

SW-UP CATALOGUE of GOOD PRACTICES

A collection of initiatives aiming at promoting women's
involvement in physical activities in urban places
from all over the world





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INTRODUCTION

The current document presents the collection of practices aimed at promoting women's involvement in sports and physical activities in urban places.

While it was initially expected to focus specifically on good practices, the desk analysis revealed that only a few of the mapped practices documented the eventual results and achievements when conducting the evaluation. The little information available on outcomes led us to divide the mapped practices into two broad categories:

- Good practices, i.e. practices that show some results in terms of enhancing women's involvement in outdoor sports;
- Promising practices, i.e. practices that might be relevant for the objectives of the SW-UP project, but for which information on results is not available or it is very limited. In some cases, this is due to the fact that some of the projects are still ongoing.

Overall, 30 practices were identified comprising two initiatives outside Europe: Australian Moreland City Council Active Women strategy, and Canadian Physical Activity and Sport for Women Aged 55 to 70+. Inclusion of these two practices is motivated by their relevance for the project representing an example of long-term programming, inclusion of target groups into planning and implementation, multi-stakeholder partnership, and documented information on programme evaluation and results achieved.

The majority of the practices collected are represented by programmes, projects, policies; the remainder belong to campaigns, other types of activities or networks with regular sport events. The main implementing actors were almost equally divided between public bodies (local authorities and/or public bodies dealing with sport and health), NGOs and private initiatives.

	IMPLEMENTING BODY		
	Public authority, sport/health related public body	NGO	Private initiative/start-up
TYPE OF INITIATIVE			
Policy/strategy	MORELAND CITY COUNCIL ACTIVE WOMEN AND GIRLS STRATEGY		
	GENDER MAINSTREAMING IN URBAN PLANNING AND URBAN DEVELOPMENT		
	FOOTBALL ON EQUAL CONDITIONS		
Programme	PHYSICAL ACTIVITY AND SPORT FOR WOMEN AGED 55 TO 70+	BE INTERACTIVE	MAMAFIT
	HSBC UK BREEZE	US GIRLS	
	WOMEN BIKE FOR INTEGRATION		
	THE MOTHER OF ALL SPORT		
	THE GIRLS ON THE MOVE		
	BARRIGUINHAS DESPORTISTAS		
	WALKS		
WOMEN ON THE MOVE	GOOD IN MY BODY, GOOD IN MY HEAD, GOOD IN MY CITY/LIFE		

	MULHERE + ATIVAS/MOVING TOGETHER		
	WHEN YOUR KIDS DO SPORT ... SO CAN YOU!		
	MAKING WOMEN MORE ACTIVE WITH A CHILD-FRIENDLY APPROACH		
	SW-UP SUS RAMNICUL		
	MOVIMENTI BANCARI O BANCARI IN MOVIMENTO?		
Project/initiative	SPORT WITH MUSLIM GIRLS AND YOUNG WOMEN	KICKING GIRLS	WOMEN IN RUN
		LE DEBUT	THIS MUM RUNS
		FIT4LIFE	MAMME IN BICI
		BALON MUNDIAL	Exploratory gender walks
	GoALL – Mondiali Antirazzisti		
Campaign	THIS GIRL CAN		
	WOMEN'S SPORT WEEK		
Network	MUMS ON THE RUN	DISCOVER FOOTBALL	THE WOMEN RUNNING NETWORK
Others	FRAUEN INITIATIVES		GIRLS SKATE SESSION
			KENWOOD LADIES POND ASSOCIATION (KLPA)
			PINK PARKOUR

Nine practices were specifically targeting girls and women from a migrant background using physical activity as a means of integration – four focused on mothers, two on older women while all the others were on women in general.

Overall, the issues of health and well-being and the role of sport in this has started to gain ground in different European countries. However, they are mostly generalised and do not target women separately with the exception of few countries, even though women do represent a group practising physical activity significantly less than men. As some examples of the practices demonstrate, the inclusion of women's participation in physical activity in policies at national/regional/local level contributes to the emergence of a higher number of initiatives (both public and private) to support this objective and is coordinated in a more coherent and systematic way, generating impact. Otherwise, if there is a will, local and bottom-up initiatives emerge (and many of them successfully grow), but they still have limited impact on women's engagement in physical activity and sport.

Indeed, only a few practices focus on designing women’s urban-friendly environments. Particularly relevant in this regard, is the Gender Mainstreaming in Urban Planning and Urban Development Strategy developed in Vienna and included in the good practices. Most of the mapped practices focus especially on services, tools and sport events incentivising women’s participation in outdoor sports.

1 GOOD PRACTICES

1.1 Australia

MORELAND CITY COUNCIL ACTIVE WOMEN AND GIRLS STRATEGY	
Who	Moreland City Council
Where	Moreland City, Victoria, Australia
What	Policy
When	Started in 2009
Description of the practice	<p>In 2009, Moreland City Council began a research and consultation identifying several key challenges in the provision of sport, leisure and active recreation for women and girls within the municipality:</p> <ul style="list-style-type: none"> - lack of female competition and teams - female participants accessing council sport grounds only 8 % - lack of development of pathways for girls in sport - significant ‘drop-out’ rate of female participants between the ages of 14 and 17 - lack of social competition without commitments - lack of time and cost of activities <p>The strategy was elaborated based on the review of the relevant city council strategic plans and policies, analysis of national-state-local participation trends, local demographic characteristics and interviews with relevant stakeholders, and a household survey. On the basis of these findings and taking into account the above-mentioned challenges, the strategy identified opportunities and recommendations for improving girls’ and women’s participation in sport, physical and recreational activities. The primary target group of the strategy included female school students, women aged 65 and older, women and girls with a migrant background, and women and girls with disabilities.</p> <p>The strategy was reflected in a number of policies first introduced in 2009, then revised and improved to better address the needs of the target group (it is currently active within the 2015-2018 planning period). At the core of these policies was the introduction of a conditionality principle linking the allocation of municipal grounds to clubs to the extent of inclusiveness of girls and women in practising physical activities. While initially only making recommendations, the review of 2016 underlined that only the clubs whose membership provided opportunities for women to practice had access to municipal resources and facilities. Clubs were offered a three-year period to work towards reaching policy objectives, while the Council supported them by offering seminars and workshops to assist policy implementation.</p>
Outcomes	<p>There has been a significant increase in female participation from 8 % in 2009 to 15 % in 2012, and to 20 % since the 2012 review.</p> <p>Following policy implementation, clubs proposing various kinds of sports such as football, cricket and netball have combined their governance practices. They are now</p>

	reinforcing cooperation and putting together resources to bring about more female-oriented and family-friendly environments and programmes.
Lessons learnt	<ul style="list-style-type: none"> - comprehensive analysis of the local context, female population needs and existing services allowing for the elaboration of relevant intervention, targets and indicators; - monitoring, and an update and review of the policy implementation improving its effectiveness and efficiency; - introduction of a conditionality principle to enforce the female-friendly environment and opportunities for physical activities.
Resources	http://www.activemoreland.com.au/activity-providers/Resources-for-Moreland-sports-clubs/active-women-and-girls/

1.2 Austria

GENDER MAINSTREAMING IN URBAN PLANNING AND URBAN DEVELOPMENT	
Who	The City of Vienna
Where	Vienna
What	Strategy
When	2013-2025
Description of the practice	<p>Gender mainstreaming strategy aims at creating equal opportunities for women and men integrating a gender-sensitive perspective in all policy areas, administrative processes, programmes and measures implying their reorientation towards promotion of equal opportunities.</p> <p>It has been adopted in a number of areas such as work and education, culture and leisure time, and public space. Investing in gender mainstreaming, the city aims at delivering 'positive socio-political change for all citizens'. This is through assessing and addressing the needs and demands of all its citizens, and improving the quality of public services based on these assessments.</p> <p>During the first phase of implementation, women's specific needs previously identified through surveys and focus groups led to the implementation of a number of pilots tailored to these needs. The pilots were carried out across the city, integrating gender aspects in parks, housing, pedestrian-friendly design and public transport.</p>
Outcomes	More than 60 projects that have used gender mainstreaming in urban design were implemented. In one of the projects, the design of urban parks providing a space mainly for playing football was revised by adding footpaths and space for other activities, resulting in more girls using the spaces. Accessibility of some streets was improved through 26 new street lighting projects and additional seating in nine different locations. A successful pilot apartment complex designed by and for women has also led to gender analysis requirements for all bids for city social housing contracts ¹ .
Lessons learnt	<p>The following models and visions supporting gender-sensitive and women-friendly planning were identified within the strategy:</p> <ol style="list-style-type: none"> 1) Strengthening polycentric urban structure (ensuring decentralised redistribution of facilities making access easier by foot or bicycle); 2) Forming a 'city of short distances' (allowing a combination of different facilities in close proximity, enabling reduction of traffic and movement);

¹ Kail, E. How Vienna Designed a City for Women https://apolitical.co/solution_article/vienna-designed-city-women/

	<p>3) Developing high-quality public spaces (presence of open/green areas near residential districts, parks or squares providing space for different activities among various groups);</p> <p>4) Promoting environmentally friendly means of transport (streetscapes should form a part of continuous network of walking and cycling routes, improving the mobility options for non-motorised road users)</p> <p>5) Making the city safer (preventive design of public spaces through lighting, presence of people etc., which should reduce the perception of being unsafe, especially relevant for women);</p> <p>6) Creating a barrier-free city (public spaces organisation should take into consideration different widths of movement e.g. person on a wheelchair, person pushing a pram, couple with children walking together etc.).</p> <p>Further recommendations with regard to specific public space planning issues are available following the link https://www.wien.gv.at/english/administration/gendermainstreaming/examples/</p>
Resources	<p>https://www.citylab.com/transportation/2013/09/how-design-city-women/6739/</p> <p>https://www.wien.gv.at/english/administration/gendermainstreaming/objectives/</p>

1.3 Belgium

GOOD IN MY BODY, GOOD IN MY HEAD, GOOD IN MY CITY/LIFE	
Who	The House of Women of Schaerbeek.
Where	The activities were implemented in the Municipality of Schaerbeek, Brussels.
What	Programme
When	From September 2018 to June 2019. The House of Women is planning a follow-up of the project from June 2019 to December 2019 on its own funds.
Description of the practice	<p>The House of Women (HOW) has been awarded substantial funding (13.000€) from Brussels region in order to fight against gender inequalities. Those funds have been used to develop six sports activities organised in three areas:</p> <ul style="list-style-type: none"> - women and the public sphere - men's sport? - women and handicap <p>The first area 'women and the public sphere' has a focus on reinforcing women through the practice of sports, reminding that the public sphere is accessible to everyone and creating a safe environment where sports are practised. The activities offered within this framework are:</p> <ul style="list-style-type: none"> - Three workshops of 15 hours to learn how to drive and to repair a bike, offered to three groups of ten women each; - One workshop once a week for Nordic walking in the park, involving 12 women in each cycle; - Jogging once a week with a group of 7-8 people in the park. <p>The second area 'men's sport?' aims to reinforce the idea that men's sports and women's sports did not exist separately. This objective needs a more equal use of sports infrastructures and specific training to overcome the stereotypes in people's minds. In this area, two projects have been designed:</p> <ul style="list-style-type: none"> - workshop of Thai boxing once a week, taught by a woman. The workshop involves 15 women aged 16-45 years;

	<p>- workshops of football once a week, involving eight young women.</p> <p>The third area 'Women and handicap' is oriented to offer accessible activities to a public with special needs. In detail, the target was women with reduced mobility. The activity implemented within this area was a weekly Latin-Zumba dance session, split into different groups so that women facing mobility problems can follow the course. It involves 50 women from different ages and backgrounds.</p>
Outcomes	The project encountered great success and a lot of women took part in the activities. The three most successful sports were: Nordic Walking, Thai Boxing and Latino Dance.
Lessons learnt	There are some persisting difficulties in implementing open and accessible activities for increasing women's participation in sports. In detail, this project had to face gender-related barriers such as too many family-related duties, or the impossibility of finding a female trainer for some sports. Moreover, the sport halls are available only at inconvenient hours.
Resources	NA

1.4 Canada

PHYSICAL ACTIVITY AND SPORT FOR WOMEN AGED 55 TO 70+	
Who	<p>Canadian Association for the Advancement of Women and Sport and Physical Activity funded by the Public Health Agency of Canada</p> <p>Other partners: The Canadian Parks and Recreation Association, Active Living Coalition for Older Adults, and other regional and local level public and private institutions.</p>
Where	Canada provinces
What	Project
When	2005-2009 (under implementation in Ontario province with regional funding in 2010-2011)
Description of the practice	<p>The proportion of the population between 50 and 70+ is the fastest growing in Canada and is expected to increase over the next 20 years. Women of this age group, while not considering themselves as 'seniors', neither want to practise sports with younger women but have limited opportunities to practise sport within the same age category.</p> <p>The project aimed to increase physical activity opportunities for women 55-70+ by finding out the types of physical activity programmes women in this age group would like to see. It included the barriers they face and how current physical activity opportunities could be better adapted to meet their needs, and focused particularly on:</p> <ol style="list-style-type: none"> 1) expanding the range of sport and physical activity opportunities for 'younger senior' women; 2) building capacity among stakeholders to better engage and retain women 55-70+ in their programmes as leaders and participants; 3) empowering women 55-70+ to be leaders and mentors for their peers and families; 4) increasing physical literacy through adapted fundamental movement skills. <p>Specific and comprehensive strategy was developed in order to ensure the achievement of the objectives reinforcing: 1) competence for women (create skill-training opportunities for trainers preparing them to adapt their practices to specific women's age group conditions as well as to read and take into account medical recommendations); 2) confidence for women (develop women-only programmes, create welcoming environment, recruit 55-70+ women coaches); 3) motivation</p>

	<p>(develop a system of financial incentives, make physical activity attractive and enjoyable, demonstrate the progress).</p> <p>Over five years, the project conducted focus groups and national research resulting in the elaboration of new resources, delivery of workshops and training of master trainers throughout Canada. Through better understanding women’s needs, the project was aimed to mobilise stakeholders (recreation, urban planning, public health, private industry) to better serve the interests of the target groups in keeping them active.</p> <p>Ontario invested additional funds in the implementation of training for trainers, workshops for target groups across the province and implementation of pilot projects. Pilot projects included such activities as cycling, canoeing, golfing, pole walking and bird watching. The vast majority of activities were implemented outdoors and in partnership with national parks. Some examples of the pilot projects activities are described below.</p> <p><i>The Voyageurs 4 Season Trail, Dokis First Nation (near French River):</i> A walking programme aimed at encouraging women 50-70+ from neighbouring communities to use the walking trail. This is combined with such activities as birdwatching, looking for plants, studying mushrooms and socialising through cooking using wild mushrooms.</p> <p><i>Fitter, Faster, Further (Thunder Bay):</i> The project designed for women 55-70+, which combines walking, community gatherings and promotion campaigns. The walks were coordinated by women volunteers who have overcome obstacles to lead a fitter life and had, thus, set an example and a positive role model for others. The walking routes were developed together with kinesiologists (in partnership with Lakehead University Kinesiology Department) featuring different terrains, speeds and routes as well as gathering data on walking frequency and walking barriers.</p> <p>Further examples can be found following the link: https://www.caaws.ca/women55to70plus/pilot-projects/sport-for-more-program-2010-11/</p>
<p>Outcomes</p>	<p>Overall, the project has increased recognition of the contribution of physical activity to improving the health conditions of women in the 55-70+ age group, as well as its positive effect on public health spending. It produced a number of important outputs that can be used by decision makers and service providers to ensure the relevant response to women’ needs, such as the following.</p> <ul style="list-style-type: none"> - Focus Group Report: Women 55-70+ and Physical Activity, based on the findings from the 38 focus groups conducted across the country (6-14 participants in each focus group). The report contains information on the physical activity challenges for women as well as ideas on how facilities and programmes can be improved. It provides analysis of information on each of the barriers identified during the focus groups, such as body image, fears, lack of skills and confidence, negative attitudes towards physical activities, weather conditions, public transport issues, facilities and infrastructure, and costs. Tailored recommendations were elaborated to address these problems with the involvement of women. The report can be found here: https://www.caaws.ca/e/wp-content/uploads/2017/08/2007-FocusGroupReportWomen55-70.pdf - Making the Case: Physical Activity and Women 55-70+. This is a business case document providing the evidence on the importance of developing initiatives targeting women and encouraging various stakeholders to seek funds and commitment from decision makers. It includes an analysis of public spending on health for this age group, underlining the contribution of physical activities to its reduction. It provides some specific recommendations on improving the content of services and increasing participation based on the focus groups

	<p>findings as well as suggested methodology for monitoring and evaluating services provided in order to improve. The document can be found here: https://www.caaws.ca/e/wp-content/uploads/2017/08/making_the_case_eng.pdf</p> <p>Using the information acquired through the focus groups, CAAWS developed a toolkit of resources. They trained a group of 40 women as master trainers, who helped to deliver over 40 workshops in all the provinces and territory in Canada. Based on the project's findings, the State of Ontario supported training of a further 20 women. They delivered 20 more workshops across the provinces and supported implementation of 20 pilot projects in 2009 and 30 pilot projects in 2010. The description of the pilot projects is available following the link: http://www.caaws.ca/women55to70plus/pilot-projects/trillium_11-12/</p>
Lessons learnt	<ul style="list-style-type: none"> - an inclusive and participatory approach allows for better understanding of the target group needs; - documenting the evidence makes it available to the public, and service providers contributed to the revision of existing services making them more relevant for the target group; - an integrated and multi-stakeholder approach engages various actors to address the needs of the target group in a comprehensive and innovative way, taking an advantage of existing material and natural resources.
Resources	https://www.caaws.ca/women55to70plus/

1.5 Germany

KICKING GIRLS	
Who	Laureus Sport for Good Foundation Germany/Austria funded by the programme 'Integration through sport and education' (Federal Government)
Where	Started from the city of Oldenburg, currently spread across the whole country
What	Project
When	From 2000 – ongoing
Description of the practice	<p>The Kicking Girls project emerged in cities and towns with significant proportions of families with a migrant background. Its practices were adopted in Austria, Ireland and Switzerland. The project wishes to reach out to the girls from migrant and unprivileged backgrounds and contribute to their integration into the schools, clubs and society as a whole. Initial engagement in football training is facilitated by the familiarity with the school context, allowing permission to be obtained from the parents. The project is based on a close cooperation between schools and sport clubs, allowing girls to be engaged at school level and to reinforce their interest to practise sport through organised transition to sport clubs. The programme foresees four steps for successful and sustainable integration:</p> <ol style="list-style-type: none"> 1) participation in small, same-gender training groups and tournaments at school aimed at stimulating interest in sport and physical activity, while fostering social integration and participation through team play; 2) transition from playing at school to regular training at sport clubs, stimulating long-term participation, promoting team spirit and accompanied by coaches and trainers;

	<p>3) coach training as an optional path to prepare girls to become a future female trainers, focusing on acquisition of duties and responsibilities;</p> <p>4) volunteering for planning and organisation school competitions and tournaments, strengthening personal responsibility and leadership.</p> <p>For ensuring sustainability, this path is accompanied by a range of other measures. These include provision of information for parents, working groups and training sessions, solving transport problems and taking into account religious observances.</p>
Outcomes	The success of the project brought its extension to 250 schools in nearly 100 cities, engaging 4,000 girls and preparing 800 trainers.
Lessons learnt	<ul style="list-style-type: none"> - The recruitment of girls at schools proved to be successful, and facilitated obtaining permission from parents; - Gradual and accompanied transition from school to sport clubs ensured sustainability and long-term orientation in practising football; - The possibility to become a trainer eventually motivated girls to continue their participation in the project.
Resources	https://www.kicking-girls.info/

1.6 Italy

MOVIMENTI BANCARI O BANCARI IN MOVIMENTO?	
Who	Local Health Authority (ASL)
Where	Towns of Saluzzo, Savigliano, Fossano, Piedmont Region, Italy
What	Programme
When	2005–2007
Description of the practice	<p>The programme targeted tertiary-sector workers (primarily banks) for promoting physical activity among the workers of the sector, fostering regular exercise and a healthy lifestyle. 70 % of participants were female.</p> <p>An analysis of the context was conducted identifying the main problems faced by the workers of tertiary sectors: sedentary lifestyle, repetitive and routine work, continuous relations with the public and conflict with colleagues. During periodical medical visits, the health status of the target group was analysed. Discussions with the doctor allowed an identification of the needs of the participants such as to lose weight and fight stress.</p> <p>Once a week, the walking group gathered at a fixed meeting point, amounting to around 50 participants. Guided by a fitness walking instructor and supervised by a physician, participants walked for a distance, which varied according to the technical and physical progresses they achieved, for approximately an hour. The instructor supervised participants to ensure they engage in fitness walking correctly. The walking exercise included stretching exercises at the end.</p>
Outcomes	<ul style="list-style-type: none"> - Ninety participants became physically active during the period of the initiative, out of which 40 % stated that they had never practised physical activity regularly; - The group regularly practising fitwalking (around 50 people) continue to regularly practice group walking; - Three new urban trekking trails have been developed and there has been an increasing demand for the organisation of fitness walking sessions in neighbouring areas.

Lessons learnt	<ul style="list-style-type: none"> - Direct partnership with banks and institutions of the tertiary sector ensured the involvement of target groups; - The involvement of a local newspaper allowed information to be spread about the project as well as raising awareness on the importance of physical activity; - The involvement of experts practising and coordinating walking groups ensured proper preparation of the participants and avoiding problems during the implementation of the activity.
Resources	<p>https://www.retepromozionesalute.it/restarea/allegati/REG01/aa_1527.pdf</p> <p>http://www.investigacionengestiondeportiva.es/Libros/European_Guide.pdf</p>

WOMEN IN RUN	
Who	The network was born from an idea by Jennifer Isella, president of the Women in Run initiative.
Where	At the beginning, the project was active only in Monza with the name 'Women in Run – Monza & Brianza'. Following the success of the initiative, the experience spread nationwide and it is now present in many Italian cities.
What	The project 'Women in run' (WIR) is a network to provide connections among female runners. The creation of local running groups using the mapping on the website and social networks helps women to run in urban places in safety and in company. WIR is FIDAL (Federazione Italiana Atletica Leggera – Italian Federation of Athletics) associated.
When	The network provides information on the main events around Italy and on the days when training takes place (for example in Monza every Tuesday). Locations and dates differ across cities and towns involved in the initiative.
Description of the practice	<p>Running in urban spaces is a common activity. It helps people to stay healthy in a cheap and timesaving way. In addition, running is also important for psychological wellness and to manage stress. Too often this activity precludes women because of unsafe conditions that could make running alone dangerous.</p> <p>The aggression perpetrated against Irene, a Milanese runner, while she was running in the city centre, was the definitive signal that something has to happen. The founders of WIR singled out women's need of aggregation and safety. The project answers to the request for security and at the same time sends a clear message against gender violence: 'no one is alone'.</p> <p>At the beginning, the project involved only a local group of women in Monza. They recognised their need of safety and company, and designed a suitable itinerary for running together at some times during the week. The group was made up of women only and a qualified trainer led the training. The positive results made founders aware of the potential and benefit of this project.</p> <p>Through a web advertising strategy and with the foundation of a web community, the project was launched in many other Italian cities. The website proposes the events and the timetable for events, advertises the initiative and includes articles and posts on several female runner-related issues, mainly focused on health and security.</p> <p>The project created a strong community to guarantee freedom and safety to all female runners. Supported by the web community, the local organisations could build their own group to pursue this aim.</p>

Outcomes	Since 2014, the project has seen forty cities engaged, fifty active volunteers, three thousand participants and €4,000 collected through fundraising.
Lessons learnt	<ul style="list-style-type: none"> - The collaboration of volunteers, NGOs and local associations, and the passion of the runners are the engine that makes this community work, grow and produce positive outcomes; - Using campaigns and the annual WIR event publicises the initiative as well as raising awareness of violence against women (which is one of the main goals of the initiative); - No costs for participation facilitates engagement of groups with various levels of income; - Employing social networks facilitates coordination among women and allows the creation of jogging groups all across the country.
Resources	http://www.womeninrun.it/ https://www.facebook.com/womeninrun/ https://vimeo.com/197925480 (in Italian only)

WOMEN ON THE MOVE	
Who	<p>The programme was implemented by Municipality of Corbetta and Polisportiva Corbetta, in order to contribute to gender equality in fields of sport and physical activity.</p> <p>The Municipality of Corbetta is located in the north of Italy and has more than 18,000 inhabitants. The Polisportiva Corbetta wants to contribute to gender equality, through the participation of women in physical activity and sports.</p>
Where	The programme was carried out in the Municipality of Corbetta, in the territory of Corbetta-Santo Stefano-Magenta.
What	Programme
When	All the initiatives have been developed within the SW-UP project (2018-2019), co-funded by Erasmus+ programme of the European Commission, across a ten-month period.
Description of the practice	<p>The project consists of three long-term initiatives that promote a constant practice of sport. It permits the monitoring of the actual psychological and social benefit of the project.</p> <p>All the initiatives share four main features:</p> <ul style="list-style-type: none"> - psychophysical well-being to promote the development of the potential of each individual; - moments of socialisation as well as sport challenges; - an instrument of biological reactivation; - an instrument for the dissemination of sports values. <p>Using the evidence-based results of the survey 'Towards gender equity in urban outdoor sport spaces', submitted to Corbetta's population under the coordination of the Mulier Institute, the programme was designed in order to tackle obstacles that prevent women from practising outdoor sports and physical activity. The main obstacles identified are household duties and family care-related activities, family budget problems and lack of company.</p> <p>The three activities promoted within the 'Women on the move' programme aimed to address three target groups' needs: working women in the public and private sectors,</p>

	<p>mothers who are passively involved in the physical activities of their children and women who are former athletes over 40 years of age.</p> <p>In detail, the three initiatives are designed as follows:</p> <ul style="list-style-type: none"> - Path A: 'Getting acquainted with sport' A form of gentle exercises that aims to prevent any discomfort caused by muscle imbalances through a series of targeted exercises. It involved two groups of 20-25 women with a frequency of two weekly sessions. - Path B: 'Sporting' Exercises for leg, abdomen and buttocks for mothers passively involved in the physical activity of their children. It involves two groups of 20 women with a frequency of two weekly sessions. - Path C: 'Volleying' Two weekly sessions of volleyball training targeted at former athletes over 40 years old.
<p>Outcomes</p>	<p>The volume of participants (number of participants in each session multiplied by number of sessions) were 5,307: 2,375 for path A, 1,924 for path B, 1,008 for path C. The outcomes of the project have been evaluated through focus groups with participants and questionnaires related to the activities. In the opinion of participants, the project helped them to achieve important physical and psychological benefits. In addition, the activities increased participants' knowledge about how to practise sports and outdoor physical activity correctly. The evaluation questionnaires present a high level of overall satisfaction of the project activities for more than 85 % of participants in every path. This high level of satisfaction is explained by the high quality of the proposed activities, the high level of preparation and professionalism of trainers, the type of proposed activities and their adaptation to beneficiaries' needs.</p>
<p>Lessons learnt</p>	<p>The high-quality of the project and the related benefits for participants are the main reasons for the strong willingness to continue with the project's activities. At the same time, a considerable number of participants are not sure about continuing to practise outdoor sport or physical activity in general after the end of the project. The reasons are that within other sport contexts, it is hard to find some positive features of the 'Women on move' project. For example: a central focus on time conciliation with family tasks, a supportive environment and company, absence of costs, convenient location and high professionalism of trainers.</p> <p>Some of the suggestions coming from participants about project improvements are: extend the activities to other groups/targets (including men), propose activities that involve the whole family, offer alternative locations for winter.</p>
<p>Resources</p>	<p>https://www.swup-project.eu/</p>

1.7 Portugal

MULHERE + ATIVAS/MOVING TOGETHER	
Who	The programme was implemented by the City Council of Guimarães and by the Association Tempo livre.
Where	The city of Guimarães, located in the northwest of Portugal, has a network of 40 parks and public gardens. Despite being green, open and accessible to all, it remains the challenge to create activity and initiatives to stimulate women in practising outdoor sport and physical activity.
What	Programme
When	All the initiatives have been developed within the SW-UP project (2018-2019), co-funded by Erasmus+ programme of the European Commission between 8 March and 7 April 2018.
Description of the practice	<p>The programme consists of three types of activities developed in order to address the following issues:</p> <ul style="list-style-type: none"> - Increase outdoors physical activity among sedentary women of Guimarães; - Make participants more aware of physical activities they can practise outdoors. <p>The first action is a workshop ‘Mulheres mais ativas’ (More Active Women), developed across four weeks. The workshop was divided into four sessions (once per week) with four different themes related to female sedentariness (chronic diseases, ageing, adolescence and pregnancy). The participation was free under registration.</p> <p>The second action ‘Gymnastics in the park’ took place every Sunday of March 2018 and consisted of 45-minute sessions of outdoor physical activity, led by physical education teachers. At the same time, doctors, nurses and other professionals were available to offer suggestions and advice on active and healthy lifestyles.</p> <p>The third action, carried out on 7 April 2018 (on purpose, the World Health Day), was ‘Walking together for health’. It involved not only women but also their relatives and whole families in order to spend some quality time together doing physical activity outside.</p>
Outcomes	The opinions of participants in the activity have been gathered through questionnaires and focus groups. The opinions of participants highlighted a high level of satisfaction with the project’s activities, enforced by a positive willingness to continue them. The main positive outcomes are the promotion of social interactions and the strengthening of the sense of community within the city environment, the use of public space and the spread of awareness of their potential for doing outdoor sports. Moreover, the activities have been an occasion to engage the whole families. In conclusion, the combination of physical activities and workshops helped participants to share their story, knowledge and experience.
Lessons learnt	<p>The issue of the communication and dissemination of the project’s activity and its results remains central, in order to involve more and more people in the eventual follow-up of the initiative. Some of the recommendations coming from participants after the project end are:</p> <ul style="list-style-type: none"> - Try to design a follow-up – maybe longer, under certain conditions – of the activities; - Maintain the activities free, in order to ensure a greater participation; - Offer more themes for the workshop contents (i.e. diabetes).
Resources	https://www.swup-project.eu/

1.8 Spain

WHEN YOUR KIDS DO SPORT ... SO CAN YOU!	
Who	The programme was offered by the Municipality of Granollers in Catalonia, with the partnership of many local sport clubs.
Where	All the activities have been designed using the pre-existing Granollers sport facilities.
What	Programme
When	All the initiatives have been developed within the SW-UP project (2018-2019), co-funded by the Erasmus+ programme of the European Commission, from October 2018 to March 2019.
Description of the practice	<p>The programme consists of two weekly groups of sport activities. The target of the programme are the mothers that bring their children to sports facilities and courses.</p> <p>The practice has been designed focusing on two main issues. First of all, the high rate of physical inactivity among women, due especially to lack of time. The second one is the plentiful sport facilities and buildings in the Granollers territory, which register a high number of visitors. Those visitors are mainly young (4-14 years old) and their parents – especially mothers – usually wait for them while they practise sports.</p> <p>Starting from the assumption that the time spent waiting for children could be used instead by the mother to practise sports in suitable facilities (i.e. with locker rooms and showers), the project consists of two groups, set in different locations with a different timetable in order to reach as many participants as possible.</p> <p>The two groups, coordinated by local sports clubs, offer a significant range of different activities such as aerobics, muscle toning, flexibility and stretching. The activities have been carried out twice per week, with sessions lasting for one hour. The participation in the project was free, after registration on the website of the municipality.</p>
Outcomes	<p>The overall final number of women involved in the project was 40. The project contributed to increasing participants' knowledge on the benefits of sport, self-esteem and self-efficacy. It also contributed to improving their physical and psychological wellbeing. Furthermore, it increased participants' sport practice. After the end of the project, the majority of participants consider the physical activity an essential part of a healthy lifestyle. The registered satisfaction was extremely high.</p> <p>Some of the key elements contributing to the positive results of the project were the variety of the activities, the trainers' professionalism and the possibility to do sports within a group of other mothers.</p>
Lessons learnt	In the opinion of the organisers, the positive results of the project offer a strong motivation to try to implement the actions annually. It is important, though, to accurately consider the necessary budget to guarantee a participation fee as low as possible. An eventual follow-up of the project could be offered to gender-mixed groups, too. In the development of those actions, it is fundamental to offer suitable, specific space for the correct carrying out of the exercises/physical activities.
Resources	https://www.swup-project.eu/

1.9 Sweden

FOOTBALL ON EQUAL CONDITIONS	
Who	The City of Umeå (Sweden). The city is extremely active on gender-related policy, especially when it concerns urban development.
Where	In Umeå
What	Strategy
When	The strategy started in 2000.
Description of the practice	In 1999, after the collection of data about use of sporting areas among Umeå's citizens, it was discovered that 70 % of users of sporting facilities were men. It was time for the city to implement a strategy that permitted male and female teams to use the sport facilities equally. The criterion to assign the stadiums or the football fields for training, they stated, should not have been the gender of the teams but, for instance, the placement in their own league. In 2000, Umeå was the first city in Sweden to implement gender equal conditions for the reservation of the sport fields.
Outcomes	Due to this strategy, Umeå was the first city in Sweden with the participation rate in football is almost the same between men and women.
Lessons learnt	Despite the strategy receiving a lot of opposition from sport associations and some citizens at the beginning, it was fundamental to highlight the unequal distribution of opportunities in sport practice for men and women. It helped policymakers to shed light on those conditions. Moreover, it permitted an increase in the number of women and girls playing football in Umeå.
Resources	https://www.charter-equality.eu/exemple-de-bonnes-pratiques/umea-a-model-town-for-gender-equality.html https://www.umea.se/arkiv/profilnyheter/profilartiklar/fotbollenarrundochrattvisiume.a.5.4f82daa7122bec2758d8000827.html (Swedish only)

1.10 The Netherlands

BE INTERACTIVE	
Who	Community organisation Be Interactive Amsterdam in partnership with <u>Women Win</u> , <u>Orange Funde</u> National Action Plan Sport and Exercise (NASB)
Where	Various cities and towns across the country (currently around 13 cities involved)
What	Programme
When	It started in 2005 in the neighbourhood of Geuzenveld in Amsterdam.
Description of the practice	<p>The SCP report 'Social atlas of women from ethnic minorities' highlights that immigrant women, and in particular Turkish and Moroccan women, score less well than Dutch women on health (overweight, diabetes), lifestyle (exercise) and social integration (level of education, basic qualifications and language skills). Be Interactive has been developed to improve physical and mental conditions of immigrant women, boost their physical activity and tackle social isolation. By moving outdoors together in walking/running groups, women work on their health, they make new contacts and are visibly present in their own neighbourhood.</p> <p>Be Interactive consists of walking and running training in the open air, specifically tailored to women who live in social isolation.</p>

	Between 12 and 20 women from disadvantaged areas form the group participating in the programme with a duration of 10 weeks (40 sessions). The lessons represent a combination of physical activity (running/walking), classes on nutrition, and health and well-being.
Outcomes	<p>With an expansion of the programme to other cities across the Netherlands, on average 200 women take part in weekly running and walking activities. More than 1,000 women have undergone the training since 2007.</p> <ul style="list-style-type: none"> - Witnessing results of programme exercises in terms of improved health feeling and losing weight participants initiate regular sport activities upon the completion of the programme; - Increased awareness regarding the importance of healthy lifestyle, nutrition and physical activity; - Group exercises contribute to building trust and friendship tackling women isolation;
Lessons learnt	<ul style="list-style-type: none"> - Community-based approach allows reaching out to the target groups as well as relevant to intervention local stakeholders putting in synergy integration efforts and taking advantage of local resources, facilities and knowledge; - The visibility of exercises mostly taking place outside attracts new participants as well as contribute to creation of more favourable image of migrant women; - Participants completed the programme are involved into recruitment of the new participants extending the network and reinforcing collective physical activity building stronger links within communities; - Evaluation conducted after the completion of every course allows improving the content of the classes.
Resources	<p>https://www.loketgezondleven.nl/leefstijlinterventies/interventies-zoeken/bijlage/21706/def.werkblad.GB.BeInteractive.pdf</p> <p>https://www.vrouwenvaart.nl/be-interactive/</p>

1.11 United Kingdom

HSBC UK BREEZE	
Who	British Cycling (National Governing Body for Cycling in Great Britain)
Where	Various cities and towns across the country
What	Programme
When	Started in 2013 and is currently under implementation
Description of the practice	<p>The rationale behind the programme is based on the findings demonstrating the limited involvement of women in cycling (e.g. only one in four once-a-week cyclists are women, only one in five of cycle sport participants are women), while identifying the presence of barriers for girls and women engagement in sport.</p> <p>The programme is implemented to contribute to reaching the British Cycling's 'Women Vision for Women Cycling 2013-2020' target of getting one million more women and girls on bikes by 2020.</p> <p>(https://www.britishcycling.org.uk/about/article/bc20130322-One-million-more-women-on-bikes-by-2020-0)</p> <p>The strategy aims at improving opportunities for women's cycling whether as a sport, a recreational activity or as a sustainable means of transport, making all of them as accessible for women as they are for men. HSBC UK BREEZE is a volunteer-organised, women-only mountain bike rides programme implemented in over 200 municipalities</p>

	<p>across England. It pursues the objective of increasing the number of women practising cycling while strengthening their confidence, improving fitness, and experiencing the social and mental well-being that cycling brings.</p> <p>The programme succeeded in attracting over 150,000 participants and recently expanded to Wales. A strong advantage of the programme is its presence in various regions and cities of the country, allowing the participant to pick both the relevant location and the level of difficulty using the programme website.</p> <p>The rides are guided by 'Breeze Champions' – female coaches – and are organised in different levels of difficulty. Moreover, recognising the barriers of childcare, the programme provides mothers with the possibility to bring a child and participate together in a bike-riding in a traffic-free environment.</p> <p>For many women, HSBC UK Breeze represents a starting point for their interest in cycling, opening up other opportunities to ride socially, recreationally or competitively. Any woman regardless of age and race can participate in the ride.</p> <p>Expanding the HSBC UK Breeze programme will represent a core of the British Cycling vision up to 2020, planning to establish a female entry-level mountain bike programme through HSBC UK Breeze.</p>
Outcomes	<p>More than 150,000 females have taken part in the HSBC UK Breeze programme since its launch. More than 47,000 of these have been involved in the last twelve months alone. The programme allows them to socialise and make friends.</p> <p>Over 1,500 Breeze Champions have been trained since 2013, while the number of female coaches has soared by 70 % over the same period.</p>
Lessons learnt	<ul style="list-style-type: none"> - Distribution of the services across the country provides the opportunity to pick a ride close to home; - Exercising in a group with a similar level of preparation gives women confidence and allows them to exercise without danger to health; - The possibility to bring children facilitates the availability of the activity for mothers; - It adopts a peer-to-peer approach: female coaches guide the rides. <p>A possible obstacle for women's participation can be the costs of the mountain bicycle.</p>
Resources	<p>https://www.letsride.co.uk/breeze</p>

THE GIRLS ON THE MOVE	
Who	<p>Delivered by Youth Scotland, the Scottish Sports Association (SSA), Sports Leaders UK and NHS Health Scotland.</p> <p>Supported by The Robertson Trust and the Scottish Government</p>
Where	<p>Across Scotland</p>
What	<p>Programme</p>
When	<p>2005-2011</p>
Description of the practice	<p>The programme was developed in response to the evidence-based findings of Scottish Health Survey data demonstrating <i>an alarming level of inactivity among children and young people</i> and, particularly, girls. This was true to an even greater extent among girls from ethnic minority groups, from disadvantage areas, young mothers and girls with disabilities.</p> <p>The research has also established the reasons for girls' low engagement with physical activities including: perceived lack of possibility to choose sport, perceived threat to safety while exercising, barriers in access to facilities and equipment, costs and transport.</p> <p>The programme objectives were:</p>

	<ul style="list-style-type: none"> - to increase the physical activity levels of girls and young women participating in the programme; - to engage the groups that are difficult to reach in physical activities including girls with 'at-risk' behaviour, girls with disabilities, young mothers and girls from ethnic minorities; - to involve more young women as leaders in physical activities for girls. <p>For reaching these objectives, the programme activities were organised in two strands:</p> <ul style="list-style-type: none"> • Participation programme providing grants to community groups for delivering physical activities requested by girls aged 11-18 (average project cost £2,600); • Leadership programme targeting young women 16-25 years old and providing them with the opportunity to attend 4-5 days training and certifying their leadership competences upon the completion, valid at national level. <p>Since 2005, 154 projects have been supported. Participation of girls in the elaboration of the training programme was a condition of the consequent funding. The projects delivered various types of activities (dancing, mountain biking, badminton, etc. based on the target group interest), targeting only girls as participants. It took place all across Scotland in inner cities and rural locations.</p>
<p>Outcomes</p>	<p>According to the programme estimates, around 1,800 girls took part in the activities through the Participation programme (on average 20 girls/project). Around 53 % of them demonstrated high attendance rates from the beginning to the end. Fifteen Leadership courses were delivered attracting 245 participants, out of which 215 graduated with the certificate.</p> <p>Participation programme:</p> <ul style="list-style-type: none"> - The programme contributed to removing barriers to participation (new activities emerged with the contribution of girls, ensuring their interest and participation). In some cases, organisations managed to continue the implementation of developed activities through other funding; - The programme and projects managed to reach out to the target groups with limited participation in physical activities (e.g. in year three, 13 % of girls were from an ethnic minority background, 4 % were young mothers, while over three years, 14 % of the girls having disability attended the proposed activities); - Girls' level of activity increased both in terms of frequency (62 % of girls stated they were more active at the end of the project) and in terms of intensity of activities; - A high proportion of girls demonstrated their willingness to continue doing the activities they started (75 % - definitely, 21 % - maybe). Many of them showed their interest in trying other types of physical activities. <p>Leadership programme:</p> <ul style="list-style-type: none"> - The self-esteem of participants increased between the start and the end of the programme (especially among those who undertook a leadership role in their communities); - Twenty-two per cent of participants obtained further certificates or qualifications in the six months following the course; - Fifty-one per cent of leaders led activities in after-school clubs and thirty-eight per cent in youth clubs; - Ninety-six per cent of participants who are active leaders led activities for girls and women.
<p>Lessons learnt</p>	<ul style="list-style-type: none"> - Targeted support and girls' involvement in the design of the programme and activities can bring positive results even with limited funding, ensuring their interest and participation; - Involvement of community organisations and sport clubs allowed the reaching out to target groups and ensuring the programme addressed community needs and engaged hard-to-reach groups; - Youth-focused communication strategy attracted participants into the programme;

	- Leadership training and exposure to positive role models can influence activity behaviours, enhancing enthusiasm and engagement in physical activities.
Resources	https://dspace.stir.ac.uk/bitstream/1893/1818/1/Girls%20on%20the%20Move%20Report%20w%20diagram.pdf http://www.paha.org.uk/Announcement/girls-on-the-move-impact-statement

THIS MUM RUNS	
Who	Starting as a personal initiative of a mum, the organisation is now carried on by a qualified team (http://www.thismumruns.co.uk/our-team) and local volunteers.
Where	The network is active in Bath, Bristol and London. It aims to make running accessible to women everywhere, so other locations are planned. The running groups take place in many urban areas of the cities (http://www.thismumruns.co.uk/find-a-location-near-me).
What	Project ' This mum runs ' – building a mum-running community
When	Depending on location, runs take place on Wednesdays at 7.30 p.m. or Sundays at 8 a.m.
Description of the practice	<p>'This mum runs' is a UK community that aims to put mums interested in running together in contact. Commitments related to motherhood, work tasks and house care could be obstacles for mums in order to find time for themselves. The network aims to make mothers aware of the importance of being active despite stressful daily routines. It also offers the opportunity to find a positive, friendly environment to do physical activity with other mums that are facing similar situations. 'This mum runs' offers weekly activities, with runs of 30, 45 or 60 minutes depending on personal attitudes. In every locality, a 'run angel', a local mum who is qualified to support activity, leads each group.</p> <p>The project was born after a mum, Mel Bound, posted on Facebook about the lack of time for physical activities that she was suffering from. Because of many similar replies she received, Mel proposed organising a running group in a park in Bath (where she lived). At the meeting place, she found 75 women who had enthusiastically accepted her proposal. This event made her aware of a popular need, and the 'This mum runs' project was the answer to it. The core value of the project is about helping women, especially mums, to find time for themselves despite many commitments. The activity is organised in groups depending on personal abilities, and qualified coaches are in charge to give support and advice. Running is a way to escape from daily routine, but it also helps to becoming more self-confident. Thus, it plays a fundamental role in a woman's life not only for physical benefits but also for psychological and emotional ones. The project aims to increase the personal well-being of women involved, and it pursues this goal by offering a friendly, safe and not competitive environment to train in.</p> <p>The network has also carried on many campaigns (e.g. #Runnerfullstop http://www.thismumruns.co.uk/runnerfullstop) in order to increase awareness on the problems that still characterise the relationships between women and sport.</p>
Outcomes	The community of 'This mum runs' has 8,500 runners and over 40 mums trained to become volunteers. It offers 50 monthly runs and a wide range of coaching and courses across nine locations in the Bristol and Bath areas. The success of the initiative brought additional private and public investments, and collaboration with National Trust. The initiative also launched a fashion brand with an online shop for running products and accessories.

Lessons learnt	<ul style="list-style-type: none"> - Using social networks proved to be effective in finding a 'running buddy' and overcoming the problem of safety; - Having a running 'buddy' or practising in a group of women with similar problems and obstacles reinforced motivation, and stimulated longer-term practice of jogging; - The 'networking' character of the initiative allowed it to be replicated in other cities and towns.
Resources	http://www.thismumruns.co.uk/ https://shemeansbusiness.fb.com/stories/meet-mel/ https://www.facebook.com/ThisMumRunsUK

THIS GIRL CAN	
Who	The 'This girl can' campaign is funded by the National Lottery of the UK and is developed by Sport England.
Where	Across the UK
What	<p>The campaign consists of social advertisements, videos and images to promote the role of women in sports.</p> <p>It also developed a web platform and an app (http://app.thisgirlcan.co.uk/#home – available only on mobile devices) in order to increase its community.</p>
When	Started in 2015
Description of the practice	<p>Despite much progress made on the perception of the role of women in sports, a lot of prejudices and discrimination remain in that field. They arise, from example, from the belief of a division between male and female-reserved sports. Moreover, they could also concern the feelings that women have about themselves. Amateur female athletes could feel especially inadequate or unconfident, because of their age, their ability or their size.</p> <p>A survey about activity in the population carried out in 2014 in England highlighted this problem related to female participation in sports: despite the best efforts of the biggest sports brands and the health and fitness industry, 1.75 million fewer women than men were exercising regularly in 2014 (https://www.sportengland.org/media/10083/insight_go-where-women-are.pdf).</p> <p>The 'This Girl Can' campaign is a response to the challenges of both the lack of physical activity among women as well as the prevalence of stereotypes and discrimination. It has been developed for promoting the physical activity of women in such a way as to:</p> <ul style="list-style-type: none"> - be relevant and inspiring enough that women aged 14-40 would want to become a part of, talk about and share it with friends and family; - reshape the language around sport and exercise; - be endlessly adaptable for all channels; - create impact, quickly; - allow for multiple partners to leverage it ... with the ultimate goal of getting more women in England aged 14-40 taking part in activity regularly. <p>The campaign spread in the UK from 2015. It started with a TV advertisement and then developed into many cinema, outdoor and social media advertisements. It also uses a Twitter campaign, characterised by the hashtag #thisgirlcan, a web platform and an app. The main tool is showing inspiring images, videos and personal histories that induce motivation and fascination.</p> <p>The web platform is divided in many sections, each related to a specific sport. An important part is the one dedicated to outdoor sports, which bring more problems than</p>

	<p>indoor sports, like the relationship with unfriendly environments. Women and girls can find advice and useful information about the sport they choose, accompanied by other women's experiences in that field. The core value of the project is to make women aware that they are not alone. The sport is about not only speed, strength, ability and competition, but health, happiness, satisfaction and self-esteem.</p>
Outcomes	<p>The campaign has had a positive social response, involving many people ready for sharing their stories and experiences. The hashtag #thisgirlcan has had a big impact on social media (like Twitter and Instagram).</p> <p>A national quantitative study conducted by TNS BMRB has found that the campaign has inspired 2.8 million women to do more exercise: 1.6 million of these have started exercising, and 1.2 million have increased their participation.</p> <p>Independent qualitative research undertaken by Future Thinking concluded that: 'almost all who have viewed the campaign talk of a shift in feeling – an increase in motivation to participate in sport and exercise'</p> <p>Over 7,700 partners have signed up for the 'This Girl Can' toolkit.</p> <p>The campaign also won many awards, including several from Cannes Lions.</p>
Lessons learnt	<ul style="list-style-type: none"> - A preliminary study regarding the barriers for women to practise sport allowed for elaboration of a targeted campaign, relevant to their needs https://www.marketingsociety.com/sites/default/files/thelibrary/Sport%20England%20-%20This%20Girl%20Can.pdf. - The use and combination of different media tools led to successfully reaching out to women of different age groups. - Engagement of PR experts and influencers contributed to the creation of powerful and engaging content spread across relevant and popular media sources.
Resources	<p>http://www.thisgirlcan.co.uk/</p> <p>https://en.wikipedia.org/wiki/This_Girl_Can</p> <p>https://www.youtube.com/watch?reload=9&v=toH4GcPQXpc</p>

US GIRLS	
Who	Street Games Charity Organisation
Where	Across the UK
What	Programme
When	Started in 2011
Description of the practice	<p>Us Girls was launched in 2011 as a two-year initiative for reaching 30,000 young females (aged 16-25 years) and making them more active, providing fitness and sport opportunities within their local community.</p> <p>The programme was supported by the National Lottery from Sport England and received £2.3 million as part of their campaign to tackle the gender gap in sport. The project initially focused on 50 disadvantaged areas across England and, with over 34,000 young women taking part in the initial sessions, that target was soon exceeded. The success of the programme led to its extension both in terms of the programme content and geographic areas covered.</p> <p>Through its activities, the programme aimed to address the problem of young women abandoning sport practice and help to develop evidence-based programmes for young</p>

	<p>disadvantaged women. The programme also aimed to gain understanding of ‘how to deliver sport to young women at the right time, for the right price, to the right place and in the right style’². Us Girls targets groups, therefore it included young mothers, students, working and unemployed women, school leavers, NEETS, at-risk women and Muslim women.</p> <p>The approach to the training was diversified in order to address the needs of a specific target group taking into consideration their particular interests, characteristics and availability to participate in training.</p>
<p>Outcomes</p>	<ul style="list-style-type: none"> - The initiative successfully reached its target of engaging 30,000 young women in sporting activities; - A website with dedicated resources (strategies, guidelines etc.) available for the public was created; - A three-hour workshop building on the experience of the initiative has been delivered at national and regional events, included in reports and presentations giving input for planning and delivery; - Individual projects were able to continue programme delivery using the ‘US Girls’ brand; - The initiative was extended to other regions and cities, engaging new participants and volunteers.
<p>Lessons learnt</p>	<ul style="list-style-type: none"> - Consultation with participants prior to and during the projects allowed managing experts to identify places and times convenient for the training, costs the participants were able to pay and activities women were interested in. - ‘Us Girls’ projects developed a system of incentives to encourage involvement and recruit new participants including loyalty cards, two-for-one deals and merchandising products (t-shirts, bags, watches etc.). - Local partnership was helpful for increasing participation through the involvement of colleges/schools/clubs and recruiting, access to sport facilities and equipment, and taking advantage of local knowledge on community needs and interests. - A wide variety of sports and games meant that different interests could be addressed as well as combining sport and fun; - Evaluation methods (surveys, interviews focus groups etc.) employed within the period of implementation allowed the identification of strengths, weaknesses and opportunities, and improve the initiative according to participant needs.
<p>Resources</p>	<p>Programme guidelines and materials are available at the following link https://www.streetgames.org/our-work/us-girls</p> <p>An evaluation of the 2011-2013 Programme is available here: https://network.streetgames.org/sites/default/files/Us%20Girls%20Evaluation%20Report_2yrs_Sep2013_0_0.pdf</p> <p>Case studies of specific initiatives are here: https://network.streetgames.org/sites/default/files/Case%20Studies%20-%20Us%20Girls%20in%20Colleges_2.pdf</p>

² https://network.streetgames.org/sites/default/files/Us%20Girls%20Evaluation%20Report_2yrs_Sep2013_0_0.pdf

2 PROMISING PRACTICES

2.1 Austria

LE DEBUT	
Who	Sport Union Tyrol, the club 'Women from all countries', the Turkish-Islamic Cultural Association ATIB and Girlspoint ARANEA.
Where	Tyrol
What	Project
When	2009-2010
Description of the practice	<p>The project addressed the problem of limited physical activities of women from a migrant background. This took into consideration that many of them (especially Muslim women) had never attended physical education lessons and had not been involved in sport before.</p> <p>It aimed at raising awareness on the importance of physical activities for health, introducing the various types, encouraging their practice and allowing people to choose the one closest to their personal preferences. The programme was developed with the involvement of girls and women, and adjusted regarding the level of difficulty (gymnastics, hiking, Pilates, yoga, dancing for women; climbing, skating, volleyball, dancing for girls). The programme combined regular exercises, games and trials of individual sports with presentations on health through exercise and nutrition, trying to stimulate enjoyment and independence.</p>
Outcomes	Information is not available online
Lessons learnt	<ul style="list-style-type: none"> - Cooperation with relevant local organisations and attention to cultural and religious issues facilitated inclusion of target groups excluded from sport. - Engagement in the elaboration of the programme made it interesting for the target group. - There was the possibility to become a trainer later, and motivate women and girls to participate.
Resources	<p>http://www.dge.mec.pt/sites/default/files/Projetos/Agenda_Europeia_Migracoes/Documentos/inclusion_in_sport_guidelines.pdf</p> <p>https://sportunion.at/de/sportwelten/integration-im-sport/articlearchivshow-integration-von-migrantinnen-im-sport</p>

2.2 Bulgaria

MAKING WOMEN MORE ACTIVE WITH A CHILD-FRIENDLY APPROACH	
Who	The programme was implemented by Sofia, European Capital of Sport, with the involvement of other partners and structures.
Where	The programme has been developed around the Sofia Municipality, in areas with natural relevance such as Vitosha Mountain (national park).
What	Programme
When	All the initiatives have been developed within the SW-UP project (2018-2019), co-funded by Erasmus+ programme of the European Commission, from June 2018 to April 2019.
Description of the practice	<p>A survey submitted to Sofia's women participating in the events of Sofia, European Capital of Sport, revealed that one of the main obstacles to women's participation in outdoor physical activity is the lack of time due to work or family duties. In order to overcome these issues, a free-of-charge childcare service was offered during ten events in the framework of the European Capital of Sports activities.</p> <p>The offer of childcare involved the students of the National Sport Academy, who could apply for an internship and work as volunteers. During the event, a tent with a banner indicated where the service was and where the mothers could leave their children, after filling out the form with personal information.</p> <p>The childcare service was offered in the following events and places:</p> <ul style="list-style-type: none"> • 16-17 June: OM Yoga Show – in Borisova Gradina Park • 8 July: Vitosha Summer Fest Sports Festival – at Momina Skala Chalet, Vitosha Mountain. • 25 August: Vitosha Run – mountain biking – from the National Palace of Culture (Sofia) to Cherni Vrah Peak (Vitosha Mountain). • 21-23 September: Extreme Fest + Dance and Healthy Food Day – in Knyazheska Gradina Park • 23 September: Vitosha My Mountain – Mountain Running and Festival – from Boyana Residential Area to Aleko Chalet, Vitosha Mountain. • 10 February: Family Snow Day – Winter Family Festival in Vitosha Mountain – Ofeliite site, Vitosha Mountain. • 14 April: Sofia Rides a Bicycle – Bike Procession and Sports Festival – from Aleksandar Nevski Square to South Park. • 13 April: 24 Hours Sport in Vitosha Mountain. • 4 April: Practise Sport in Your City – Urban Zone – near Vasil Levski National Stadium. • 2-3 June: Sofia Practises Sport – Borisova Gradina Park under Bratska Mogila.
Outcomes	The project contributes to increasing women's participation in the sport events, compared with those carried out without the free-of-charge childcare service. The overall satisfaction of women who did use the service, collected through satisfaction questionnaires, was high.
Lessons learnt	The positive outcomes of the project suggest the service should be implemented in other events too. The issues to be considered for improving the service's offer are a good communication strategy to reach as many users as possible, and the improvement of the activity offered to children, in order to involve different ages.

2.3 Denmark

WOMEN BIKE FOR INTEGRATION	
Who	Herning Municipality
Where	Herning, Denmark
What	Project
When	2016-2017
Description of the practice	<p>The project was a part of the Herning Municipality project Herning Cycles, aimed at improving cycling conditions for almost 90,000 inhabitants of the city working on infrastructure and campaigns. This project focused, particularly, on making cycling popular among immigrant women. Working with this group of women, the project aimed at strengthening their independence, mobility and improving integration, as well as introducing them to Danish bicycle culture.</p> <p>The project was carried out in 2016-2017 with three bicycle workshops of 15-20 hours focused on the topics of the benefits of cycling, the rules and advice on how to cycle, traffic regulations and training lessons. The fee for participation was around €25.</p> <p>Upon completion of the training, participants received a second-hand bike so they could continue cycling.</p> <p>Moreover, some women were trained as future trainers for guiding the workshops in the following sessions.</p> <p>The experience of the project led to its transfer to the municipality department for health and elderly, and was integrated into the projects for immigrant women with a focus on health.</p>
Outcomes	Information is not available online.
Lessons learnt	<ul style="list-style-type: none"> - Mobilising volunteers played an essential role in providing training to women. - Practising cycling in traffic prepared women for the 'real life' cycling in the future. - Training of migrant women as future trainers for the following sessions facilitated participants' learning in the next sessions.
Resources	<p>http://www.cycling-embassy.dk/2017/12/06/women-bike-integration/</p> <p>http://www.herningcykler.dk/cykelprojekter/kvinder-cykler</p>

2.4 Finland

FIT4LIFE	
Who	Monikansallaiset naisten liikunta ja kulturi (Welfare and Sports for Multicultural Women)
Where	Helsinki (Pasila Youth Centre, Kallahti Youth Centre, Kettutie Youth Centre) Espoo (Iftin Youth Centre, Leppävaara Youth Centre) Vantaa (Silkinportti Centre)
What	Project
When	Started in 2015, ongoing
Description of the practice	<p>FIT4LIFE aims to promote health and the prevention of discrimination of women from diverse cultural backgrounds, their social well-being and the improvement of their quality of life. It does so by stimulating their participation in different sport hobbies and in practising physical exercises, underlining the importance of healthy nutrition and social participation.</p> <p>Women were recruited voluntarily through advertisements in participating cities and towns, after being informed about the nature of the project, the benefits of participation and the right to withdraw. Recruitment was random and voluntarily.</p> <p>Overall, 100 women were recruited and divided into five groups. The project activities included: a health survey, a once-a-week supervised exercise session, group discussions, food lectures, dietitian-led discussions and basic food courses. Exercise sessions and additional activities took place once per week in a three-hour session.</p>
Outcomes	<ul style="list-style-type: none"> - change in lifestyle and behaviour (better nutrition, adaptation to healthier lifestyle, practising physical activity) - acculturation and social support (women-to-women support and networking) - empowerment and strengthened self-confidence
Lessons learnt	<ul style="list-style-type: none"> - Active engagement of local NGOs facilitated the recruitment of women and helped the publicity of the project. - Group discussion sessions allowed a development of communication and established friendships, facilitating social integration.
Resources	<p>https://www.monaliiku.fi/hankkeet-projects/elamani-kunnossa-fit4life/</p> <p>Appelles Ohanga-Too, Immigrant Women's experience of Fit4life Health Promotion Programme, 2016. Accessed from:</p> <p>https://www.theseus.fi/bitstream/handle/10024/117905/APPELLES%20OHANGA.pdf?sequence=1</p>

2.5 France

PINK PARKOUR	
Who	The French association 'Pink Parkour'
Where	Paris
What	Other
When	Started in 2010 and ongoing
Description of the practice	<p>The association 'Pink Parkour' is the first and the only association in France that promotes parkour practice among women and girls. It was born to add another point of view to the mainstream imagine of the parkour, that identifies it as a men-only sport. Its aim is to spread the sport and to offer a safe, friendly and inclusive environment to guarantee participation and not only competition.</p> <p>Their strategy is to propose weekly training under the lead of experienced, both male and female trainers. Moreover, they organise events open to all.</p>
Outcomes	<ul style="list-style-type: none"> - Involvement of women and girls in the parkour practice
Lessons learnt	<ul style="list-style-type: none"> - Creation of a small, friendly environment for practising sport and sharing experiences and knowledge; - Involvement of highly qualified trainers to follow the physical preparation of the participants.
Resources	<p>https://www.pinkparkour.com/our-story</p> <p>https://www.facebook.com/Pink.Parkour/?fref=ts</p>

2.6 Germany

SPORT WITH MUSLIM GIRLS AND YOUNG WOMEN	
Who	Youth Sport Lower Saxony, Consultancy Centre of Migration and Integration (BIM), Turkish-Islamic Union for Religious Affairs (DTIB)
Where	Lower Saxony, Germany
What	Project
When	2001-2005
Implementation context	Cultural minorities are among the groups practising fewer or no physical activities compared with nationals. Girls and young women from a Muslim background are traditionally involved in housework and tend not to participate in outside leisure activities.
Description of the practice	<p>The project was aimed at promoting physical activities among girls and young women from a Muslim cultural background, contributing to their social integration into society.</p> <p>For involving Muslim girls and women in the project, the organisers searched for meeting places, such as schools, children and youth organisations, cultural associations and mosques. Finding such a place meant ensuring the trust of girls and parents to participate in project activities in already familiar spaces so parents' permission could be obtained.</p>

	<p>A cross-cultural team composed of representatives of the mosque, an advice centre for inclusion and a sport club was formed for planning and monitoring the project. Sport lessons were implemented regularly after the Saturday Quran lessons with an average of 12 girls taking part in it. Initially, the lessons included body awareness, gymnastic warm-up exercises and self-defence techniques, complemented later by programmes of dance fitness and strength training.</p> <p>The trainers and instructors were all female from a Turkish migration background, which facilitated establishment of trust and building confidence. Girls and women were involved in the elaboration of training programmes which allowed them to combine various interests and types of physical activities (ranging from aerobics to football) and make lessons interesting for everyone.</p>
Outcomes	Information not available online.
Lessons learnt	Attention to sensitivity and consideration of cultural and religious characteristics allowed the involvement of girls who have never practised physical activities; their engagement in the elaboration of the programme reinforced their interest in the project.
Resources	<p>http://www.dge.mec.pt/sites/default/files/Projetos/Agenda_Europeia_Migracoes/Documentos/inclusion_in_sport_guidelines.pdf</p> <p>http://www.praeventionstag.de/dokumentation/download.cms?id=138</p>

FRAUEN INITIATIVES	
Who	The German Olympic Sports Confederation (Deutscher Olympischer Sportbund, DOSB) is the non-governmental umbrella organisation of German sport. It was founded in 2006, resulting from the merger of the German Sports Confederation (DSB) and the National Olympic Committee for Germany.
Where	Germany
What	The DOSB is engaged in a variety of activities aimed at promoting an organisational culture in which women and men can develop their potential and competencies equally on all levels of organised sports.
When	N/A
Description of the practice	<p>Following the basic idea of 'sport for all', the DOSB develops programmes which are intended to give possibly each and every person access to sports, independently of their age, gender and social origin.</p> <p>In the light of its policy of gender equality, DOSB attaches great importance to the promotion of girls and women. Sports development is posing several gender-related challenges such as stagnant or declining membership numbers in professional sports, lack of female referees, and too few qualified female trainers. Within this context, the DOSB started to develop a gender equality policy aimed at increasingly supporting women in sport at all levels and developing women's potential to be better used in sports. To this end, the DOSB implements specific gender initiatives. It also passed a gender quota within the new 2014 statute. In all of its committees, women and men must be represented in each case at least 30 %, in individual elections and in the members of the DOSB presidium, this is a target quota. Among promoted activities, the following are worth mentioning.</p>

	<p>Mentoring programme: Successful female athletes bring the best prerequisites for the top sports teams. The mentoring programme is therefore aimed at former top athletes (mentees), who are accompanied by mentors from the sports sector for one year. The mentees gain insights into the rules and behaviours of governing bodies and can expand their network at numerous events. So far, two mentoring programmes have been carried out with a third round that started in autumn 2018.</p> <p>Leadership camps: These camps offer interested volunteers and full-time women the opportunity to discover and strengthen their leadership skills, train team building and assertiveness, and expand networks. The aim of the multi-day workshops is to attract women to leadership positions, to close knowledge gaps and to encourage them to take leadership in sport.</p>
Outcomes	N/A
Lessons learnt	N/A
Resources	<p>https://www.dosb.de/ueber-uns/#akkordeon-12384</p> <p>https://de.wikipedia.org/wiki/Deutscher_Olympischer_Sportbund</p>

DISCOVER FOOTBALL	
Who	The Association 'Fußball und Begegnung' is a not-for-profit organisation based in Berlin. Its work has been recognised by the UN, the German Football Association and German Chancellor Angela Merkel.
Where	The network is present worldwide (http://www.discoverfootball.de/en/network/) with local associations.
What	The work of the network concerns many different activities: seminars, conferences, tournaments, exhibitions and publications.
When	-
Description of the practice	<p>Gender-based discrimination is still a deep issue for society. It characterises both industrialised and developing countries, and it concerns many fields of people's lives.</p> <p>Sport is certainly one of the best tools to handle that problem. Indeed, it often reflects the same discriminations as in society. However, it often shows significant examples of how to overcome and reject those discriminations. All sports could become symbols of gender equality and respect.</p> <p>For its popularity, football perfectly fits with those purposes.</p> <p>The 'Discover Football' network aims to spread a message of equality and respect, using the football as a tool to fight for girls' rights. It organises many activities focused on sharing knowledge and enlarging the community.</p> <p>One of the main projects is the 'Women's Football Festival', which is set in a different location each year. It involves international female teams, coaches and activists in order to highlight the role of football to address social inequalities and injustice.</p> <p>It also organises international seminars and conferences on relevant topics about the emancipatory role of football. Moreover, the network organises social campaigns such a series of discussions or debates aimed to sensitise public opinion on the core theme.</p>

	All the activities are accompanied by research about the impact of increasing women's participation in sports, especially football, on empowerment and gender equality.
Outcomes	<p>'Discover Football' gathers many local communities around the world. It involves associations from Europe, Africa, the Middle East, Central and South America, including more than 20 countries. It has also been recognised with many awards. (http://www.discoverfootball.de/en/home/about-us/awards/).</p> <p>Every year the itinerant 'Discover Football Festival' gathers more than 100 girls including teams, coaches, referees and activists to take part in the event.</p> <p>On the basis of its practical experience, the association has developed handbooks on the involvement of girls and women (refugees as well as from different cultural backgrounds) into playing football.</p>
Lessons learnt	<ul style="list-style-type: none"> - The combination of various activities such as conferences, tournaments, capacity building and training for girls and women address the issue of women's participation in sport and empowerment in a more coherent way. - Networking at international level allows the generation of greater attention and visibility to the issues of women's participation in football, advocating their rights.
Resources	http://www.discoverfootball.de/en/network/

2.7 Ireland

THE MOTHER OF ALL SPORT	
Who	Limerick City Sports Partnership
Where	Limerick
What	Programme
When	From 2014
Description of the practice	<p>The programme was developed by a researcher who had already worked with women from disadvantaged communities. This allowed the programme content to cater to the needs of women from these communities. It targeted women aged 18 and above from the disadvantaged communities of Limerick city.</p> <p>The programme was opened to beginners and intermediate participants and targeted, in particular, women who had little to no experience in participating in sport and physical activity. Four teams were created and each of them included from 10 to 20 players. The promotion of the programme was made through the distribution of flyers and posters in community centres, local shops and schools (the places most often visited by women).</p> <p>During the first year, the programme of training included three blocks of eight weeks and three tournaments: 1) tag rugby, 2) basketball, and 3) rounders, purposely selecting those based on team activities. The second year consisted of two blocks of eight-week sessions concentrated on rugby (based on the participants' request).</p> <p>The groups were asked to pick a colour for jerseys and hoodies, and come up with a tagline to build their team identity. Moreover, specific sessions were implemented in order to identify leaders of the group, encourage them to take ownership and encourage group leadership and interaction.</p>

Outcomes	<ul style="list-style-type: none"> - Over two years the number of women participating in the programme increased from an average of thirty women in year one to forty six in year two; - Bonds between women participants were reinforced, encouraging each other to continue training. - The activity of mothers who participated in the programme encouraged women from other communities and members of their families to practise sport (role models).
Lessons learnt	<p>Evaluation conducted after the completion of the programme focused primarily on qualitative research revealed the following.</p> <ul style="list-style-type: none"> - Women had limited opportunities to participate in team sports compared to men (lack of specific training targeting women), highlighting the need to provide more opportunities for women’s engagement in team sports. - The low level of participation was related to limited physical activity at a younger age, underlining the importance to develop interest and engage girls into sport in order to encourage the habit of practising sport during their life. - The vast majority of women practise sport within physical education in school programmes, which, however, often did not take into consideration specific women’s interests, thus discouraging further participation. Greater attention should, therefore, be paid to the diversification of physical activities at school allowing one to be chosen which is relevant to personal interests. - There was a lack of confidence related to body image and practising in public space at the initial phase. Private location of training sessions has been, therefore, essential to encourage the practice. Having acquired certain experience and skills at a later stage, women wanted the public to see their achievements and felt comfortable to showcase them on TV and in local media. - Physical activity through the team games combined exercise with fun and enjoying activities stimulates continuous involvement.
Resources	https://ulir.ul.ie/bitstream/handle/10344/4785/Mahedy_2015_mother.pdf?sequence=6

2.8 Italy

BALON MUNDIAL	
Who	Community Amateur Sport Club, NGO
Where	Turin, Italy
What	Project
When	Active from 2007, female championship and training from 2013
Description of the practice	<p>Balon Mundial is a world championship among the migrant communities, which emerged from the project of intercultural interaction through sport in 2007. It uses football as an instrument of encounters between different cultures, and sport as universal language for fighting discrimination.</p> <p>Started as a championship for male teams among eleven cultural communities in Turin, it became a popular festival attracting multicultural audiences from various countries of the world. With an aim of favouring women’s participation in sports, a female five-a-side football championship was introduced in 2011. Its objective is to fight gender stereotypes and promote women’s football.</p>

	<p>The project wishes to contribute to building networks with the community of origin on the one side and with the cross-cultural local community on the other side, facilitating social integration.</p> <p>Participation is open to all and is free of charge. Participating teams are represented by migrant communities' residents on the territory and organised in associations, or as spontaneous groups. They are involved both in sport events and their organisation. Moreover, they have an opportunity to be involved in training and other types of sport projects during the year in partner organisations (UISP Torino).</p>
Outcomes	Up to now, eleven female teams have taken part in the championship.
Lessons learnt	<ul style="list-style-type: none"> - cooperation with other actors of the territory (regional and local authority), university, sport clubs and others; - fundraising and donations to support activities; - involvement of migrant communities in the promotion and organisation of the sport event; - creation of a community to stimulate imitating behaviours; - access to participation free of charge.
Resources	http://www.balonmundial.it/

GoALL – Mondiali Antirazzisti	
Who	The project was born from an idea from the female football team Brigata della Pace, which took part in Mondiali Antirazzisti for many years.
Where	Mondiali Antirazzisti is a festival organised in Castelfranco Emilia, Emilia Romagna, Italy.
What	Sport event
When	The festival usually takes place in July.
Costs	-
Description of the practice	<p>GoALL is a football competition opened to mixed teams.</p> <p>Mondiali Antirazzisti is an event to promote sport as a peace driver among discrimination and stereotypes based on gender, nationality and culture.</p> <p>In previous years, the festival provided separated football tournaments for male and female teams. It seemed to be a good strategy in order to increase overall participation. Despite the number of teams increasing year after year, the gap between the male and female participation in the two tournaments was always significant.</p> <p>In order to overcome this imbalance, the proposal was to gather the competitions into a major one, open to both men and women.</p> <p>The mixed tournament, open to male and female players, perfectly fits with the core values of the Mondiali Antirazzisti: equality, dignity and participation despite gender, age, nationality or culture.</p> <p>The competition involves many different teams, both Italian and international, facing each other. It allows a great sharing of experiences and knowledge that cross the playing field.</p> <p>The promoters of the practice recognise the importance of giving space to the role of women in sport, especially in football. Indeed, they are still discriminated against and underestimated. At same time, they understood that the division within the tournament was no more the correct answer. The practice offers an alternative response to this need,</p>

	aligned with Mondiali Antirazzisti's purposes of creating an intersexual, international and intercultural experience.
Outcomes	- The number of women taking part in mixed teams is slowly increasing.
Lessons learnt	- Fundraising from private and public institutions provided reimbursement of expenses to the tournament participants.
Resources	http://www.mondialiantirazzisti.org/new/?page_id=3956 https://www.facebook.com/goallmar/?fref=ts

MAMME IN BICI	
Who	The course arose from a proposal by Ciclypride Italia, a bike association. It is supported by Mamme a scuola onlus and it received the partnership of the Municipality of Milan. The bikes were donated by Lombardo Bike. This project also received funds from #Vogliounabici's crowdfunding.
Where	The meetings of the course take place at the Luigi Cadorna school, in Milan.
What	Training
When	December 2015 - May 2016
Description of the practice	<p>The bicycle plays a fundamental role in women's emancipation, at both physical and cultural levels. It is a practical tool to freely move across urban spaces, without depending on anyone. Moreover, it has been often related to a cultural revolution that saw women approaching a mostly-male activity. Its history and its characteristics make the bicycle strongly linked with physical independence, women's appropriation of the urban dimension and the increase of awareness about the role of women in sports.</p> <p>Unluckily, the bicycle's revolution has not had same dynamics and consequences all around the world. In many countries, especially those in northern Africa and in the Middle East, women's use of the bicycle is often banned. For cultural and religious reasons, women cannot also just learn how to ride a bike.</p> <p>For their independence, their integration and their personal emancipation, it is important to give them the opportunity to freely do it. The practice consisted of a course, which started in December 2015 and lasted until May 2016. During the meetings, sixteen women with the help of some volunteers started the approach with the bicycle and its use – mainly immigrants, those women have never had the opportunity to use a bike before.</p> <p>The content of the course involved theoretical aspects about the bike's history and its role, tips for fixing little malfunctions and the fundamentals of traffic laws. Moreover, it also provided practical lessons in order to teach them how to ride a bike.</p> <p>This course first involved the personal emancipation of the women. Second, these cultural differences are one of the major obstacles against an easy social integration. In conclusion, the practices also raised specific attention to urban development, in order to make it women-friendly and accessible.</p>
Outcomes	Eighteen women took part in the lessons in 2015/2016 and received a bicycle as a gift at the end of the course.
Lessons learnt	<ul style="list-style-type: none"> - The recruitment of women through schools facilitated their engagement; - There was a combination of theory about bicycle mobility, rules and practical lessons;

	<ul style="list-style-type: none"> - It attracted a combination of public and private financing; - Defining an 'award' for the completion of the course motivated women to attentively follow lessons.
Resources	<p>Italian only:</p> <p>https://www.greenme.it/muoversi/bici/19675-mamme-in-bici-donne-straniere</p> <p>https://cyclopride.it/mamme-in-bici-8-marzo-festa-della-donna-parte-il-crowd-funding/</p> <p>https://cyclopride.it/mamme-in-bici-partite/</p> <p>https://cyclopride.it/mamme-in-bici-come-si-muove-la-citta-delle-donne/</p> <p>https://cyclopride.it/tag/mamme-in-bici/</p>

2.9 Portugal

BARRIGUINHAS DESPORTISTAS (SPORTY LITTLE BELLIES)	
Who	University of Minho, Hospital Center of Alto Ave, Public Health Centre Group of Alto Ave, Câmara Municipal de Guimarães, Tempo Livre
Where	Guimarães, Portugal
What	Programme
When	From 2015
Description of the practice	<p>The programme addresses the problems of a sedentary lifestyle, weight gain and diabetes among pregnant women. It aims at:</p> <ul style="list-style-type: none"> - encouraging pregnant women to practise physical activity during pregnancy; - promoting healthy habits; - improving physical and psychological well-being; - tackling the prejudice that physical activity is harmful to pregnancy; - evaluating the effects of regular physical practice on maternal and neonatal outcomes. <p>Based on careful and individually based medical assessment of a woman's health and verification of contraindications, they are proposed to take part in the programme consisting of physical exercises including aerobics/resistance exercises, exercises developing strengths, flexibility, reducing weight and exercises in water.</p>
Outcomes	The first report will be published soon. Preliminary data demonstrate a better control of gestational weight gain, lower weight retention after the first month of delivery and lower depressive symptomatology.
Lessons learnt	To retain the result achieved during pre-partum exercises, it is important to provide a post-partum programme ensuring that women keep practising regular physical activities after becoming a mother.
Resources	<p>Information is provided by the project partner Tempo Livre representing one of the partners of the programme described.</p> <p>Further information: http://www.cm-vizela.pt/protocolo-barriguinhas-desportistas-oficializado/</p>

2.10 Romania

SW-UP SUS RAMNICUL	
Who	The programme was offered by Râmnicu Sărat Municipality.
Where	All the activities included in the programme have been located in the territory of Râmnicu Sărat Municipality.
What	Programme
When	All the initiatives have been developed within the SW-UP project (2018-2019), co-funded by Erasmus+ programme of the European Commission, from February to March 2019.
Description of the practice	<p>The programme consists of a series of activities offered to women, with the aim of increasing their participation in outdoor sports and their awareness of a healthy lifestyle. The objectives of the designed programme are:</p> <ul style="list-style-type: none"> • to increase the number of women in mass sports; • to increase the participation of women in mass sports through a specific mass sport club generated inside the project; • to increase the cooperation between public administration and civil society entities; • to involve and activate different new entities at the local level; • to make women from the community more responsible and aware of their health. <p>The results of a survey highlighted the lack of participation of women in outdoor sports and physical activities, mainly due to absence of company and fear of feeling unsafe. The Municipality of Râmnicu Sărat designed specific indoor and outdoor activities to address those needs. The programme has been structured through two types of activity: sport activities and awareness actions. This second group includes conferences, seminars and debates. Although the main targets of the project were women, mixed activities have also been provided. The three main categories involved are: women and men already in the sport, women who have never played sports or done physical activity and professionals within sport in order to share knowledge and experience. Participation in the activities was free.</p>
Outcomes	The project outcomes have been: approximately 300 women participated in more than 12 sport and awareness activities; a SW-UP SUS RAMNICUL WOMEN'S CLUB FOR MASS SPORT ACTIVITIES was created; more than 20 local partner entities and more than 20 representatives of the local business companies have been involved; more than ten representatives of the local administration entities have been involved; four indoor awareness meetings and four outdoor sport playing actions were organised using different methodologies. The satisfaction of participants, collected through satisfaction questionnaires, was high.
Lessons learnt	In the organisers' opinion, the lack of company and the fear of practising sports in public are two of the main issues to be addressed in the development of future activities. Moreover, designing the physical activities with awareness action is important to increase people's self-awareness and motivation in doing sports.
Resources	https://www.swup-project.eu/

2.11 Spain

WALKS	
Who	Rubí Town Council and the club Esportiu Rubí Futbol Sala
Where	Rubí, Barcelona province, Spain
What	Programme
When	From 2003
Description of the practice	<p>The programme targets the population over 60 years old and women over 40. Women represent the majority of participants. The programme encourages practising moderate physical activity of walking guided by the instructor for ensuring participants safety while enjoying the natural environment and local heritage. The walking sessions are monitored and the participants are distributed to have a low ratio of participants per instructor. The programme aims specifically at: 1) raising awareness on the benefits of regularly practising physical activities; 2) teaching participants to walk in a healthy and safe way; 3) promoting knowledge, value and respect to the town's cultural and natural heritage.</p> <p>The walks are organised into sessions. Each of them includes five excursions, one per week. Prior to practising the activity there is preliminary introduction of the programme aims and activities as well as recommendations to make the walk healthy and safe. Before starting each walking session, participants carry out stretching and warming exercises. During the excursions, the guide raise awareness on the importance of environmentally friendly behaviour, notes the points of interest and explains the rules for travelling. In the middle of the excursion, participants have a break where they can express their opinion and make recommendations to the instructor.</p> <p>By 2009 (latest data available online) 90 participants (81.5 % female, 18.5 % male) took part in the programme.</p>
Outcomes	Not available online
Lessons learnt	<ul style="list-style-type: none"> - The organisers took advantage of the natural and cultural heritage of the town and organised physical activity in a way that was enjoyable and relevant to the specific characteristics of the age group needs. - The combination of physical activity and environmental education raised awareness on the importance of respect for the environment.
Resources	<p>https://www.rubi.cat/fitxers/documents-ok/area-de-cohesio-social-i-serveis-a-les-persones/salut/consell-municipal-de-salut/informe-i-pla-municipal-de-salut-de-rubi-any-2013/view</p> <p>http://www.investigacionengestiondeportiva.es/Libros/European_Guide.pdf</p>

2.12 United Kingdom

MAMAFIT	
Who	Diverse Health and Fitness supported by Liverpool City Council, Public Health Liverpool Women's NHS Trust
Where	Liverpool, UK
What	Programme
When	Since 2011
Description of the practice	<p>Local health statistics demonstrated a low level of physical activity and the prevalence of obesity across Liverpool. The evidence suggests that obesity during pregnancy represent a major threat to mother and baby.</p> <p>Mamafit aims at providing mums with a welcoming and supportive environment, encouraging them to be more active and giving the best start to their babies' life. Mamafit is an exercise and lifestyle scheme for pregnant women and mums, supporting them to be more active and healthy during their pregnancy and at the early stage of their motherhood. It provides a range of courses free of charge for women living in Liverpool:</p> <ol style="list-style-type: none"> 1) A six-week Mamafit pregnancy course helps women to exercise safely throughout pregnancy, reduce back pain and get fit for the birth. 2) A four-week mother and baby course supports mothers with babies under one year old to get active after giving birth and provides advice on nutrition. This course allows mothers to bring babies to the classes, removing a potential barrier to their participation. 3) Mamafit&Go is a six-week outdoor running fitness classes available both for pregnant women and mothers who can bring their babies in a pushchair/pram/buggy with them.
Outcomes	Information is not available online
Lessons learnt	<ul style="list-style-type: none"> - The courses are organised in cooperation with hospitals which permit the use of their facilities. - The opportunity to bring a child indoors as well as outdoor activities facilitates the mother's participation. - Availability of the courses free of charge allows access to the programme by families with various income levels.
Resources	http://www.diversehealthandfitness.com/mamafit/

GIRLS SKATE SESSION	
Who	These events are promoted by single skate parks in the UK, using a web community https://girlskateuk.com/events/) to publicise them.
Where	Different locations across the UK
What	Sport events
When	Different dates during the year
Description of the practice	<p>The practice consists of training sessions for skaters reserved to women, led by female coaches.</p> <p>Skateboarding is a sport strictly connected with the urban environment. People practise it only in the open air, both in designated areas (the skate parks) or around the city. Despite skateboarding being historically a mainly male activity, in the last few years the number of women who practise skateboarding has greatly increased, especially among the youngest.</p> <p>Within the UK, different skate parks organise skate session for female skaters led by professional women coaches. The weekly girls' tuition sessions were put in place following many inquiries from girls who wanted to start skating but were nervous about getting started. During the weekly girls' tuition session, girls can learn in a fun and friendly environment and meet fellow skater girls. All ages and abilities are welcome. The aim of the events is to break barriers that prevent women from skating in public spaces. These barriers belong to cultural stereotypes about women and sport, but they are also linked with the idea of living urban structures (skate parks in this case) as a typically male feature.</p> <p>Using a two-year-old web community – girlskateuk – different skate parks in the UK organise and promote training sessions open to women only. Through social media, it is possible to gather a lot of women and girls interested in skateboarding, but that may never have had the opportunity to enjoy a real training session. Skate parks are mainly male environments, and it could be difficult for women to feel calm and confident without any company or support. The aim of the practice is to offer the opportunity to take part in this interest. It happens through creating community, sharing experiences and breaking down biased cultural beliefs.</p>
Outcomes	Fifteen cities and towns organise weekly skating lessons. Further information is not available online.
Lessons learnt	<ul style="list-style-type: none"> - Skateboarding is not an easy task and requires a certain level of confidence. While the exercises take place in public spaces, practising only with women and girls facilitates the engagement of beginners and ensures necessary support. - The use of social networks allows the initiative to spread across the country and find groups of interest.
Resources	https://girlskateuk.com/girls-skate-sessions/ https://www.facebook.com/girlskateuk/ https://twitter.com/GirlSkateUK?ref_src=twsrc%5Etfw&ref_url=https%3A%2F%2Fgirlskateuk.com%2Fgirls-skate-sessions%2F

THE WOMEN RUNNING NETWORK	
Who	Peggy Wiseman and Pauline Beare founded the network in 1998. Now many locally organised groups have taken it up.
Where	The network started with a group in Exeter, but now it is spread across all of the UK.
What	Sport network
When	On a continuous basis, self-organised activity
Description of the practice	<p>Running in the open air is not only a pleasant activity, but is also extremely important for personal health and wellness. It happens very often that the conditions of the environment are not appropriate to guarantee safety for the runners. Women suffer these aspects more than men do, and they are often prevented from running outside. The idea of gathering mixed groups could be a solution, but the approach to a run by women and men is very different. It happens often that men perceive sports in a more competitive way and amateur women, from different ages and abilities, could feel unconfident.</p> <p>The network gathers women from all ages, sizes and abilities, included those who have never run before, to build a strong community. The network helps women not to feel alone while they reach their goals. The small dimension of groups permits all participants to know each other personally, in order to create a friendly and comfortable environment. Qualified group leaders follow the activities.</p> <p>The beginners can start to run within safe conditions and without feeling judged or inadequate. Women who already love running can carry on their hobby sharing experiences, opinions and advice. The group also offers a clear solution to all those environment problems that make running outside unsafe (lack of illumination, individual fear of being attacked). The coordination of the network helps in building local communities and provide tools like a t-shirt, a hand-held water bottle and a membership card that offers discounts at running shops.</p>
Outcomes	<ul style="list-style-type: none"> - More women practise due to the feeling of safety running in a team. - The success of the initial running group in Exeter led to the expansion of the network across the country.
Lessons learnt	<ul style="list-style-type: none"> - The networking character of the activity engages more women by proposing activities closer to their home. - The presence of group leaders having professional preparation diversifies the level of difficulty and assists the integration of newcomers. - Running in a team reinforces trust and cooperation within the community.
Resources	http://www.runningforfun.co.uk/womens-running-network.html

MUMS ON THE RUN	
Who	Jog Scotland is an organisation for people who want to get active in a friendly and supportive environment. Its activities are open to professionals, amateurs and beginners. It includes many local groups, led by qualified volunteers as <i>jog leaders</i> . The free membership gives access to every activity and programme they organise.
Where	There are a number of ‘mums on run’ groups around Scotland. The organisation offers a ‘group finder’ (https://jogscotland.org.uk/joggers/find-your-nearest-jog-group/) to find the nearest one.
What	Programme offered by Jog Scotland at a local level. Every member of the organisation can open a group in their area.
When	Started in 2006
Description of the practice	<p>The project emerged within the programme ‘Girls on the Move’ launched in 2005 to increase girls’ and young women’s physical activity levels by addressing barriers that prevent their participation. It aimed at providing young, new mothers with the opportunity to meet and take part in a manageable level of physical activity. The original group was delivered by Jogging Buddies and was set up in Ferguslie Park – a housing estate in Paisley, which was considered to be one of Scotland’s most deprived areas.</p> <p>The project involved young women aged between 16 and 21, having babies or small children. Funding enabled the group to provide crèche facilities and a space at the local community centre where participants could have cups of tea and a chat after their session. Starting by leading brisk walks, the group leaders supported the young women to build up to regular jogging once a week.</p> <p>Throughout a timespan of 10 years the project has grown rapidly and expanded in terms of both territorial coverage and target groups.</p> <p>The current programme coordinated by Jogscotland offers to the new mum the opportunity to enjoy a group to take part in physical activity outdoors without any age restrictions. The groups, led by jog leaders, provide not only company for the joggers but also advice about all the positive consequences of being active, especially after motherhood begins. The purposes of the programme are to help mums to do physical exercise and to increase the psychological and social benefits they receive.</p>
Outcomes	Numerous self-organising groups emerged all across the region; no further information is available online.
Lessons learnt	<ul style="list-style-type: none"> - The possibility to start a group in the places where the initiative is still not active and to receive support from the project team has allowed it to spread across the country. - The opportunity to bring a child in a buggy facilitates the mothers’ participation while flexible organisation of the training allows adaption to the child’s needs (e.g. feeding or changing). - It is easy to find the nearest group thanks to the interactive map available at the project website.
Resources	https://jogscotland.org.uk/joggers/mums-on-the-run/

KENWOOD LADIES POND ASSOCIATION (KLPA)	
Who	Kenwood Ladies' Pond Association (KLPA) is a voluntary organisation of women who care about the pond.
Where	The pond is part of a chain of ponds situated on the eastern fringe of Hampstead Heath just off Millfield Lane in the city of London.
What	Facility. Kenwood Ladies' Pond Association protects the tradition developed a long time ago of women-only swimming in the pond and is open to all, including non-members. Its activities are purely voluntary and aimed at preserving the natural beauty and women's tradition of swimming in the pond.
When	In 2018, the Pond opened at 7.00 a.m., seven days a week. From Sunday 6 May, it closed at 8.45 p.m. with all swimmers out of the water by 8.30 p.m.
Description of the practice	<p>People use the chain of ponds in Hampstead Heath to swim, enjoying fresh air surrounded by nature. Swimming in the pond is not only useful for physical health: it is also a pleasant occasion to spend some hours in a natural place, away from city life.</p> <p>Open-air swimming on Hampstead Heath Bathing Ponds and the Parliament Hill Lido are internationally famous. The Ladies' and Men's Ponds are the UK's only lifeguarded open water swimming facilities open to the public every day of the year.</p> <p>The Kenwood Ladies' Pond Association opened the women-only pond from 1926 taking care of the facility and neighbouring environment. At the core of the service is recognition of the fact that swimming in public spaces might represent an uncomfortable activity for some women because of the lack of confidence with their bodies. Many of the users of the pond are adult and elderly women with a long-standing membership of the Association. Apart from managing facilities, the Association organises events aimed at building community, trust and friendship among women (New Years Day Swim, Tea Party and others).</p>
Outcomes	<p>The Kenwood Ladies Pond Association has more than 500 active members.</p> <p>During the winter up to 130 women a day come to the pond, while during the summer this number triples.</p>
Lessons learnt	<ul style="list-style-type: none"> - It demonstrates how protection of the natural environment can be combined with an opportunity to exercise and relax for women. - It is an example of how volunteering and private initiative can take care of the facility without local administration intervention.
Resources	<p>http://www.klpa.org.uk/</p> <p>http://www.klpa.uk/pond-life-etiquette/</p>

WOMEN'S SPORT WEEK	
Who	The initiative is promoted by the Department for Culture, Media & Sport in partnership with Women in Sport, and supported by the sport industry.
Where	The activities of Women's Sport Week – events, competitions, workshops and other initiatives – take place all around the UK.
What	Women's Sport Week is a week- long campaign that aims to spread the importance of women's participation in sport in all the UK. It develops events and competitions aimed at driving public attention to gender equality issues. Another important tool is using social networks to increase the number of people involved.
When	It takes place annually in a selected week (in 2017 it happened on 19-25 June).
Description of the practice	<p>Many surveys and researches carried on among the population in England demonstrate that a deep gap exists in sport participation between men and women. The gender diversity is present in many sectors of the sport field: from the top of organisations, to the visibility of women's sport in the media, to everyday life. The problem is related to gender equality, but it also involves women's physical and psychological health. Women's Sport Week is an initiative for getting women into sport, supporting them, removing barriers and driving a positive change. Through education, inclusion and sport practice, Women's Sport Week's objective is to highlight issues related to gender equality in every sphere of society, starting from equal opportunities in sport.</p> <p>The week's agenda (it changes every year) offers many occasions to get deeply into sport's participation for women: competitions reserved to female players, initiatives to spread the topic among the population, social network campaigns – with the hashtag #wsw – to focus public attention on the themes. The event provides a platform for main sport governing bodies to boost female participation in sports and discuss the issue of gender equality in sports.</p> <p>Sport clubs all around the country support the campaign of organising sport events, competitions and trials sessions, promoting opportunities for engagement in physical activities.</p>
Outcomes	<p>Over 10.6 million women were reached through the Women's Sport Week campaign.</p> <p>The campaign brought an increase in the number of women practising sport, which reached 7 million.</p> <p>BBC Sport, Sky Sports, Comic Relief, Sport England and the Department for Culture, Media and Sport joined and supported the campaign, extending its outreach.</p>
Lessons learnt	<ul style="list-style-type: none"> - The coordination of activities between national and local levels ensures a reaching out to wider audiences. - Implementation of free training sessions and games allows women to try various types of sport and motivate engagement in choosing the one that is the most relevant to personal interests and preparation level.
Resources	<p>http://www.womeninsport.org/wsw2017/history-of-wsw/</p> <p>http://www.womeninsport.org/wsw2017/</p> <p>http://www.womeninsport.org/blog/annamarie-phelps-wsw2015-blog/</p> <p>https://www.womeninsport.org/wp-content/uploads/2017/05/Activation-Toolkit-Final-2017.pdf</p>

2.13 Belgium

EXPLORATORY GENDER WALKS	
Who	The initiative is promoted by the association Garance on behalf of “Pavillion Namur”.
Where	The initiative takes place in the city of Namur, in Belgium.
What	Exploratory gender walks consist in the analysis of urban spaces from a gender perspective, with the aim to improve gender equality of the urban environment. In Namur gender walks were used in the framework of a urban requalification process of certain neighbourhoods of Namur. Ten gender walks were organised in three neighbourhoods of the city of Namur.
When	The project was implemented in 2017.
Description of the practice	<p>The project consists in the implementation of a gender analysis of three neighbourhoods of Namur through the use of the gender walks methodology. Gender walks is a tool for exploring the urban space developed by the Canadian feminist movement in the 80's, with the aim to integrate female inhabitants' knowledge in the design of the urban space. It consists of a series of walks in specific areas of the city that involve groups of women, who live, work or spend a lot of time in the respective area. Generally, groups can be formed of 4-8 persons belonging to different social groups (unemployed, workers, students, native citizens, immigrants, etc.), in order to analyse the public space and improve gender equality in its design and use.</p> <p>In the city of Namur, ten gender walks were conducted in three neighbourhoods. The gender walks assessed gender equality in the accessibility and use of the respective place and its quality. The walks analysed both the built environment (e.g. train station) and urban spaces (parks, streets, leisure/sport areas, etc.).</p> <p>The creation of women groups was carried out with the support of local associations. However, despite the active involvement of associations, recruiting participants was the main barrier faced in the delivery of the project. This impacted negatively on the number of walks conducted and areas investigated. For instance, it was not possible to implement gender walks in the University neighbourhood, due to the limited active participation of women in the respective neighbourhood.</p> <p>After the gender walks, a specific report was drafted, including the analysis of the respective areas and recommendations for their improvement.</p> <p>When it comes to urban spaces for leisure/sport, some examples of recommendations for improving gender equality in the access to and use of the respective areas consisted of:</p> <ul style="list-style-type: none"> • Installation of public toilets – public toilets should include an attached space with changing tables for kids, as well as access to drinkable water and a first aid space, in particular for children • Access to drinkable water; • Improvement in public lightening; • Increase in the number of benches and place them in locations that are not isolated; • Installation of sport equipment that is adapted to both women and men of all ages; • Etc.
Outcomes	An analysis report providing guidance on how to redesign the respective areas in order to ensure gender equality was produced within the project
Lessons learnt	Public space and sport are social constructs traditionally dominated by men. Urban planning and the infrastructures of a city can reflect and reinforce gender inequalities

	<p>or on the contrary contribute to narrowing gender inequalities in their access and use. Planning urban spaces from a gender equality perspective has a number of benefits:</p> <ul style="list-style-type: none"> • Increase in the quality of life, by taking into consideration needs that remain invisible; • Contribute to a sustainable and inclusive development by narrowing gender gaps in the access to and use of public spaces; • Prevent failures/errors or expensive changes in the implementation phase, by incorporating local knowledge in the planning process; • Prevent conflicts over the use of the space. <p>The gender walk is a methodology that supports the analysis of urban spaces from a gender perspective. It contributes to improving the quality of the initiative and their social legitimacy.</p>
Resources	<p>http://www.garance.be/spip.php?article677 http://www.garance.be/docs/17Namuraufildesmarches.pdf http://www.garance.be/docs/18rapportMarolles.pdf</p>