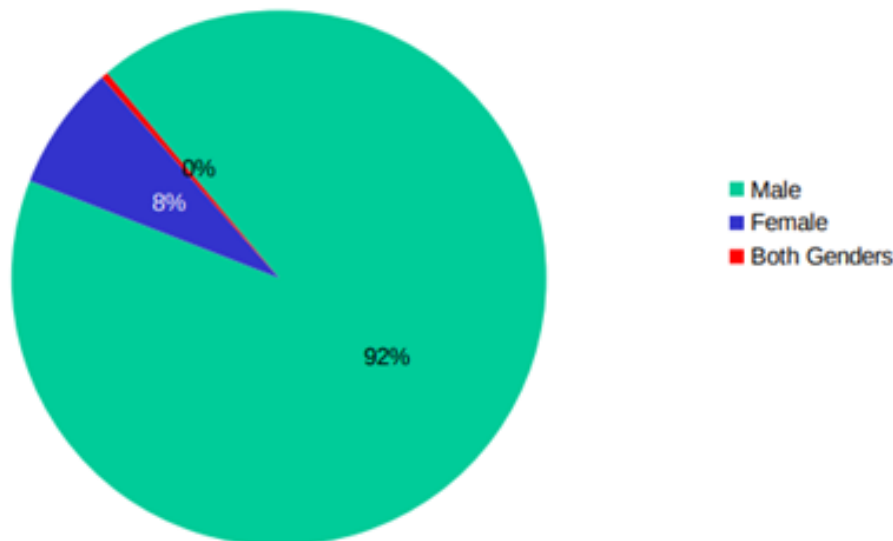
<sup>5</sup> <https://digitalhub.fifa.com/m/5fd80f719fbff8e4/original/rvgxekduqpeo1ptbgcng-pdf.pdf>



disciplines rather than football, even when it comes to world championships, are far behind the level of media coverage of any men's competition.

Many participants in our research underlined that the language around sport events, from the media as well as the general audience, is highly sexist and the media representation of these events is "manly". This is also linked to the fact that the commercial side of the sport events has taken over on any cultural and social dimension of these events (for example, the exasperated need of profit from selling alcohol during events as a source of revenue). This man driven perspective in the description and the narratives around sport events is well represented and promoted by sport media, another sector that is still predominated by men. The International Sports Press Survey 2011<sup>6</sup> stated that more than 90% of articles were written by male journalists and more than 85% of the articles focused on sportsmen. To be more precise, only 8% of the analysed sports articles were written by named female journalists as shown in the figure below.

### Gender of Journalist



Source: ISPS 2011 / PTG 2013 - Thomas Horkey & Jörg-Uwe Nieland

Another interesting finding of the ISPS study is that sport in print media focuses on individuals directly related to the sport's world rather than teams and collective narrative: when more than 65% of the coverage has a focus on athletes and/or their coaches and managers it is pretty clear to see that the gender bias in the media narrative around women athletes, as well as the less coverage they are given in media strongly impact the space and quality of women's events description in media and the consequent possibility to reach a wide audience, resulting in more than 85% of the coverage in sport print media is on male athletes.

The media and sports use gender stereotypes to perpetuate gender inequality and accentuate gender differences. Women are not seen as "real athletes" because the media, on the one hand,

<sup>6</sup> Horkey T. and Nieland J-U. (2011), ISPS 2011 – First results of the International Sports Press Survey 2011, available at: [www.playthegame.org/fileadmin/image/PTG2011/Presentation/PTG\\_Nieland-Horkey\\_ISPS\\_2011\\_3.10.2011\\_final.pdf](http://www.playthegame.org/fileadmin/image/PTG2011/Presentation/PTG_Nieland-Horkey_ISPS_2011_3.10.2011_final.pdf).

objectifies women and highlights aspects of their bodies and, on the other hand, contributes to the reproduction of sport's hegemonic masculinity<sup>7</sup>. The realities of women's sporting performances have not been accurately represented in media images of sportswomen and this gender-biased portrayals of sportswomen have an impact on female participation in sport and coaching, as well as on leadership positions in sport and also in our area of analysis, sport events. Another bias that the media also seem to be perpetuating is related to a gendered perspective of sports as masculine (e.g. football and ice hockey) and feminine (e.g. gymnastics and figure-skating). Indeed, female athletes quite often receive coverage in the media only if they are participating in traditionally feminine sports, fueling the traditional gender barriers and stereotypes that still depict sport divided into 'masculine' sports, where women are not welcomed to participate with the same visibility and support of men, as well as preventing men to participate in those considered as 'feminine'sports. Also, the sexualisation of the female athlete's figure is often mentioned by the participants in our analysis. When asked about media attention to women's sport, the organizer of Mamanet from Austria stated: "women's sport only when someone undresses".

This misrepresentation of women's sports accounts for the lack of interest among sports fans and reinforces the public's generally negative attitudes towards women in sport. Moreover, the lack of coverage of women's sports may be holding sports fans back from developing an interest in women's sports and becoming fans of specific women's sports teams and athletes, as well as participants and spectators of women's sport events. Media attention is undoubtedly important for players and clubs because it attracts investment, enhances the status of athletes and clubs, and opens up new prospects for development. The excitement that media stories can generate around athletes and competitions is crucial for sport events to be successful in terms of audience and sponsors.

These stereotypes and the misrepresentation that still affect the media's narrative around women in sport are strictly connected to social and cultural habits well rooted in our societies. Sport is a social and cultural process in which social constructions of masculinity and femininity play a key role. The practice of sport is related to a number of assumptions about "work" and "leisure", which are often perceived differently for men and women. As home-care and caring activities that are still predominantly carried out by women and girls are generally not socially and economically recognized as "work", in the general social and cultural perception men take up most of the "productive" activities exercised outside the home and, therefore, they are recognized the right to have time off "work" for leisure, including the participation to sport events, whether as online spectators of events broadcasted on tv or in person audience. Even if leisure opportunities certainly exist for women outside the home, the literature<sup>8</sup> suggests that leisure for women is still largely perceived as a secondary concern. Opportunities for leisure exist, but only when other duties and other concerns have been addressed first.

As a result of these social and cultural constructions, furtherly fueled by the average narrative of sport media, women still watch and participate less than men in sports and sports events and their rate of dropout is much higher than men. "I know many who have withdrawn after a short

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<sup>7</sup> Trolan E. J. (2013). "The impact of the media on gender inequality within sport", *Procedia – Social and Behavioral Sciences*, 91, pp. 215-227.

<sup>8</sup> McGinnis, Lee; Chun, Seungwoo; and McQuillan, Julia, "A Review of Gendered Consumption in Sport and Leisure" (2003). Bureau of Sociological Research - Faculty Publications.

time because they think that it is not worth it and then they prefer to do something for themselves”, confirmed the Italian organizer of sport event Luisa Cardinale after mentioning several difficulties that women face when organizing sport events.

An interesting research aimed at investigating the lack of female consumption of women’s sport<sup>9</sup> showed that one of the key themes to emerge was the profound male influence in the spectator lives of women. This influence was a lifelong phenomenon passed through generations, beginning with grandfathers and brothers and continuing through husbands and sons. Other factors combined with this strong influence to block participants’ consumption of women’s sport. These include a lack of awareness and access to women’s sport and the existence of socializing agents who emphasized and prioritized male leisure interests.



## Attracting funds and sponsors

These social and cultural barriers reflect their impact directly on the economic sphere and the access to sport events revenue and economic opportunities for women. When analysing these differences and inequalities that still characterize sport events in Europe, we have to remind ourselves also that sports, including sport events, represents also a professional opportunity, a job for many and a source of employment. The last Eurostat report on Employment in sport in the EU (09/2021) underlined how in 2020, 1.3 million people were employed in the field of sport in the EU, accounting for 0.7% of total employment. Between 2015 and 2020, employment in sport rose on average by 1.6% each year, compared with +0.8% for total employment. This represents an increase of around 100 000 people employed in sports, with Italy, Spain, Greece and Germany accounting for more than half of this increase. During this period, the number of people employed in sport increased in 21 out of 27 EU countries. Only in 2020, due to the pandemic, employment in sport decreased 4.0% in comparison with 2019, against -1.3% recorded for total employment. Women accounted for 43% of EU employment in the field of sport, reflecting the

<sup>9</sup> Farrell, Annemarie & Fink, Janet & Fields, Sarah. (2011). Women’s Sport Spectatorship: An Exploration of Men’s Influence. *Journal of Sport Management*. 25. 190-201. 10.1123/jsm.25.3.190.

structure of the total employed population (46% of women).



Therefore, the higher barriers and lasting inequalities in attention and recognition of women sport events result in less professional opportunities for women and in the difficulty in finding stable and relevant sponsorships for sport events as well.

The financial difficulties also leaves less room for organizers to choose which sponsors should ideally fit into women sport events, especially considering the will to create a positive impact on young people and young girls specifically through these events. This element emerged quite often among our participants, revealing a strong awareness of values that should inspire the events and also influence the sponsors that support them that often clashes with the reality of scarceness of funds that makes it really hard to choose or influence the sponsors. A debate around sponsorships by alcohol companies emerged, for example, during the focus group realized in Italy: organizers of grassroots events mentioned the struggle to find other sponsors than that. Some other participants made it clear that getting private sponsors from companies is something to “forget”.

From the French focus group emerged the interest of increasing the attention of sponsors and brands that are usually “loyal” to sporting events, that mainly fund men’s sports, helping them to realise that “politically and ethically it’s more interesting to finance a women’s project”.

While this is a pretty common remark in most of the countries involved, the difference is clearly made by the support that women sport events can have from public institutions: while one of the participant from Austria mentioned a “100% public funds” for their event, as well as all participants from Ireland mentioned Sport Ireland, the authority tasked with the development of sport in Ireland, as one of the main source of funds and support, less relevance to the public component of funds emerged in France and in Italy for example, where public authorities were named in relation to sport infrastructure or mere advocacy.

A participant from France specifically mentioned the problem of funds for social organizations and volunteering associations that want to organize women sport events to promote gender

equality because the sports budgets are allocated mostly to sports associations or sport clubs that generally are not focused on equality and advocacy for women sport.

To attract funds, another element that often recurred is the personal relations and capacity of networking of the single organizers.

Also, the lack of financial recognition for organizers represents a crucial point to attract more women in this role, since the perspective that can be offered is not really appealing for young women who often struggle themselves in their own professional dimension, especially if as we mentioned the organization of these events implies a huge investment of personal time in getting contact to attract funds and support.

## Accessibility and inclusion

In general, a good sensitivity around inclusion and accessibility of events emerged among all participants in our analysis, somehow proving the premises of our project that the possibility to propose a more inclusive and accessible model of sport events is more likely to generate from women sport, or better said, from an equal sport.

Nevertheless, when analyzing the accessibility of the events themselves, very few of them have skills and knowledge to include parasport or engage families of athletes with disabilities in their events for example. It clearly emerged how only events organized by organizations that already promote parasport are really inclusive for this group of people for example, and this is unfortunate because the specific know-how to deal with a specific group or minority needs in sport and engage them is not shared and spread with the sport events sector. As mentioned by the National operations manager of IWA, “people with disabilities are experienced experts within the disability sector already, so they bring knowledge that’s hard for someone to come from the mainstream community to bring”.

This also applies to all the groups of people that need a specific approach or support to participate in sport events for several reasons, as cultural minorities for example, but in this field the participants in our analysis seem to be more experienced as more than one of the events mentioned during the interviews and focus groups address some social thematic besides that sport dimension, gender based violence, refugees, homophobia or intercultural dialogue, for example.

As underlined by Caroline, when it comes to accessibility and parasport, there is still a lot of work to be done to increase visibility and promote events and sport competitions that can be accessible for women athletes with disability. The parasport events that we have mapped and that were presented by the experts who participated in the interviews realized by IWA are all trying to ensure more visibility and awareness of disability sport, as well as boosting advocacy in ensuring access for all in sport towards local authorities, public bodies, decision makers in sport. We’re trying to ensure that there are bigger events held, where there’s more presence and awareness of disability sport. But then also we want initiatives and I suppose we’ve an advocacy role in the area of ensuring access for all in whether it’s through the city and county councils or if it’s access in terms of amenities across the disability groups.

It has also emerged that linking the sport event to a specific social/ethic thematic increases the availability of local donors to support the event with structures or financially. To quote the organizer of the Girls Cup in Austria: “I always made more money (...) not through sport, but integration and the advancement of women. The opening of the school, for example, especially for the tournament and where we also get electricity for free (...)”.

This probably confirms the general expectation that women should be more attentive to social causes and caregiving.

## Environmental Sustainability

It has clearly emerged that the topic of environmental impact of sport events is still far from being tackled in a systematic and organized way. As a common sensitiveness around the topic, most of the participants in the analysis think that events openly driven by feminist principles or that put the fight to gender based discriminations at the core of their aims are more attentive about ecology, as they generally pay more attention to all the different kinds of discriminations. Said so, not much has emerged in terms of organized actions to ensure a lower environmental impact of events: most of interviewees mentioned small steps taken as the use of recyclable materials (cups, kitchenware and so on) or the reduction of printed flyers and materials to promote the events preferring the use of social media and online campaigns.

The difficulties in advancing more systematic and effective countermeasures around the environment despite the general awareness are mostly an economic question. It emerged in several interviews for example that having the possibility to access energy and waste separation technology when organizing the events could really make the difference, as ICT plays a crucial role in addressing sustainable and effective solutions to reduce environmental impact.

To sum up the situation in the words of one of the participants: “There is a lot of potential for improvement”.

# Main recommendations emerged

## Under-representation of women in sport leadership

The main keyword when it comes to navigate the unequal gender representation in sport leadership is visibility. All participants in the analysis mentioned actions and initiatives aimed at increasing the visibility of women in leadership roles in sport to create a positive change towards equality and inspiring more and more girls and women to take on the organization of sport events.

The possibility of creating organized training opportunities for women leadership in sport emerged as a request and a recommendation from participants of involved countries with the lower level of women in leadership positions in sport, as Italy for example, where the coordinator of the project, ASSIST, is launching an online school for female leaders in sport, LEA, just after organizing the EWSE focus group where it clearly emerged from all the participants the need to increase the number of women in sport leadership by offering training and mentoring to girls and women.

Gender quotas, as well as having consequences for not being equal when applying for public funds were mentioned by several participants as incentives that should be promoted and supported by public sport authorities and bodies.

Most representatives of sport organizations mentioned their own examples, agreeing that establishing a culture within the sport organization of being equal, as well as being progressive and inclusive among their staff, represents a great sign that could favor a bottom-up change in sport leadership. As concrete examples, mainstream measures to promote gender equality in organizations came up, such as support for maternity leave, constant training and upskilling, smart working and flexible organization of work.

## Reaching equal visibility in media

Representation in the media is crucial. Changing the image of female athletes, who should be represented as powerful, strong, not as “less” performing or “victims” of discriminations, showing the skills rather than the gender are some of the most common wishes and wills emerged among the participants. Push the image of female sports as to be attractive to audiences, reaching a wider audience through the digital world, having more space in television and media schedules would help shifting the perspective of women’s sport as less professional, still common among sport media, sport fans and audience and, therefore, reflected to potential sponsors. To tackle the lack of TV coverage for women’s sports some participants mentioned the possibility of in-

roducing mandatory quotas for broadcasters across Europe. However, this proposal encountered many different reactions, as some participants think it might prove unworkable and even counter-productive to an image of equality. Many participants underlined that for sports events to be successful, they need to generate excitement. Every EU country has at least a couple of household names of female athletes capable of galvanising large audiences and they have to be valorized to reach a wider audience. Yet, if the respective sports organisations do not design a sustainable long-term strategy for their women's events, the public's interest may not last long.

One way of setting up such a strategy is through forging partnerships with broadcasters and the wider media to generate excitement and gain momentum around women's sports events. Storytelling emerged as a good element to keep in mind when designing a communication strategy to increase interest in sports media, much more than for men's events. "We didn't sell an event, we sold a story, a cause", underlined one of the leaders who took part in the French focus group.

Experts argue that this could be achieved by amending the Audiovisual Media Services Directive in order to promote a broader coverage of sports events, both in terms of content and gender, including not only live coverage but also deferred coverage, general news programmes, and reporting of sports events (e.g. by employing more female sports commentators). It is further suggested that the new rules could be modelled in line with existing articles aimed at the promotion of European films, such as using new media for greater exposure of women's sports events, or encouraging broadcasters to develop strategies for the promotion of women's sports. Finally, the EU could set up targets and report on progress.

Highlighting that 'equality means visibility', the previous UK Sports Minister, Mims Davies, recently called on major broadcasters to increase their coverage of women's sports events and ensure that they are no longer treated like a 'novelty'. Similar reactions have been voiced in France and Spain, to name a few.

The Ireland Sport 20x20 campaign introduced by our partner IWA and mentioned by several participants from Ireland has emerged as a clear example of good practices in this field: the 20x20 was about creating a cultural shift in our perception of girls and women in sport. A meaningful motto of the campaign says: "There is so much to celebrate when it comes to women's sport in Ireland, but there isn't enough noise". The three targets to reach by the end of 2020 are: 20% more media coverage of women in sport; 20% more female participation at player, coach, referee & administrative level; 20% more attendance at women's games and events.

## Attracting funds and sponsors

The capacity to keep expanding relations and networks to support their events is acknowledged as one of the most important skills for organizers. A suggestion that emerged related to networks is to involve representatives from different networks, as networks that represent people and athletes with disabilities or from minorities, in order to have a wider representation of diverse groups in sport and to use the empathy that usually emerge when promoting support for people who have a different range of abilities and that can triggers positive dynamics of collaboration



and support also on the financial and economic side. Some participants highlighted how an active role of coordination and support of national organized sport bodies (as Sport Ireland for example) creates networking opportunities within the sector, and it is considered hugely beneficial particularly for minority groups, since public bodies are generally more driven by principles of equality and have access to a wider group of stakeholders.

To increase the capacity of attracting funds and sponsorships, the possibility of having a mentor to lead girls and women that start organizing women sport events has been mentioned more than once among participants from those countries that have a higher rate of equality in sport leadership and in leadership in general. That proves how having the possibility to see and reach more women in leadership positions can have a positive impact on the capacity to generate funds for women's sport events, not only through mentors and examples for the organizers, but also building trust in the perception that sponsors and donors might have of women leaders in sport.

In terms of sustainability of sponsors, not many examples emerged, proving that it is difficult for women's sport to keep stable sponsorships. One innovative example of partnership emerged from a disability officer from Cork, who mentioned the agreement signed with a national company that supports the sport event that she contributes to providing training and updates for the staff involved in the organization of the event. This not only contributes to making the event stable and able to grow and innovate, but also increases its capacity to attract volunteers and staff ensuring an opportunity for personal and professional growth acquiring skills spendable in different sectors of life. Providing for personal opportunities increases the participation in the organization of the event year by year. Again, another example provided promoted the collaboration between companies that support the event financially, having in return event's staff engaged in the community as tutor or providing for sport and leisure activities to the company's staff. of innovation or being These examples show that being creative and innovative in finding resources and support for the events is essential for women sport.

## Role models & families

Some of the participants in the analysis pointed out the key role of parents in encouraging their daughters and sons to be equally engaged in participating and organizing sport competitions: specifically, some participants pointed out the great role of mothers who in the last years have increased their active participation in their daughters' sport activities, taking on active roles of leadership in the sport clubs or associations and therefore acting as a model of inspirations and encouragement for the young girls and daughters in assuming these leading roles. So even if most of leading positions are covered by men in most of the mapped organizations, this proactive role of women and specifically mothers in sport organizations and events involving young athletes is increasing, even if often unwaveringly or not given credit for, as they actively advocate locally driven by a strong personal motivation and passion to create opportunities for their children that probably makes the difference in reaching their goals. Therefore, encouraging women, mothers, in taking on leading positions awarely in sport clubs and organizations, valorising this passion related to their daughters and kids' sport development, has emerged as a way to build a more inclusive and accessible sport environment also when it comes to sport events, as enga-

ging parents (mothers in this specific case) who are directly and personally involved in creating sport competitions that can fully accept and support their children can create a positive impact on the whole sport environment.



## Accessibility and inclusion

Multi-discriminations and intersectionality represent a key issue that we always need to remember when working on accessibility and inclusion in sport.

In order to increase concrete opportunities to participate in organizing and creating sport events for all women, including women with disabilities and coming from minorities affected from discriminations, visibility has emerged as one of the most important factors. For women dealing with these constraints and factors of further inequalities, being represented in key roles of sport events and initiatives is essential to break down stereotypes within their groups, as well as in the general sport audience and staff. Seeing a woman with disability organizing an event, especially dealing with leadership tasks, can have a greater impact on other women and girls, as well as on the general sport audience, than any other action to effectively encourage them to actively engage in sport events.

This is also proven by the different situations that emerged among the different countries involved in our analysis: there are countries where the number of women from minorities or women with disability involved as leaders and organizers in sport events are low (or almost equal to zero), compared to others where it is more common to find these examples of diversity in sport events organization.

In order to be able to create more accessible sport events, it is very important to carry out advocacy towards relevant authorities, whether local authorities as city and county councils and sport authorities, an element that clearly pairs up with the need to have strong networks and

relations with different stakeholders also mentioned in relation to the capacity to attract funds and sponsorships for events.

As mentioned to increase support in attracting funds and sponsorship, participants also recommended to organizers of events to collaborate with representatives from the disability networks when planning the events, to be sure to take in consideration the needs of participants with disabilities from the start and also increase the possibilities for their participation through associations and networks that can easily reach them as audience, athletes or any other role in the event. This also increases the possibility of proposing parasport as well within the events. Some participants mentioned the collaboration with associations of sport for people with disabilities as a key factor to increase the accessibility of the events.

In a specific country situation, Ireland, it has also emerged that involving disability networks in planning and organizing sport events can also improve gender equality as the leaders in the disability service network are actually quite female dominated. This situation does not find findings in other countries involved in the analysis.

## Environmental sustainability

Few of the organizers had knowledge from their professional background, but most of them confirm a lack of specific expertise to tackle this topic effectively. A respondent from France suggested that knowledge and ideas about reducing the impact on the environment when organizing sport events should be included as a mandatory part to apply for grants for events, as this would oblige the project leaders to study and consider effective and well prepared alternative solutions and proposals to improve the green impact of their events.

It has also emerged as networking and the capacity to create wide partnerships is an essential element also when it comes to environmental impact of the events: the mapped events and organizers that can count on corporate sponsors and wide partnerships generally have access to more resources and know how to address the impact of their events towards the environment.

A relevant part in trying to boost sustainability and reduce impact on the environment when organizing sport events is connected to sport facilities and structures. Using existing facilities as opposed to bringing additional amenities into space has been mentioned as a common practice by several participants.

## Specific skills to organize events

As the next step of EWSE action will be designing a training programme tailored on the specific needs and expectations of girls and women who already organize sport events or willing to start this path, one of the point of the analysis was focused on understanding which areas of study and skills are considered more relevant to increase the capacity of impact, visibility, success in organizing women sport events.

Many participants in the analysis mentioned the possibility of using testimonials as a key element to attract more girls in organizing and supporting the events, as well as participating in training and preparation sessions before the events.

Also, besides training itself, some participants mentioned the need to strengthen the access and circulation of information for voluntary associations, that are often promoters of sport events, even if they are not classified as sport clubs, and therefore having less access to sport related information.

Summing up the main outcomes of the analysis when asking our participants about the main skills they consider relevant to organize sport events, these are the key items emerged:

- Empathy
- Technical preparation of supporting staff (referees, athletic preparators...)
- Leadership, and focus on an aware female leadership
- Time management
- Social competence
- Communication
- Self confidence
- Problem-solving

We think it is relevant to mention that more than one participant to the analysis, despite coming from different countries and situations, mentioned “the ability to suffer” as one of the main skills necessary for a woman who wants to organize women’s sports events.

# Main highlights from a country-based perspective

## Italy

- The sport events focused on women's sports that reach a national dimension are few, mostly run by volunteering / non-profit organizations with a small staff structure.
- There is a vibrant grassroots movement and a gap with the top sport institutions and public authorities when it comes to support and visibility of women's sport.
- The structural gender gap that characterizes Italian society, at economic, social, cultural level, obviously affects the sports environment as well: a multi-dimensional approach to tackle inequalities is essential to improve equal opportunities in the sport sector.
- A key competence to improve among the female sport sector seems to be the ability to engage private donors and profit enterprises, as women sports' sector still rely too much on public funding and no profit organizations support.

## Ireland

- As a main feature of the analysis carried out with Irish stakeholders the 20x20 Campaign emerged as a clear action towards equality in sport and in sport events.
- The national authority tasked with the development of sport in Ireland, Sport Ireland, emerged as a key factor in supporting women's sports events, both politically and financially.
- From the interviews conducted, it was evident that the sports events organizers in Ireland had a strong supportive and positive network with other sporting organisations. This can be linked to the work of Sport Ireland who create a lot of networking opportunities within the sector.
- There was a common opinion that the media have increased visibility for women's sports events in recent years but still have a long way to go. Her Sport was mentioned on numerous occasions in the interviews. It is Ireland's only media platform dedicated to women in sport. This organisation highlights and publicizes all women's sports.
- Experts, Organizers and leaders had similar answers when asked about the skills and attitudes they possessed in their roles. Confidence and "backing themselves or their ability" was commonly mentioned along with delegation, organisation, communication and decision making.
- All interviewees indicated that their organisations were mindful of sustainability

to some degree but could implement more changes to the workplace. Some mentioned they were a lot more conscious of their “paper trail” from their experiences working from home due to Covid-19.

## France

- Despite the huge visibility of the European Women Football Championship in 2019, it has emerged how for most stakeholders investing in women’s sport is still considered a risk, even when it comes to major women’s sports events. There are high expectations around the 2024 Olympic Games in Paris that should act as a real driving force to give visibility to women’s competitions in France and attract more media and brands to get involved in women’s sports and events. The huge hype and force of attraction of the Olympic games has the ability to play a crucial role in increasing the visibility and investments in women’s sports.
- The Paris 2024 Olympic and Paralympic Games will also aspire to set a “shining example in terms of environmental responsibility”, as stated in the Charter of the Comité national olympique et sportif français (CNOSF) “Sustainable Development, Sport is committed!”. There has been a groundswell of support with the organisers of major sporting events, operators of sports facilities and venues rallying to the cause through their signature of the Charter to show the dedication to a sustainable and community-oriented approach to sport.
- From the interviews conducted, it appeared that when a women’s public sport event is organized, there should always be a link to a charitable cause, such as breast cancer or violence against women. Whereas when a men’s sports event takes place, it is not a topic that is imposed. It is also an element that is likely to attract more funds than just organizing a women’s sport event “for fun”. On the other hand such a “norm” can also prevent men’s sport events from engaging in the promotion of causes as well because the organization of the event relies on a very different economical logic.
- The situation related to the Covid crisis saw an almost total disappearance related to the practice of women, there was no more competition and a total lack of information. However, men’s sport being mainly focused on sports events and revenues, unlike women’s sport, some participants pointed out the fact that it makes them more fragile especially in these times of crisis.
- One of the participant argued that women’s sports events should not imitate the economic and development model of men’s events: it is necessary to think about the social utility and social impact of future projects
- Several interviewees highlighted the fact that when developed at a smaller level, it was often to get some political support from a city, a department, etc...However there is a lack of political support at the level of the state.
- In terms of financial obstacles, it emerged that private funders have difficulties investing money in women’s sports because they consider that there is no profit in it. They need to be convinced and it can be very difficult.

## Austria

- Combining sport events with awareness raising goals is an important factor for the participants, as in the case of the violence prevention and prevention for breast cancer that characterizes some events as the Mamanet event in Austria. This could be a key element in imaging a “new” model of sport events, designed by women valorising the good experiences that women have developed in this field.
- In all the participants in the analysis from Austria, while none of them represented sport clubs or organizations for women with disabilities (as in the case of Ireland), a general high attention and organization to accessibility to create accessible events for participants with mental or physical disabilities emerged, as a general stronger attention to ensure diversity in the events.

# Women Sport Events in Europe: a first Mapping

EWSE has a specific activity dedicated to the mapping of women sports festivals and events in Europe, with national and international relevance.

The main aim of this activity is to promote contacts and exchange experiences and good practices between organizers and organizations involved, and confirmation of the sport events/festivals that partners will involve in the pilot action's testing.

This activity will then allow partners and beneficiaries of the project in:

- developing a picture of the current situation of Women Sports Events in Europe and producing IO3 - Interactive European Map of Women Sport Events and Festivals
- recognizing the main common challenges in receiving visibility, consideration, support from sport authorities, public and private donors, sport companies
- promoting contacts and exchange experiences and good practices between organizers and organizations involved
- spreading knowledge and visibility of these events among sports audiences and stakeholders.

The type of events that we included in the mapping have some basic characteristics:

- smaller non-mega sport events (NMSEs), women sport events and festivals specifically, sport community-based events, where people can participate individually and directly rather than mass mega sport events
- events that show attention and awareness around issues and topics relevant for our project, such as inclusion and equality.



# List of the events mapped

(mapping updated to January 2022)

## VIDC 3 Table for collecting the data on mapped events 1

### Name of the Event / Festival

GIRLS CUP

### Place/country

Austria: Vienna, public space

### Impact

Regional

### First edition: 2018

- Active (currently running) – 23. October 2021
- next edition planned in: Spring/summer 2022

### Average number of participants:

- athletes: 6-10 Teams, appr. 8 players each
- audience: 100 persons during the day

### Participants are:

- Only women
- Football initiatives, focussing on migrant and refugee girls and women and disadvantaged girls

### Organization that promotes the event:

KICKEN OHNE GRENZEN

### Other stakeholders involved in the organization of the event:

- Municipality of the district
- Austrian Football federation
- Fairplay / VIDC

### Funders of the event (if the information is available):

- Private donors: Football Association & fairplay initiative
- Completely volunteer

### Sports proposed:

- One only sport (please specify): FOOTBALL

**Other activities offered:**

- Cultural activities & food
- Information market

**Main challenges / difficulties emerged related to the event (if the information is available)?**

-

**Information on the visibility of the event:**

- Local media
- National media

**Website / Links**

<https://www.kicken-ohne-grenzen.at/>

**Contact person(s):**

Stefanie Schlögl

[schloeglstef4nie@gmail.com](mailto:schloeglstef4nie@gmail.com)

**Name of the Event / Festival**

I am aware – Mamanet tournament

**Place/country**

Austria, Vienna

**Impact:**

National

**First edition:** 2009

- Active (currently running) – 26. September 2021
- next edition planned in: spring 2022
- Non active (year of the last edition):

**Average number of participants:**

- 100

**Participants are:**

- Only women

**Organization that promotes the event:**

MAMANET AUSTRIA

<https://www.mamanet-austria.at>

**Other stakeholders involved in the organization of the event:**

- ASVÖ
- Austrian Ministry of Sport

**Funders of the event (if the information is available):**

- Public funds: Austrian Ministry of Sport Private donors

**Sports proposed:**

- One only sport (please specify): CATCHY BALL

**Other activities offered:**

- Workshops (please specify): workshops and information material raising awareness on breast cancer
- Side events: music, food, culture, exchange

**Information on the visibility of the event:**

- Local media
- National media
- European/International media

**Website / Links**

<https://www.mamanet-austria.at/de/newsshow-1.-mamanet-asvoe-i-am-aware-turnier-wir-duerfen-spielen>

**Contact person(s):**

Elisabeth Speiser  
speiser@mamanet.at

**Name of the Event / Festival**

Sportplatz.Wien

**Place/country**

Vienna, Austria, in all 23 districts of Vienna, public space

**Impact:**

Regional

**First edition:** 2009

- Active (currently running) – 10-11 July 2021
- next edition planned in: July 2022
- Non active (year of the last edition):

**Average number of participants:**

- athletes: 4000
- audience: 5000

**Participants are:**

- Women and Men, all ages and genders, with all abilities

**Organization that promotes the event:**

ASKÖ Wien : <https://www.askoewat.wien>

**Other stakeholders involved in the organization of the event:**

- Umbrella Sport organisation ASKÖ
- City of Vienna

**Funders of the event (if the information is available):**

ASKÖ

**Public funds:**

City of Vienna

Austrian Sports Ministry

**Sports proposed:**

- Mix sports events (please name main sports offered):
- Gymnastics
- Ball games
- Dancing
- Futsal 5 aside

**Other activities offered:**

Music, Food, information

**Information on the visibility of the event:**

- Local media
- Regional media

**Website / Links**

<https://www.askoewat.wien/de/fuer-sportlerinnen/sport.platz-wien>

**Contact person(s):**

Sonja Landsteiner

sonja.landsteiner@askoewat.wien

**Name of the Event / Festival:**

# Giro d'Italia Donne

**Place/country:**

Italy, several Regions (see the last edition's MAP)

**Impact:**

- Regional
- National
- European/International

**PLANIMETRIA GENERALE**  
GENERAL PLANNING



**First edition:**

Date of event 2 lug 2021 – 11 lug 2021

- Active (currently running) – 32<sup>nd</sup> edition 2021
- next edition planned in: 33<sup>rd</sup> edition 2022
- Non active (year of the last edition):

**Average number of participants:**

- athletes: 144 during the last edition / 24 teams from 8 countries (EU and US based)
- audience: last year reached an overall audience of more than 600.000 users. This year, which also sees us at the forefront as organizers, claimed to have significantly expanded the potential catchment area, thanks to a global distribution of national and international broadcasters and streaming media never seen before

**Participants are:**

- Only women
- Mainly women
- Women and Men
- Any specific target groups:

**Organization that promotes the event:**

The Giro d'Italia Donne 2021 was organized by PMG Sport/Starlight, a private company, in partnership with UCI and the Italian Cycling Federation.

**Other stakeholders involved in the organization of the event:**

The event is organized with the support of: ASG – Athletic Sports Group (sponsor of the Maglia Rosa), Selle SMP (Maglia Ciclamino), Effequattro Milano (Maglia Verde), Fedegroup (Maglia Bianca), GSG (Maglia Azzurra), San Bernardo, U-Earth, ENERGIAPURA, Grifal, Virgin Active, HPM, Air Medical Services, Astoria Wines, Fratelli Beretta, Grana Padano, BE-KIND, Tescoma, Würth, Würth Modyf, Gaudi Jeans, Gruppo Italtelo, Ferrari Promotion, VOL.A., Freeda, Assi Manager, Isolmant, Premac, Trofei Ronchi, Bossini, Mak, Normalien, Eurosport, Rai Sport HD, Global Cycling Network, Corriere dello Sport – Stadio, Tuttosport, Tuttobiciweb.it, repubblica.it, tg.la7.it, Bwin TV.

**Funders of the event (if the information is available):**

- Participants fees
- Public funds
- Private donors
- Mix public & private funds
- Completely volunteer
- Other: please specify

**Any additional information available on this:**

**Sports proposed:**

- One only sport (please specify):  
The most prestigious women's cycling event that is renewed in name and organization
- Mix sports events (please name main sports offered):

**Other activities offered:**

In the last edition, for the first time the event live broadcasted the last 15 km of the race, a further productive effort to pursue the goal, shared with FCI and UCI, of giving maximum prominence to a historic sporting event and all its protagonists.

The organizers have decided to pay attention to the enhancement of women in sport, doubling all the prize money overall and offering high-level hospitality, as well as an organizational and logistical standard suitable for the top series in cycling.

Particular attention also claimed to be given to the issues of safety and environmental sustainability, thanks to the support of many sponsors and partners who enthusiastically joined the project.

- Workshops:

Awareness activities on gender equality/women rights in sports (please specify):

pay gap / prizes gap

- Prevention initiatives on women/athletes health
- Information on EU policies/initiatives in sports
- Information, initiatives on accessibility / sports for all
- Information, initiatives on environmental sustainability/ "green sports"

**Information on the visibility of the event:**

- Local media
- Regional media
- National media
- European/International media

**Website / Links**

[info@starlightssd.it](mailto:info@starlightssd.it)

<https://www.giroditaliadonne.it/it/home/>

[www.giroditaliadonne.it](http://www.giroditaliadonne.it)

[www.pmgssport.it](http://www.pmgssport.it)

[www.facebook.com/PMGSSportLive/](https://www.facebook.com/PMGSSportLive/)

[www.instagram.com/pmgssportlive/](https://www.instagram.com/pmgssportlive/)

[www.youtube.com/channel/UCCuNpZUFKAaQIlyLt5-bp\\_g](https://www.youtube.com/channel/UCCuNpZUFKAaQIlyLt5-bp_g)



**Contact person(s):**

(+39) 0522-1751566

**Any other additional information**

Roberto Ruini, is the founder of PMG Sport and General Manager of the Giro d'Italia Donne.

**Name of the Event / Festival:**

# MEETING NAZIONALE DELLO SPORT FEMMINILE

**Place/country:**

Italy, Rome

**Impact:**

- Regional
- National
- European/International

**First edition:**

- Active (currently running) – next edition planned in:
- Non active (year of the last edition): 26/09/2015. The organizers are willing to restart the initiative

**Average number of participants:**

- athletes:
- audience: N° ? invited, as speakers and as auditors, also sport workers and technicians, lawyers, coaches, journalists and institutions

**Participants are:**

- Only women
- Mainly women
- Women and Men
- Any specific target groups:

**Organization that promotes the event:**

Assist- Associazione Nazionale Athlete

**Other stakeholders involved in the organization of the event:**

Organizations that supported the event: Associazione Italiana Calciatori A.I.C., Giocatori Italiani Basket Associati G.I.B.A., Associazione Italiana Pallavolisti A.I.P.A.V., Associazione Italiana Rugby A.I.R., Associazione Italiana Giocatori di Pallanuoto A.G.P. e Associazione Italiana Allenatori di Calcio A.I.A.C.

**Funders of the event (if the information is available):**

- Participants fees
- Public funds
- Private donors
- Mix public & private funds
- Completely volunteer
- Other: please specify

**Sports proposed:**

- One only sport (please specify): \_\_\_\_\_
- Mix sports events (please name main sports offered): representatives and athletes of football, basketball, water polo, rugby, volleyball

**Other activities offered:**

- Workshops (please specify): \_\_\_\_\_

Awareness activities on gender equality/women rights in sports (please specify):

Sport Law, protection of athletes rights, maternity, pay gap

- Prevention initiatives on women/athletes health: maternity and health protection
- Information on EU policies/initiatives in sports
- Information, initiatives on accessibility / sports for all
- Information, initiatives on environmental sustainability/ "green sports"

**Any additional information available on this:**

The main aim of the initiative is to take stock of the situation of Women's Sport in Italy and propose solutions, developments and innovations that are now necessary and can no longer be postponed. The main purpose of the event, in fact, was to encourage the widest sharing on all issues relating to equal rights for men and women in sport, overcoming discrimination and an acceleration towards change and recognition of all those rights of citizenship that should belong to citizens when it comes to sport, competitive or not.

**Information on the visibility of the event:**

- Local media
- Regional media
- National media
- European/International media

**Any additional information available on this:**

complete media reports available on ASSIST website: <https://assistitaly.it/it/MNSF>

**Website / Links**

<https://assistitaly.it/it/MNSF>

**Contact person(s):**

Luisa Rizzitelli, president of ASSIST and general manager of the initiative  
[luisarizzitelli.assist@gmail.com](mailto:luisarizzitelli.assist@gmail.com)

## Name of the Event / Festival

# Ragazze nel pallone

## Place/country

Italy: Parco Brentelle 35100 Padua, Veneto, Italy

## Impact:

- Regional
- National
- European/International

## First edition: 2009

- Active (currently running) – 10-11 July 2021
- next edition planned in: July 2022
- Non active (year of the last edition):

## Average number of participants:

- athletes: during the years RNP reached 9600 athletes
- audience: during the years RNP reached an audience of 18000 participants

## Participants are:

- Only women
- Mainly women
- Women and Men
- Any specific target groups:

## Organization that promotes the event:

ASSOCIAZIONE RAGAZZE NEL PALLONE

## Other stakeholders involved in the organization of the event:

- Municipality of Padua
- Female grassroots sport clubs of Italy
- CSEN - Centro Sportivo Educativo Nazionale

## Funders of the event (if the information is available):

On the occasion of the annual Tournament RNP, an occasional public fundraiser is set up to collect the resources necessary for the self-financing of the event.

The fundraising among participants takes place in the following ways: bank transfer of 20 euros for gadgets, t-shirt, 1 Pass, compulsory insurance fee of 3 € for the chosen tournament between: Calcio A7.

Bank transfer of 15 euros for gadgets, t-shirt, 1 Pass, compulsory insurance fee of 3 € for the chosen tournament between Ultimate Frisbee and Beach Volley, Touch Rugby.

- Participants fees
- Public funds: MUNICIPALITY OF PADUA supports the event with free sport and green areas, including dressing rooms and facilities, and some money funds (depending on the availability of yearly balance).

In 2021 the festival received a contribution by the European Commission, through the collaborative partnership “Step Up Equality”, funded by the Erasmus + Sport 2018 programme.

- Private donors
- Mix public & private funds
- Completely volunteer
- Other: please specify

**Sports proposed:**

- One only sport (please specify): \_\_\_\_\_
- Mix sports events (please name main sports offered):
- 7 a side football
- Ultimate frisbee
- Touch rugby
- Beach volley
- Futsal 5 aside

**Other activities offered:**

- Workshops (please specify): \_\_\_\_\_

**Awareness activities on gender equality/women rights in sports (please specify):**

EDITION 2021: WORKSHOP ON WOMEN’S LEADERSHIP IN SPORT in cooperation with the Erasmus+ Sport project “Step Up Equality”

EDITION 2019: Roundtable about women athletes rights and gender equality in sports with ASSIST - Associazione Nazionale Atlete - and several women athletes

- Prevention initiatives on women/athletes health
- Information on EU policies/initiatives in sports
- Information, initiatives on accessibility / sports for all
- Information, initiatives on environmental sustainability/ “green sports”

**Any additional information available on this:**

The festival of women’s sports “Ragazze nel pallone” takes place once a year and lasts 3 days. and the main sporting activities are: soccer at 11, rugby touch, beach/green volleyball, basketball. Among the initiatives that we have proposed over the years there are 12 national events of soccer and women’s sports (events that by number of athletes make us the largest event in Italy). In these 12 years we have created meetings and debates. And participated in major events, including the National Meeting of Women’s Sports, an event sponsored by the Senate of the Republic and organized by ASSIST.

In 2021 was also organized a futsal tour of 6 stages will be developed throughout the country, aimed primarily at girls, but within a path that involves women of all ages. The mission is to promote gender equality, to transmit to girls important values such as freedom, self-determination and empowerment.

**Main challenges / difficulties emerged related to the event (if the information is available)?**

Funds. Also, lack of financial recognition for organizers is crucial to attract more women in this role of organizers of sport events.

Scarce media visibility: being represented on TV is still important to be recognized as professional.

**Information on the visibility of the event:**

- Local media
- Regional media
- National media
- European/International media
- Social media:

**Any additional information available on this:**

RNP website has a BLOG session where news and updates about women in sport and gender equality are also reported and shared

During the last editions, the festival was commented and broadcasted live through Radio Company

**Website / Links**

<https://www.ragazzenelpallone.it/>

**Contact person(s):**

Elisabetta Torresin, president and founder of Ragazze nel pallone

arcibetta@gmail.com

info@ragazzenelpallone.it

Elisabetta (+39) 393.18.20.619

**Name of the Event / Festival:**

# Para Powerlifting Nationals

**Place/country:**

Ireland

**Impact:**

- Regional
- National
- European/International

**First edition: 2021**

- Active (currently running) – next edition planned in: October 2021
- Non active (year of the last edition): NA

**Average number of participants:**

- athletes: 8
- audience: Covid-19 Government guidelines depending ?

**Participants are:**

- Only women
- Mainly women
- Women and Men
- Any specific target groups: People with physical disabilities

**Organization that promotes the event:**

IWA-Sport

**Other stakeholders involved in the organization of the event:**

World Para Powerlifting, Weightlifting Ireland, Sport Ireland, Referee's, Officials

**Funders of the event (if the information is available):**

- Participants fees: TBC
- Public funds: NGB funded by Sport Ireland
- Private donors:
- Mix public & private funds
- Completely volunteer
- Other: please specify

**Any additional information available on this:**

Heavily rely on volunteers

**Sports proposed:**

- One only sport (please specify): Para Powerlifting
- Mix sports events (please name main sports offered):

**Other activities offered:**

- Workshops (please specify):  
Referee Workshops Judge the lifts, Coaching Courses through WPPPO, Officiating Courses through WPPPO, Training camps in with Coaching Team in Ireland.
- Awareness activities on gender equality/women rights in sports (please specify): Women in Sport Coordinator: Full time role,
- <https://www.paralympic.org/feature/para-powerlifting-s-she-can-lift-pushes-new-limits-women>
- Prevention initiatives on women/athlete's health: Personalised programmes to support athlete development.
- Information on EU policies/initiatives in sports:
- WPPPO International governing body, which guides our national policies and initiatives.
- Information, initiatives on accessibility / sports for all :  
<https://www.sportireland.ie/sites/default/files/2019-12/sport-ireland-policy-on-participation-in-sport-by-people-with-disabilities.pdf>
- Information, initiatives on environmental sustainability/" green sports"

**Main challenges / difficulties emerged related to the event (if the information is available)?**

- Travelling
- Costs of running the event
- Lack of women taking part
- Struggle to get Volunteers & Coaches (mainly family volunteers)
- Not enough publicity

Information on the visibility of the event:

- Local media: IWA-Sport Social Platforms, IWA Coms Dept, Sports file, Weightlifting Ireland socials, Sport Ireland socials
- Regional media: Sports file
- National media: NA
- European/International media:

**Any additional information available on this:**

IWA Sport Communications department would advertise this competition on social media, local radio and through sport Ireland, Local sports partnerships

**Website / Links:**

<https://www.iwa.ie/sport/our-sports/para-powerlifting/>

**Contact person(s):**

Shannon.pollock@iwa.ie



**Name of the Event / Festival**

# EUROPEAN POWERLIFTING CHAMPIONSHIPS (MULTIPLE EVENTS)

**Place/country**

EUROPE

**Impact:**

- Regional
- National
- European/International YES

**First edition:** N/A

- Active (currently running) – next edition planned in: currently running
- Non active (year of the last edition):

**Average number of participants:**

- athletes: on average 200
- audience: Worldwide, streamed to Youtube and to our own website and Facebook

**Participants are:**

- Only women
- Mainly women
- Women and Men YES. Approx 50/50
- Any specific target groups:

**Organization that promotes the event:**

European Powerlifting Federation

**Other stakeholders involved in the organization of the event:**

Main sponsors are A7 Fitness, Eleiko Fitness, SBD

**Funders of the event (if the information is available):**

- Participants fees YES
- Public funds
- Private donors Sponsors
- Mix public & private funds
- Completely volunteer
- Other: please specify

**Sports proposed:**

- One only sport (please specify): Powerlifting consisting of 3 disciplines
- Squat, Bench Press and dead-lifting
- Mix sports events (please name main sports offered):

**Other activities offered:**

- Workshops (please specify): Referee workshops

**Awareness activities on gender equality/women rights in sports (please specify):**

Social media Facebook and Instagram

- Prevention initiatives on women/athletes health
- Information on EU policies/initiatives in sports
- Information, initiatives on accessibility / sports for all
- Information, initiatives on environmental sustainability/ " green sports"

**Any additional information available on this:**

We are governed by the International Powerlifting Federation and the International Olympics Committee

**Information on the visibility of the event:**

- Local media
- Press Releases for all three
- Regional media
- National media
- European/International media

**Any additional information available on this:**

As above, press releases, newsletters etc

I've now got figures for viewing of our livestream.

In 2019 (no events in 2020 and 2021 not complete yet), we had Youtube views of over 3,000,000 and Facebook views of over 2,000,000.

Because of new contracts that I'm unable to divulge at the moment, we anticipate that these figures will double, at least, in 2022.

**Website / Links**

<https://www.europowerlifting.org>

<https://www.facebook.com/europowerlifting>

**Contact person(s):**

Juliette Memmott, Media Secretary

Any other additional information

Please feel free to ring me on +34 693795626

if you require any more information or email me at

[Juliette.memmott@europowerlifting.org](mailto:Juliette.memmott@europowerlifting.org)

**Name of the Event / Festival**

# TG4 Ladies All Ireland Championship Final

**Place/country**

Ireland

**Impact:**

- Regional
- National
- European/International

**First edition:**

- Active (currently running) – next edition planned in: Currently running, next season is 2022 (annual comp)
- Non active (year of the last edition):

**Average number of participants:**

- athletes: 200-210
- audience: pre-covid 52,000 games, spectator 400,000-500,000)

**Participants are:**

- Only women
- Mainly women
- Women and Men
- Any specific target groups:

**Organization that promotes the event:**

The LGFA, Sport Ireland, 20X20, Her Sport, TG4, LIDL

**Other stakeholders involved in the organization of the event:**

The LGFA, Croke Park, The GAA, RTE

**Funders of the event (if the information is available):**

- Participants fees
- Public funds- Sport Ireland, LGFA
- Private donors- TG4, LIDL
- Mix public & private funds
- Completely volunteer
- Other: please specify

**Any additional information available on this:**

Each county team, i.e Dublin, Louth, Cork have their own sponsor for example LIDL & TG4, They receive funds to wear their logo. Companies pay to be advertised on screen and at Croke Park.

**Sports proposed:**

- One only sport (please specify): Ladies Gaelic Football

- Mix sports events (please name main sports offered):

**Other activities offered:**

- Workshops (please specify):
- Awareness activities on gender equality/women rights in sports (please specify): Her Sport Webinars, 20X20 campaign
- Prevention initiatives on women/athletes health
- Information on EU policies/initiatives in sports
- Information, initiatives on accessibility / sports for all
- Information, initiatives on environmental sustainability/ "green sports"

**Main challenges / difficulties emerged related to the event (if the information is available)?**

- Ticket sales
- More coverage
- Supporters

**Information on the visibility of the event:**

- Local media
- Regional media
- National media
- European/International media

**Any additional information available on this:**

Shown on RTE & TG4 two Irish broadcasting programmes and Sky Sports. Streamed online. Advertised on social media from many platforms,

Just under 600,000 viewers were reported to have tuned into the 2021 All Ireland final day. This is an increase of approximately 50,000 from the previous year.

The venue for the finals (Croke Park) has a maximum capacity of 82,000. Pre covid the men's hurling and football finals sell out. The largest attendance in Croke park for an all ireland ladies football final day was 56,114. Since 2017, the finals have seen an increased attendance year after year.

**Website / Links**

<https://ladiesgaelic.ie/>

**Contact person(s):**

[info@lgfa.ie](mailto:info@lgfa.ie)

**Any other additional information**

Detailed coverage by Jerome Quinn Media and <https://www.hersport.ie/>

GPA (Gaelic Players Association) is the representative body for high performance inter county players (Football, hurling & camogie). Supporting over 4,00 male and female athletes. They aim to protect player welfare, advocate for equality, support development of athletes as people and represent the interest of these athletes. The association has put forward a motion to integrate all NGBs (National governing bodies) Gaelic Athletic Association (GAA) , Ladies Gaelic football Association (LGFA) and Camogie Association. The motion aims to push the GAA to prioritise

integration and ensure equal investment, recognition and opportunity for boys, girls, men and women within Gaelic games.

**Name of the Event / Festival:**

# TG4 All Ireland Camogie Finals

**Place/country**

IRELAND

**Impact:**

- Regional
- National
- European/International

**First edition:**

- Active (currently running) – next edition planned in: 12th Of September 2021/ 2022
- Non active (year of the last edition):

**Average number of participants:**

- athletes: 180
- audience: pre covid 15,000-20,000 in attendance/ 400,000 from home

**Participants are:**

- Only women
- Mainly women
- Women and Men
- Any specific target groups:

**Organization that promotes the event:**

The Camogie Association

Her Sport

20x20

Mainstream media, RTE, TG4

**Other stakeholders involved in the organization of the event:**

Usually a sponsor, this year they couldn't obtain

Communication department i.e advertisements in Croke park & tv coverage

**Funders of the event (if the information is available):**

- Participants fees
- Public funds- Sport Ireland & Camogie Association
- Private donors
- Mix public & private funds
- Completely volunteer- stewards at games are volunteers
- Other: please specify

**Sports proposed:**

- One only sport (please specify) Camogie
- Mix sports events (please name main sports offered):

**Other activities offered:**

- Workshops (please specify): Event planning workshops as part of organizing the final day in collaboration with Croke park stadium
- Awareness activities on gender equality/women rights in sports (please specify):  
In general partnership with LGBTQ, women in sport initiative, employ a women in sport co-ordinator role
- Prevention initiatives on women/athletes health  
Player & athlete welfare coordinator (full time role) WGPA
- Information on EU policies/initiatives in sports
- Information, initiatives on accessibility / sports for all  
Player welfare & inclusion coordinator, create programmes to make aware and support inclusion
- Information, initiatives on environmental sustainability/ "green sports"

**Main challenges / difficulties emerged related to the event (if the information is available)?**

Not having a sponsor, COVID-19, changing all Ireland and football finals (men's fixture)

**Information on the visibility of the event:**

- Local media – counties participating local clubs
- Regional media-
- National media-via social, RTE, TG4
- European/International media

**Website / Links**

<https://camogie.ie/>

**Contact person(s):**

[info@camogie.ie](mailto:info@camogie.ie)

**Any other additional information**

GPA (Gaelic Players Association) is the representative body for high performance inter county players (Football, hurling & camogie). Supporting over 4,00 male and female athletes. They aim to protect player welfare, advocate for equality, support development of athletes as people and represent the interest of these athletes. The association has put forward a motion to integrate all NGBs (National governing bodies) Gaelic Athletic Association (GAA) , Ladies Gaelic football Association (LGFA) and Camogie Association. The motion aims to push the GAA to prioritise integration and ensure equal investment, recognition and opportunity for boys, girls, men and women within Gaelic games.

**Name of the Event / Festival:**

# Wheelchair Rugby- Irish League

**Place/country:**

Ireland

**Impact:**

- Regional
- National
- European/International

**First edition:**

- Active (currently running) – next edition planned in: Reactive post covid July 2021 most first round of Irish league took place Sunday 20th February 2021
- Non active (year of the last edition):

**Average number of participants:**

- athletes: 30-40 (5 teams)
- audience: approx. 20

**Participants are:**

- Only women
- Mainly women
- Women and Men (Mainly)
- Any specific target groups: Physical Disability

**Organization that promotes the event:**

The Irish Wheelchair Association  
Irish Wheelchair Rugby  
Local Sports Partnerships  
Irish Rugby Federation IRFU  
Sport Ireland

**Other stakeholders involved in the organization of the event:**

Only IWA and Irish Wheelchair Rugby

**Funders of the event (if the information is available):**

- Participants fees: Members pay registration fee €50
- Public funds: Bucket collection outside Aviva Stadium
- Private donors (no donors)
- Mix public & private funds- IWA allocate some funding, sport ireland (Sport Capital Grants)
- Completely volunteer
- Other: please specify

**Any additional information available on this:**

IWA Allocates some funding, volunteers run this event typically because their children or family



are involved.

Players pay registration yearly to take part in trainings and this league

**Sports proposed:**

- One only sport (please specify): Wheelchair Rugby
- Mix sports events (please name main sports offered):  
Other activities offered:
  - Workshops (please specify): Coaching Workshops (Level 1 introduction)

**Awareness activities on gender equality/women rights in sports (please specify):**

- Prevention initiatives on women/ athletes health
- Information on EU policies/initiatives in sports
- Information, initiatives on accessibility / sports for all
- Information, initiatives on environmental sustainability/" green sports"

**Main challenges / difficulties emerged related to the event (if the information is available)?**

- Travelling
- Costs of running the event
- Lack of women taking part
- Struggle to get Volunteers & Coaches (mainly family volunteer)
- Not enough publicity

**Information on the visibility of the event:**

- Local media Radio stations
- Regional media
- National media- once featured on RTE, on paddy's day
- European/International media

Any additional information available on this:

IWA Sport Communications department would advertise this competition on social media, local radio and through sport Ireland, Local sports partnerships and IRFU

**Website / Links**

<https://www.iwa.ie/sport/>

<https://www.iwa.ie/sport/our-sports/wheelchair-rugby/>

**Contact person(s):**

Theresa Dineen [teresa.dineen@irishwheelchairrugby.com](mailto:teresa.dineen@irishwheelchairrugby.com)

**Any other additional information**

Not as well known as Wheelchair Basketball. Less participants/ not as popular. No league games are shown in the media, televised.

**Name of the Event / Festival:**

# PARA-ATHLETICS GRAND PRIX – 2021

**Place/country:**

Ireland

**Impact:**

- Regional
- National
- European/International

**First edition: 1960**

- Active (currently running) – next edition planned in: July 2021 +
- Non active (year of the last edition): 2019 please see attached.

**Average number of participants:**

- athletes: 15 / Pre Covid 20+
- audience: Covid-19 Government guidelines depending

**Participants are:**

- Only women
- Mainly women
- Women and Men
- Any specific target groups: People with physical disabilities and visual impairments

**Organization that promotes the event:** IWA-Sport

**Other stakeholders involved in the organization of the event:**

Athletics Ireland, Paralympics Ireland, Referee's, Officials, Carlow IT Other Third Year intuitions, LSP 's , Cork Sports Partnerships

**Funders of the event (if the information is available):**

- Participants fees: €10 / Adult , €5 / Junior
- Public funds: NGB funded by Sport Ireland ?
- Private donors:
- Mix public & private funds
- Completely volunteer
- Other: please specify

**Any additional information available on this:**

Heavily rely on Volunteers and BIK

**Sports proposed:**

- One only sport (please specify): Para Athletics
- Mix sports events (please name main sports offered): Track & Field Abulent Track & Field Wheelchair

### **Other activities offered:**

- Workshops (please specify):

Coaching Workshop to upskill Volunteers, Safeguarding Courses, Level 0 & Level 1 Athletics Ireland Coaching course.

Officiating Courses from the UK – Coaching workshop at para-athletic events (pre covid 2018)

- Awareness activities on gender equality/women rights in sports (please specify): Women in Sport Coordinator: Full time role. Athletics Ireland have a SIDO and WIS officer.
- Prevention initiatives on women/athlete's health:

Athletics Ireland -

- Information on EU policies/initiatives in sports:

<https://worldathletics.org/>

& Paralympics Ireland International governing body, which guides our national policies and initiatives.

- Information, initiatives on accessibility / sports for all:

Paralympics Ireland: How to get involved

IWA-Sport: <https://www.iwa.ie/sport/our-sports/para-athletics/>

- Information, initiatives on environmental sustainability/" green sports"

### **Main challenges / difficulties emerged related to the event (if the information is available)?**

- Covid
- Travelling
- Costs of running the event
- Lack of women taking part
- Struggle to get participants
- Lack of technical knowledge about the sport
- Struggle to get Volunteers & Coaches (mainly family volunteers)
- Not enough awareness

### **Information on the visibility of the event:**

- Local media: IWA-Sport Social Platforms, IWA Coms Dept, Sports file , Athletics Ireland, Paralympics Ireland socials
- Regional media:
- National media: NA
- European/International media

### **Any additional information available on this:**

IWA Sport Communications department would advertise this competition on social media, local radio and through sport Ireland, Local sports partnerships

### **Website / Links:**

<https://www.iwa.ie/sport/our-sports/para-athletics/>

### **Contact person(s):**

- Joanne.wall@iwa.ie
- Kelly.mcgrory@iwa.ie
- patcoachfurlong123@gmail.com

**Name of the Event / Festival**

# Women In Water-skiing

**Place/country:**

Ireland

**Impact:**

- Regional
- National
- European/International

**First edition:**

- Active (currently running) – next edition planned in: 2022
- Non active (year of the last edition):

**Average number of participants:**

- athletes: 10
- audience: Minimal

**Participants are:**

- Only women
- Mainly women
- Women and Men
- Any specific target groups:

**Organization that promotes the event:**

Irish Waterski & Wakeboard Federation

**Other stakeholders involved in the organization of the event:**

Local Clubs

**Funders of the event (if the information is available):**

- Participants fees
- Public funds
- Private donors
- Mix public & private funds
- Completely volunteer
- Other: please specify

**Any additional information available on this:**

Lots of Volunteering

**Sports proposed:**

- One only sport (please specify):
- Mix sports events (please name main sports offered): Waterski Wakeboard Trick Ski Slalom Jump Yoga SUP

**Other activities offered:**

- Workshops (please specify): Judge/boatdriving/Coaching

**Awareness activities on gender equality/women rights in sports (please specify):**

- Prevention initiatives on women/athletes health
- Information on EU policies/initiatives in sports
- Information, initiatives on accessibility / sports for all
- Information, initiatives on environmental sustainability/ "green sports"

**Any additional information available on this:**

**Main challenges / difficulties emerged related to the event (if the information is available)?**

**Information on the visibility of the event:**

- Local media
- Regional media
- National media
- European/International media

**Website / Links Facebook**

Women In Waterskiing

**Contact person(s):**

Eileen Galvin Women In sport Officer

**Name of the Event / Festival:**

# Wheelchair Basketball League

**Place/country:**

Ireland

**Impact:**

- Regional
- National
- European/International

**First edition:**

- Active (currently running) – next edition planned in: October 2021
- Non active (year of the last edition): 2019

**Average number of participants:**

- athletes: 120
- audience: Covid-19 Government guidelines depending

**Participants are:**

- Only women
- Mainly women
- Women and Men
- Any specific target groups: People with physical disabilities

**Organization that promotes the event:**

IWA-Sport

**Other stakeholders involved in the organization of the event:**

Basketball Ireland, Sport Ireland, Referee's, Officials

**Funders of the event (if the information is available):**

- Participants fees: Team entry €200 / Team
- Public funds: NGB funded by Sport Ireland
- Private donors :
- Mix public & private funds
- Completely volunteer
- Other: please specify

**Any additional information available on this:**

Heavily rely on volunteers

**Sports proposed:**

- One only sport (please specify): Wheelchair Basketball
- Mix sports events (please name main sports offered):

**Other activities offered:**

- Workshops (please specify):  
Referee Workshops, Coaching Courses, Officiating Courses
- Awareness activities on gender equality/women rights in sports (please specify): Women in Sport Coordinator: Full time role, Points system to benefit having female players on the team.
- Prevention initiatives on women/athlete's health:
- Information on EU policies/initiatives in sports:  
IWBF European governing body, which guides our national policies and initiatives.
- Information, initiatives on accessibility / sports for all:  
<https://sportforbusiness.com/wheeling-to-awareness-through-basketball/>  
<https://www.youtube.com/watch?v=xNwjX4lsg2M> : Classification
- Information, initiatives on environmental sustainability/" green sports"

**Main challenges / difficulties emerged related to the event (if the information is available)?**

- Travelling
- Costs of running the event
- Lack of women taking part
- Struggle to get participants
- Lack of technical knowledge about the sport
- Struggle to get Volunteers & Coaches (mainly family volunteers)
- Not enough awareness

**Information on the visibility of the event:**

- Local media: IWA-Sport Social Platforms, IWA Coms Dept, Sports file , Basketball Ireland socials, Sport Ireland socials
- Regional media: Sports file
- National media: NA
- European/International media

Any additional information available on this:

IWA Sport Communications department would advertise this competition on social media, local radio and through sport Ireland, Local sports partnerships

**Website / Links:**

<https://www.iwa.ie/sport/our-sports/wheelchair-basketball>  
<http://iwa.web.geniussports.com/>  
<https://sportforbusiness.com/wheeling-to-awareness-through-basketball/>

**Contact person(s):**

Paul.ryan@iwa.ie  
 Secretary.IrishWheelchairBasketball@iwasport.com

**Name of the Event / Festival:**

# RAID DES ALIZES – MARTINIQUE

**Place/country:**

Martinique (France)

**Impact:**

- Regional
- National
- European/International

**First edition: 2015**

- Active (currently running) – next edition planned in: November 2021
- Non active (year of the last edition):

**Average number of participants:**

- athletes: 225
- audience: 5000

**Participants are:**

- Only women
- Mainly women
- Women and Men
- Any specific target groups:

**Organization that promotes the event:**

TV SPORT EVENTS

**Other stakeholders involved in the organization of the event:**

COMITE MARTINIQUAIS DU TOURISME (MARTINIQUE TOURISM COMMITTEE)

**Funders of the event (if the information is available):**

- Participants fees: approximately 9000€ per team (financed by private sponsors)
- Public fund: Martinique tourism committee
- Private donors: Corsair, Caisse d'épargne Monétik Alizés, Citroën, Alwégo
- Mix public & private funds
- Completely volunteer
- Other: please specify

**Sports proposed:**

- One only sport (please specify): \_\_\_\_\_
- Mix sports events (please name main sports offered): trail, ATV (cycling), canoe-kayak

**Other activities offered:**

- Workshops (please specify): nights in bivouacs in the wilderness, surprise events, orientation race, discovery of the cultural heritage of Martinique



- Awareness activities on gender equality/women rights in sports (please specify):
- Prevention initiatives on women/athletes health
- Information on EU policies/initiatives in sports
- Information, initiatives on accessibility / sports for all
- Information, initiatives on environmental sustainability/ "green sports"

**Any additional information available on this:**

Each team of 3 participants represents a charitable cause that will receive a donation at the end of the event. The event promotes also self-improvement and self-confidence through the realization of the multiples races and challenges planned for each team.

**Main challenges / difficulties emerged related to the event (if the information is available)?**

**Information on the visibility of the event:**

- Local media
- Regional media
- National media
- European/International media

**Any additional information available on this:**

A documentary has been made on the 2019 edition (the last edition since it was cancelled due to Covid-19) and it was broadcasted nationally (FRANCE TV and local and regional TV) and internationally (on FOX sports). It was also available on several flights of Corsair company since it is one of the partners of the event. In terms of media coverage, there were more than 500 mentions in written media, and +100 mentions on TV.

**Website / Links**

[www.raiddesalizes.com](http://www.raiddesalizes.com)

Teaser for 2021 edition: <https://www.youtube.com/watch?v=GY1VnQMnEq4&t=3s>

**Contact person(s):**

[antoine.ludger@tvsporevents.com](mailto:antoine.ludger@tvsporevents.com)

**Name of the Event / Festival:**

Sine Qua Non Run

**Place/country:**

France

**Impact:**

- Regional
- National
- European/International

**First edition: 2018**

- Active (currently running) – next edition planned in: 2021 in digital version and 2022 in digital version
- Non active (year of the last edition):

**Average number of participants:**

- athletes: 1200
- audience: 500

**Participants are:**

- Only women
- Mainly women
- Women and Men
- Any specific target groups:

**Organization that promotes the event:**

Sine Qua Non

**Other stakeholders involved in the organization of the event:**

Several associations fighting against sexist and sexual violence and an agency specialized in sports communication (Sport Market)

**Funders of the event (if the information is available):**

- Participants fees
- Public funds
- Private donors
- Mix public & private funds
- Completely volunteer
- Other: please specify

**Sports proposed:**

- One only sport (please specify): Running
- Mix sports events (please name main sports offered): \_\_\_\_\_

**Other activities offered:**

- Workshops (please specify): \_\_\_\_\_
- Awareness activities on gender equality/women rights in sports (please specify): organization of workshops to raise awareness about the impact of sexual harassment and assault on women with, for example, an augmented reality animation + round tables on the subject of sports, women, and their place in the public space
- Prevention initiatives on women/athletes health:
- Information on EU policies/initiatives in sports
- Information, initiatives on accessibility / sports for all
- Information, initiatives on environmental sustainability/ "green sports"

**Any additional information available on this:**

The overall goal of this event is the mobilization against sexist and sexual violence and defense of the right of women to do sport where they want, when they want and how they want

**Main challenges / difficulties emerged related to the event (if the information is available)?**

Funding and treasury

**Information on the visibility of the event:**

- Local media
- Regional media
- National media
- European/International media

**Website / Links:**

<https://assosinequanon.org/sine-qua-non-run/>

**Contact person(s):**

Tiphaine Poulain  
tiphaine.poulain@tuvistudis.com, 0624384367

**Any other additional information**

**Name of the Event / Festival:**

# Trophées Femix'Sports

**Place/country:**

France

**Impact:**

- Regional
- National
- European/International

**First edition: 2016**

- Active (currently running) – next edition planned on 25th October 2021
- Non active (year of the last edition):

**Average number of participants:**

- athletes: 10
- audience: 100

**Participants are:**

- Only women
- Mainly women
- Women and Men
- Any specific target groups:

**Organization that promotes the event:**

Femix'Sports Association

**Other stakeholders involved in the organization of the event:**

Several associations fighting against sexist and sexual violence and an agency specialized in sports communication (Sport Market)

**Funders of the event (if the information is available):**

- Participants fees
- Public funds
- Private donors
- Mix public & private funds
- Completely volunteer
- Other: please specify

**Sports proposed:**

- One only sport (please specify): Running
- Mix sports events (please name main sports offered): Participants come from very diverse sports backgrounds (e.g.: rowing, hockey, canoe-kayak, handball, skiing, rugby...etc)

**Other activities offered:**

- Workshops (please specify): \_\_\_\_\_
- Awareness activities on gender equality/women rights in sports (please specify): Round table organized by Marie-Françoise Potereau, the president of the association on the theme "The place and visibility of women in sport".
- Prevention initiatives on women/athletes health:
- Information on EU policies/initiatives in sports
- Information, initiatives on accessibility / sports for all
- Information, initiatives on environmental sustainability/ "green sports"

**Any additional information available on this:**

The overall goal of this event is to reward the commitment of different women and federations in women sports in France. There are 5 categories: award for sporting excellence, women's referee award, award for associative commitment, prize for sporting success and reconversion, collective award granted to a sport federation.

**Main challenges / difficulties emerged related to the event (if the information is available)?**

Communication with sport federation.

**Information on the visibility of the event:**

- Local media
- Regional media
- National media
- European/International media

**Website / Links:**

femixsports.fr

**Contact person(s):**

contact@femixsports.fr

**Name of the Event / Festival:**

Open des Contamines

**Place/country:**

France, Contamine-Montjoie

**Impact:**

European/International

**First edition: 1997**

- Active (currently running) – next edition planned in: 2022
- Non active (year of the last edition):

**Average number of participants:**

- athletes: 64 during 2021 edition + 12 wheelchair tennis players
- audience: 5000 during the week of the event

**Participants are:**

- Only women
- Mainly women
- Women and Men
- Any specific target groups:

**Organization that promotes the event:**

Les Contamines-Montjoie

**Other stakeholders involved in the organization of the event:**

Les Contamines-Montjoie, French Tennis Federation, Auvergne Rhône-Alpes Region, Haute-Savoie Department, World Tennis Tour, Mairie les Contamines-Montjoie,

**Funders of the event (if the information is available):**

- Participants fees: 36€
- Public funds (not detailed)
- Private donors (not detailed)
- Mix public & private funds
- Completely volunteer
- Other: please specify

**Sports proposed:**

- One only sport (please specify): \_\_\_\_\_
- Mix sports events (please name main sports offered): tennis, wheelchair tennis

**Other activities offered:**

- Workshops (please specify): \_\_\_\_\_
- Awareness activities on gender equality/women rights in sports (please specify): conferences on equality

- Prevention initiatives on women/athletes health: integration of wellness activities such as yoga, massages that are free for participants attending the event
- Information on EU policies/initiatives in sports
- Information, initiatives on accessibility / sports for all: sports and cultural activities on the topic
- Information, initiatives on environmental sustainability/ "green sports": the event has a sport green label (bronze) granted by the French National Olympic Committee

**Main challenges / difficulties emerged related to the event (if the information is available)?**

From the discussion with one of the organizers, it appears that there can be some difficulties in terms of media coverage to each the national media. Therefore, the local or regional media is more present to talk about the event. There was also some important work done regarding the visual identity of the event in order to give more people incentives to participate.

**Information on the visibility of the event:**

- Local media
- Regional media
- National media
- European/International media

**Website / Links**

<https://www.opendescontamines.com/>

**Contact person(s):**

Yann Maître

yannmaitre@tennisiledere.fr

+33(0)6 14 27 53 56

# EWSE

EMPOWERING WOMEN  
FOR SPORT EVENTS IN EUROPE



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