INTELLECTUAL OUTPUT 5
SW-UP GOOD PRACTICES CATALOGUE

"The European Commission support for the production of this publication does not constitute an endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein."
# TABLE OF CONTENTS

INTRODUCTION .................................................................................................................. 3

1 GOOD PRACTICES ........................................................................................................... 5
   1.1 Australia ..................................................................................................................... 5
   MORELAND CITY COUNCIL ACTIVE WOMEN AND GIRLS STRATEGY .................... 5
   1.2 Austria ......................................................................................................................... 6
   GENDER MAINSTREAMING IN URBAN PLANNING AND URBAN DEVELOPMENT .... 6
   1.3 Canada ......................................................................................................................... 7
   PHYSICAL ACTIVITY AND SPORT FOR WOMEN AGED 55 TO 70+ ......................... 7
   1.4 Germany ...................................................................................................................... 9
   KICKING GIRLS .............................................................................................................. 9
   1.5 Italy ............................................................................................................................ 10
   MOVIMENTI BANCARI O BANCARI IN MOVIMENTO? .............................................. 10
   WOMEN IN RUN .......................................................................................................... 11
   1.6 The Netherlands ....................................................................................................... 12
   BE INTERACTIVE ......................................................................................................... 12
   1.7 United Kingdom ....................................................................................................... 13
   HSBC UK BREEZE ......................................................................................................... 13
   THE GIRLS ON THE MOVE ......................................................................................... 14
   THIS MUM RUNS ......................................................................................................... 16
   THIS GIRL CAN ............................................................................................................. 17
   US GIRLS ....................................................................................................................... 18

2 PROMISING PRACTICES .................................................................................................. 20
   2.1 Austria ......................................................................................................................... 20
   LE DEBUT ....................................................................................................................... 20
   2.2 Denmark ..................................................................................................................... 21
   WOMEN BIKE FOR INTEGRATION ............................................................................. 21
   2.3 Finland ......................................................................................................................... 22
   FIT4LIFE .......................................................................................................................... 22
   2.4 Germany ..................................................................................................................... 23
   SPORT WITH MUSLIM GIRLS AND YOUNG WOMEN ............................................ 23
   FRAUEN INITIATIVES .................................................................................................... 24
   DISCOVER FOOTBALL .................................................................................................. 25
   2.5 Ireland ......................................................................................................................... 26
   THE MOTHER OF ALL SPORT ..................................................................................... 26
   2.6 Italy ............................................................................................................................ 27
   BALON MUNDIAL .......................................................................................................... 27
GoALL – Mondiali Antirazzisti

MAMME IN BICI

2.7 Portugal

BARRIGUINHAS DESPORTISTAS (SPORTY LITTLE BELLIES)

2.8 Spain

WALKS

2.9 United Kingdom

MAMAFIT

GIRLS SKATE SESSION

THE WOMEN RUNNING NETWORK

MUMS ON THE RUN

KENWOOD LADIES POND ASSOCIATION (KLPA)

WOMEN’S SPORT WEEK
INTRODUCTION
The current document presents the collection of practices aimed at promoting women’s involvement in sports/physical activities in urban places.

While it has been initially expected to focus specifically on good practices, the desk analysis revealed that only few of the mapped practices documented the eventual results and achievements conducting 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 whom 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 (11), by projects (9), 2 by policy and remaining 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.

<table>
<thead>
<tr>
<th>IMPLEMENTING BODY</th>
<th>Public authority, Sport/health related public body</th>
<th>NGO</th>
<th>Private Initiative/start up</th>
</tr>
</thead>
<tbody>
<tr>
<td>TYPE OF THE INITIATIVE</td>
<td>MORELAND CITY COUNCIL ACTIVE WOMEN AND GIRLS STRATEGY</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Policy/Strategy</td>
<td>GENDER MAINSTREAMING IN URBAN PLANNING AND URBAN DEVELOPMENT</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Programme</td>
<td>PHYSICAL ACTIVITY AND SPORT FOR WOMEN AGED 55 TO 70+</td>
<td>BE INTERACTIVE</td>
<td>MAMAFIT</td>
</tr>
<tr>
<td></td>
<td>HSBC UK BREEZE</td>
<td></td>
<td>US GIRLS</td>
</tr>
<tr>
<td></td>
<td>WOMEN BIKE FOR INTEGRATION</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>THE MOTHER OF ALL SPORT</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>THE GIRLS ON THE MOVE</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>BARRIGUINHAS DESPORTISTAS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Project/Initiative</td>
<td>IMPLEMENTING BODY</td>
<td></td>
<td></td>
</tr>
<tr>
<td>--------------------</td>
<td>-------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Public authority, Sport/health related public body</td>
<td>NGO</td>
<td>Private Initiative/start up</td>
<td></td>
</tr>
<tr>
<td>WALKS</td>
<td>MOVIMENTI BANCARI O BANCARI IN MOVIMENTO?</td>
<td></td>
<td></td>
</tr>
<tr>
<td>SPORT WITH MUSLIM GIRLS AND YOUNG WOMEN</td>
<td>KICKING GIRLS</td>
<td>WOMEN IN RUN</td>
<td></td>
</tr>
<tr>
<td>LE DEBUT</td>
<td>FIT4LIFE</td>
<td>MAMME IN BICI</td>
<td></td>
</tr>
<tr>
<td>BALON MUNDIAL</td>
<td>GoALL – Mondiali Antirazzisti</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Campaign</td>
<td>THIS GIRL CAN</td>
<td>WOMEN’S SPORT WEEK</td>
<td></td>
</tr>
<tr>
<td>Network</td>
<td>MUMS ON THE RUN</td>
<td>DISCOVER FOOTBALL</td>
<td>THE WOMEN RUNNIGN NETWORK</td>
</tr>
<tr>
<td>Others</td>
<td>FRAUEN INITIATIVES</td>
<td>GIRLS SKATE SESSION</td>
<td>KENWOOD LADIES POND ASSOCIATION (KLPA)</td>
</tr>
</tbody>
</table>

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

Overall, the issues of health and well-being and the role of sport in it start to gain ground in different European countries. However, they are mostly generalized and do not target women separately with exception of few countries, even though women do represent a group practicing physical activity significantly less than men. As some examples of the practices demonstrate, the inclusion of women’s participation in physical activity into policies at national/regional/local level contributes to the emergence of 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 still, have limited impact on both women engagement into physical activity and sport.

Indeed, only few practices focus on designing women urban friendly environments. Particularly relevant, in this regard, is the Gender Mainstreaming in Urban Planning and Urban Development Strategy developed in Vienna and included into 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

<table>
<thead>
<tr>
<th>Who</th>
<th>Moreland City Council</th>
</tr>
</thead>
<tbody>
<tr>
<td>Where</td>
<td>Moreland city, Victoria, Australia</td>
</tr>
<tr>
<td>What</td>
<td>Policy</td>
</tr>
<tr>
<td>When</td>
<td>Starting from 2009</td>
</tr>
<tr>
<td>Description of the practice</td>
<td>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:</td>
</tr>
<tr>
<td></td>
<td>- Lack of female competition and teams</td>
</tr>
<tr>
<td></td>
<td>- Only 8% of participants accessing council sport grounds were female</td>
</tr>
<tr>
<td></td>
<td>- Lack of development of pathways for girls in sport</td>
</tr>
<tr>
<td></td>
<td>- Significant “drop-out” rate of female participants between the ages 14-17</td>
</tr>
<tr>
<td></td>
<td>- Lack of social competition without commitments</td>
</tr>
<tr>
<td></td>
<td>- Lack of time and cost of activities</td>
</tr>
</tbody>
</table>

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 household survey. On the basis of these findings and taking into account the afore-mentioned challenges the strategy identified opportunities and recommendations for improving girls and women participation in sport, physical and recreational activities. The primary target group of the strategy comprised female school students, women 65+ old, women and girls with migrant background and women and girls with disabilities.

The Strategy was reflected in a number of policies first introduced in 2009 and then revised and improved to address better the needs of target group (it is currently active within 2015-2018 planning period). At the core of these policies was introduction of conditionality principle linking allocation of municipal ground to clubs to the extent of inclusiveness of girls and women into practicing physical activities. While being initially of recommendation character, 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 3 years period to work towards reaching policy objectives, while the Council accompanied them offering seminars and workshop assisting policy implementation.

| Outcomes | There has been a significant increase in female participation between from 8% in 2009 to 15 per cent in 2012 and to 20% after the Review of 2012. Following policy implementation, clubs proposing various kinds of sports such as football, cricket and netball have combined their governance practices reinforcing cooperation and putting together resources to bring about more female-oriented and family-friendly environments and programmes. |
Lessons learnt

- Comprehensive analysis of the local context, female population needs and existing services allowing for the elaboration of relevant intervention, targets and indicators;
- monitoring, update and review of the policy implementation improving its effectiveness and efficiency;
- introduction of conditionality principle to enforce the female-friendly environment and opportunities for physical activities.

Resources


<table>
<thead>
<tr>
<th>1.2 Austria</th>
</tr>
</thead>
</table>

GENDER MAINSTREAMING IN URBAN PLANNING AND URBAN DEVELOPMENT

<table>
<thead>
<tr>
<th>Who</th>
<th>The City of Vienna</th>
</tr>
</thead>
<tbody>
<tr>
<td>Where</td>
<td>Vienna</td>
</tr>
<tr>
<td>What</td>
<td>Strategy</td>
</tr>
<tr>
<td>When</td>
<td>2013-2025</td>
</tr>
</tbody>
</table>

Description of the practice

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.

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” assessing and addressing the needs and demands of all its citizens and improving quality of public services based on these assessments.

During the first phase of implementation a number of pilots tailored to women’s specific needs previously identified through surveys and focus groups were implemented across the city integrating gender aspects in parks, housing, pedestrian friendly design and public transport.

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 adding footpaths and space for other activities, resulting in more girls using the spaces. Accessibility of some streets were 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 contracts¹.

Lessons learnt

The following models and visions supporting gender-sensitive and women-friendly planning were identified within the strategy:

1. Strengthening polycentric urban structure (ensuring decentralised redistribution of facilities facilitating access by foot or bicycle);
2. City of short distances (allowing combination of different facilities in proximity, enabling reduction of traffic and movement);
3. High-quality public space (presence of open/green areas near residential districts, parks or squares providing space for different activities among various groups);

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

5) Safe city (preventive design of public spaces – through lighting, presence of people etc. - should reduce the perception of being unsafe, especially relevant for women);

6) Barrier-free city (public spaces organization should take into consideration different widths of movement e.g. person on a wheelchair, person pushing a pram, couple with children walking together etc.).

Further recommendations with regard to specific public space planning issues are available following the link https://www.wien.gv.at/english/administration/gendermainstreaming/examples/

<table>
<thead>
<tr>
<th>Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="https://www.wien.gv.at/english/administration/gendermainstreaming/examples/">https://www.wien.gv.at/english/administration/gendermainstreaming/examples/</a></td>
</tr>
</tbody>
</table>

1.3 Canada

**PHYSICAL ACTIVITY AND SPORT FOR WOMEN AGED 55 TO 70+**

<table>
<thead>
<tr>
<th>Who</th>
<th>Canadian Association for the Advancement of Women and Sport and Physical Activity funded by the Public Health Agency of Canada</th>
</tr>
</thead>
<tbody>
<tr>
<td>Other partners:</td>
<td>The Canadian Parks and Recreation Association, Active Living Coalition for Older Adults and other regional and local level public and private institutions.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Where</th>
<th>Canada provinces</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>What</th>
<th>Project</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>When</th>
<th>2005-2009 (under implementation in Ontario province with regional funding in 2010-2011)</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Description of the practice</th>
</tr>
</thead>
<tbody>
<tr>
<td>The proportion of population between 50-70+ is the fastest growing in Canada and is expected to increase over the next 20 years. Women of these age group while not considering themselves as “seniors” neither wanting to practice sports with younger women have limited opportunities to practice sport within the same age category. The project aimed to increase physical activity opportunities for women 55-70+ by finding out the types of physical activity programmes women aged 55-70 would like to see, the barriers they face and how current physical activity opportunities could be better adapted to meet their needs. It focused particularly on:</td>
</tr>
</tbody>
</table>

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. |

Specific and comprehensive strategy was developed in order to ensure the achievement of the objectives reinforcing: 1) competence for women (skill-training opportunities for trainers preparing them to adapt their practices to specific women 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 (develop a system of financial incentives, make physical activity attractive and enjoyable, demonstrate the progress).

During 5 years the project conducted focus groups and national research resulting in elaboration of new resources, delivery of workshops and training of master trainers throughout Canada. Through understanding better women needs, the project was aimed to mobilize stakeholders (recreation, urban planning, public health, private industry) to better serve the interests of the target groups in keeping them active.

Ontario invested additional funds in implementation of trainings 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, bird watching and etc. The vast majority of activities were implemented outdoors and in partnership with National parks. Some examples of the pilot projects activities are described below.

*The Voyageurs 4 Season Trail, Dokis First Nation (near French River)* – a walking programme aimed at encouraging women 50-70+ from neighbour communities to use the walking trial combined with such activities as birdwatching, looking for plant, studying mushroom and socializing through cooking using wild mushrooms.

*Fitter, Faster, Further (Thunder Bay)* – the project designed for women 55-70+ and combined walking, community gatherings and promotion campaign. The walks were coordinated by women volunteers who have overcome obstacles to lead a fitter life and had, thus, set example and positive role models 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 walking frequency and walking barriers.

Further examples can be found following the link:

http://caaws-women55to70plus.ca/pilot_projects/pilots_10-11.cfm

### Outcomes

The project has overall contributed to increasing recognition of contribution of physical activity to improving the health conditions of women 55-70+ age group as well as its positive effect on public health spending. It produced a number of important outputs to be used by decision-makers and service providers to ensure the relevant response to women needs such as:

- 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). Contains information on the physical activity challenges for women as well as ideas on how facilities and programmes can be improved. Providing 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 transportation issue, facilities and infrastructure, cost and etc, tailored recommendations were elaborated to address these problems with involvement of women. The Report can be found here:
  [http://caaws-women55to70plus.ca/pdfs/FocusGroupReportWomen55-70.pdf](http://caaws-women55to70plus.ca/pdfs/FocusGroupReportWomen55-70.pdf);

- Making the Case: Physical Activity and Women 55-70+ - a business case document providing the evidence on the importance of developing initiatives targeting women encouraging various stakeholders to seek funds and commitment from decision makers. It included analysis of public spending on health for this age group underlining the contribution of physical activities to its reduction, provided some specific recommendations on improving the content...
of services and increasing participation based on the focus groups findings as well as suggested methodology for monitoring and evaluating services provided in order to improve. The document can be found here: [http://caaws-women55to70plus.ca/pdfs/making_the_case_eng.pdf](http://caaws-women55to70plus.ca/pdfs/making_the_case_eng.pdf)

Using the information acquired through the focus groups, CAAWS developed a toolkit of resources and 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 further training of 20 trainers who 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 are available following the links:


### Lessons learnt

- Inclusive and participatory approach allowed for better understanding of the target group needs;
- documenting the evidence making it available to the public and service providers contributed to the revision of existing services making them more relevant for target group;
- integrated and multistakeholder approach engaging various actors allowed to address the needs of the target group in comprehensive and innovative way taking an advantage of existing material and natural resources.

### Resources

[http://caaws-women55to70plus.ca/about.cfm](http://caaws-women55to70plus.ca/about.cfm)

### 1.4 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 | The Kicking girls project emerged in cities and towns with significant proportions of families with 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 contributing to their integration into the schools, clubs and society as a whole. Initial engagement into football training is facilitated by the familiarity with school context allowing to obtain permission from the parents. The project is based on a close cooperation between schools and sport clubs allowing to engage girls at school level and to reinforce their interest to practice sport through organized transition to sport clubs. The programme foresees four steps for successful and sustainable integration:

1) participation into 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 trainings at sport clubs stimulating long term participation, promoting team spirit and accompanied by coaches and trainers |


3) coach training as an optional path aims at preparing girls to become a future female trainers focusing on acquisition of duties and responsibilities
4) volunteering for planning and organization of school competition and tournaments strengthening personal responsibility and leadership.

For ensuring sustainability, this path is accompanied by a range of other measures including provision of information for parents, working groups and training sessions, solving transport problems, taking into account religious rules and others.

<table>
<thead>
<tr>
<th>Outcomes</th>
<th>The success of the project brought to its extension to 250 schools in nearly 100 cities engaging 4000 girls and preparing 800 trainers</th>
</tr>
</thead>
</table>
| Lessons learnt | - Recruitment of girls at schools proved to be successful and facilitated obtaining permission of parents;  
- gradual and accompanied transition from school to sport clubs allowed to ensure sustainability and long term orientation in practicing football;  
- possibility to become, eventually, a trainer motivated girls to continue their participation into the project. |
| Resources | https://www.kicking-girls.info/ |

1.5 Italy

**MOVIMENTI BANCARI O BANCARI IN MOVIMENTO?**

<table>
<thead>
<tr>
<th>Who</th>
<th>Local Health Authority (ASL)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Where</td>
<td>Towns of Saluzzo, Savigliano, Fassano, Piedmont Region, Italy</td>
</tr>
<tr>
<td>What</td>
<td>Programme</td>
</tr>
<tr>
<td>When</td>
<td>2005-2007</td>
</tr>
</tbody>
</table>

Description of the practice

The Programme targeted tertiary sector workers (primarily banks) for promoting physical activity among the workers of the sector fostering regular exercise and healthy lifestyle. 70% of participants were females.

At the first phase the 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 public and conflict with colleagues. During periodical medical visits where their health status of representatives of the target groups was analysed, they were presented to the programme. Discussions with doctor allowed to identify the needs of the participants such as lose weight and fight stress.

Once a week, on Wednesday, the walking group gathered at a fixed meeting point counting 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.

Outcomes

- 90 participants became physically active during the period of realization of the initiative, out of which 40% stated that they have never practiced physical activity regularly;
- The group regularly practicing fitwalking (around 50 people) continue to regularly practice group walking;
- 3 new urban trekking trails have been developed and there has been an increasing demand for organization of fitness walking sessions in neighbouring areas.

Lessons learnt

- Direct partnership with banks and institutions of tertiary sector allowed to ensure the involvement of target groups;
- The involvement of local newspaper allowed to spread information about the project as well as raise awareness on the importance of physical activity;
- The involvement of experts practicing and coordinating walking groups allowed to ensure proper preparation of the participants and avoid problems during the implementation of the activity.

Resources

https://www.retepromozionesalute.it/restarea/allegati/REG01/aa_1527.pdf
http://www.investigacionengestiondeportiva.es/Libros/European_Guide.pdf

### WOMEN IN RUN

<table>
<thead>
<tr>
<th>Who</th>
<th>The network born from an idea by Jennifer Isella, the president of the Women in Run Initiative</th>
</tr>
</thead>
<tbody>
<tr>
<td>Where</td>
<td>At the beginning, the project was active only in Monza with the name “Women in Run – Monza&amp;Brianza”. Following the success of the initiative, the experience spreads nationwide and it is now present in many Italian cities.</td>
</tr>
<tr>
<td>What</td>
<td>The project “Women in run” 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.</td>
</tr>
<tr>
<td>When</td>
<td>The network provides information on the main events around Italy and on the days in which training takes place (for example in Monza every Tuesday). Locations and dates differ across cities and towns involved in the initiative.</td>
</tr>
<tr>
<td>Description of the practice</td>
<td>Running in urban spaces is a common activity. It helps people to stay healthy in a cheap and timesaving way. In addition, run is also important for psychological wellness and to manage stress. Too often this activity is precluded to women because of unsafe conditions that could make dangerous running alone. 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 individuated the women’s need of aggregation and safety. The project answers to the request of security and at the same time sends a clear message against gender violence: “No one is alone”. At the beginning, the project involved only a local group of women in Monza. They recognised their need of safety and company and designed an adequate itinerary for running together sometimes a week. The group was made up of women only and a qualified trainer led the training. The positive results made founders aware of potential and benefit of this project. 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, advertise the initiative and includes articles and posts on several female runners related issues mainly focussed on health and security.</td>
</tr>
</tbody>
</table>
The project created a strong community to guarantee freedom and safety to all female runners. Supporting by the web community, the local organisations could build their own group to pursue this aim.

<table>
<thead>
<tr>
<th>Outcomes</th>
<th>Since 2014, the project has seen forty cities engaged, fifty active volunteers, three thousand in participants and four thousand euros collected by fundraising.</th>
</tr>
</thead>
</table>
| Lessons learnt | - The collaboration of volunteers, NGO’s, local associations and the passion of the runners are the engine that makes this community work, grow and produce positive outcomes;  
- Using campaigns and annual Wırun event allows to publicize the initiative as well as to raise awareness on the violence against women (which is one of the main goals of the initiative);  
- No costs for participation facilitate engagement of groups with various levels of income;  
- Employing social networks facilitates coordination among women and allows creation of jogging groups all across the country resolving the problem of safety. |
| Resources | http://www.womeninrun.it/  
https://www.facebook.com/womeninrun/  
https://vimeo.com/197925480 (in Italian only) |

1.6 The Netherlands

| Who | Community organization BeinterActive Amsterdam in partnership with Women Win, Orange Fund, National Action Plan Sport and Exercise (NASB) |
| Where | Various cities and towns across the country (currently around 13 cities involved) |
| What | Programme |
| When | Started in 2005 in the neighbourhood of Geuzenveld in Amsterdam |
| Description of the practice | 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 qualification 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 neighborhood. Be InterACTive consists of walking and running training in the open air specifically tailored to women who live in social isolation. From 12 to 20 women from disadvantaged areas from the group participating in the programme with the 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 | 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 1000 women have undergone the training since 2007. |
- 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**
- Community-based approach allows to reach 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 competed 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 allow to improve the content of the following classes.

**Resources**
https://www.loketgezondleven.nl/leefstijlinterventies/interventies-zoeken/bijlage/21706/def.werkblad.GB.BelInteractive.pdf
https://www.vrouwenvaart.nl/be-interactive/

### 1.7 United Kingdom

#### HSBC UK BREEZE

<table>
<thead>
<tr>
<th><strong>Who:</strong></th>
<th>British Cycling (National Governing Body for Cycling in Great Britain)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Where:</strong></td>
<td>Various cities and towns across the country</td>
</tr>
<tr>
<td><strong>What:</strong></td>
<td>Programme</td>
</tr>
<tr>
<td><strong>When:</strong></td>
<td>Started in 2013 and is currently under implementation</td>
</tr>
</tbody>
</table>

**Description of the practice**

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 girl and women engagement into sport.

The programme is implemented in order 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 ([https://www.britishcycling.org.uk/about/article/bc20130322-One-million-more-women-on-bikes-by-2020](https://www.britishcycling.org.uk/about/article/bc20130322-One-million-more-women-on-bikes-by-2020)).

The Strategy aims at improving opportunities for women 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 across England. It pursues the objective of increasing a number of women practicing cycling while strengthening their confidence, improving fitness and experiencing social and mental wellbeing the cycling brings.

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 to pick both the relevant location and the level of difficulty using the programme website.
The rides are guided by Breeze Champions female coaches and are organized in different levels of difficulty. Moreover, recognizing the barriers of childcare, the programme provides mothers with possibility to bring a child and participate together in a bike-riding in traffic-free environment.

For many women, HSBC UK Breeze represent a starting point on their cycling journey, opening up other opportunities to ride socially, recreationally or competitively. Any woman regardless age and race can participate into the ride.

Expanding the HSBC UK Breeze programme will represent a core of the BC vision up to 2020 planning to establish a female entry-level mountain bike programme through HSBC UK Breeze.

| Outcomes | More than 150,000 female took part in the HSBC UK Breeze programme since its launch. More than 47,000 of these have been in the last 12 months alone having possibility to socialize and make friends.
| Over 1,500 Breeze Champions were trained since 2013, while the number of female coaches has soared by 70% over the same time period. |

| Lessons learnt | - Distribution of the services across the country providing possibility to pick a ride close to home;
- exercising in group with similar level of preparation gives women confidence and allows to exercise without danger to the health conditions;
- possibility to bring kids facilitate availability of the activity for mothers;
- adopting a peer to peer approach: female coaches guide the rides. |
Possible obstacle for women participation can be the costs of the mountain bicycle |

| Resources | https://www.letsride.co.uk/breeze
https://www.britishcycling.org.uk/zuvvi/media/bc_files/corporate/
BC_VISION_FOR_WOMEN_CYCLING.pdf |

---

**THE GIRLS ON THE MOVE**

| Who | Delivered by Youth Scotland, the Scottish Sports Association (SSA), Sports Leaders UK and NHS Health Scotland. Supported by The Robertson Trust and the Scottish Government |
| Where | Across Scotland |
| What | Programme |
| When | 2005-2011 |
| Description of the practice | The programme was developed in response to the evidence-based findings of Scottish Health Survey data demonstrating “an alarming level of inactivity among children and young people” and, particularly, girls. This was true even into a greater extent among girls from ethnic minority groups, from disadvantage areas, young mothers, and girls with disabilities.
The research has also established the reasons for girls’ low engagement into 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.
The Programme objectives were:
- to increase physical activity levels of girls and young women participating in the programme; |
- 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;
- involve more young women as leaders in physical activities for girls.

For reaching these objectives, the programme activities were organized in two strands: 1) participation programme providing grants to community groups for delivering physical activities requested by girls aged 11-18 (average project cost £2,600) and leadership programme targeting young women 16-25 years old and providing them with opportunity to attend 4-5 days training course and certifying their leadership competences upon the completion valid in all the national territory.

Since 2005, 154 projects were supported. Participation of girls in elaboration of training programme was conditional to the consequent funding. The projects delivered various types of activities (dancing, mountain biking, badminton and etc. based on the target group interest), targeting only girls as participants and took place all across the Scotland in inner cities and rural locations.

According to estimations, around 1800 girls took part in the activities through Participation programme (on average 20 girls/project). Around 53% of them demonstrated high attendance rate from the beginning to the end. 15 Leadership courses were delivered attracting 245 participants out of which 215 graduated with certificate.

### Outcomes

**Participation programme:**

- The programme contributed to removing barriers to participation (new activities emerged with contribution of girls ensuring their interest and participation). In some cases, organizations 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 3 13% of girls were from ethnic minority background, 4% were young mothers, while over 3 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;
- 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;

**Leadership programme:**

- 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);
- 22% of participants obtained further certificates or qualifications in 6 months following the course;
- 51% of leaders lead activities in after school clubs and 38% in youth clubs;
- 96% of participants who are active leaders lead activities for girls and women.

### Lessons learnt

- Targeted support and girls’ involvement into design of the project and activities can bring very positive results even with small funding ensuring their interest and participation;
- Involvement of community organizations and sport clubs allowing to reach out to target groups and ensure the project 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 into physical activities.

Resources
https://dspace.stir.ac.uk/bitstream/1893/1818/1/Girls%20on%20the%20Move%20Report%20w%20diagram.pdf

**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](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 in order to come. The running groups take place in many urban areas of the cities ([http://www.thismumruns.co.uk/find-a-location-near-me](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 7.30pm or Sundays at 8am.

### Description of the practice
“This mum runs” is a UK community that aims to put in contact mums interested in running together. 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 offers also 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.

The project born after a mum, Mel Bound, posted on Facebook a post on the lack of time for physical activities that she was suffering for. Because of many similar replies she received, Mel proposed to organise 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 makes her aware of a popular need, and “This mum runs” project is the answer that she gave to it. The core value of the project is about helping women, especially mums, to find time for themselves despite her many commitments. The activity is organised in groups, depending on personal abilities, and qualified coaches are in charge to give support and advices. Running is a way to escape from daily routine, but it also helps to become 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 personal well-being of women involved, and it pursues this goal offering a friendly, safe and not competitive environment to train within.

The network has also carried on many campaigns (as #Runnerfullstop is [http://www.thismumruns.co.uk/runnerfullstop](http://www.thismumruns.co.uk/runnerfullstop)) in order to increase the awareness on the problems that still characterise the relationships between women and sport.

### Outcomes
The community of “This mum runs” counts 8,500 runners and over 40 mums trained to become a volunteer. It offers 50 monthly runs and a wide range of coaching & courses across 9 locations in the Bristol and Bath areas. The success of the initiative brought to 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

- using social networks proved to be effective in allowing to find a “running buddy” and overcoming the problem of safety;
- having a running “buddy” or practicing in a group of women with similar problems and obstacles reinforced motivation and stimulated longer-term practice of jogging;
- “networking” character of the initiative allowed to replicate it to 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 UK and is developed by Sport England.

Where

Across the UK

What

The campaign consists of social advertisements, videos and images to promote the role of women in sports.

It also develops a web platform and an app (http://app.thisgirlcan.co.uk/#home – available only on mobile devices) in order to increase its community.

When

Started in 2015

Description of the practice

Despite many progresses done about the perception of the role of women in sports, a lot of prejudices and discriminations remain in that field. They move, from example, from the belief of a division between male and female-reserved sports. Moreover, they also could concern the feeling that women have about themselves. Especially the not professional female athletes could feel inadequate or unconfident, because of their age, their ability or their size.

A survey about active population carried on 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 regularly1 in 2014 (https://www.sportengland.org/media/10083/insight_go-where-women-are.pdf).

“This Girl Can” campaign is a response to the challenges of both lack of physical activity among women as well as prevalence of stereotypes and discriminations. It has been developed for promoting physical activity of women in such a way so as to:

- 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.

The campaign spread in UK from 2015. It started with a TV ad and then it developed many cinema, outdoor and social media advertising. It uses also a twitter campaign, characterized 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.

The web platform is divided in many sections, each of those related to a specific sport. An important part is the one dedicated to outside sports, which concern more problems...
than indoor sports, like the relationships with unfriendly environments. Women and girls could find advices 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.

### Outcomes

The campaign has a positive social response, involving many people ready for sharing their stories and experiences. The hashtag #thisgirlcan has a big impact on social media (like twitter and Instagram).

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 whom have started exercising, and 1.2 million who have increased their participation.

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”

Over 7,700 partners have signed up for the This Girl Can toolkit

The campaign also won many awards, including several Cannes Lions.

### Lessons learnt

- Preliminary study in regard to the barriers for women to practice sport allowed for elaboration of targeted and relevant to their needs campaign ([https://www.marketingso](https://www.marketingso);
- The use and combination of different media tools allowed to reach 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

- [http://www.thisgirlcan.co.uk/](http://www.thisgirlcan.co.uk/)
- [https://en.wikipedia.org/wiki/This_Girl_Can](https://en.wikipedia.org/wiki/This_Girl_Can)
- [https://www.youtube.com/watch?reload=9&v=toH4GcPQXpc](https://www.youtube.com/watch?reload=9&v=toH4GcPQXpc)

### US GIRLS

<table>
<thead>
<tr>
<th>Who</th>
<th>Street Games Charity Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Where</td>
<td>Across the UK</td>
</tr>
<tr>
<td>What</td>
<td>Programme</td>
</tr>
<tr>
<td>When</td>
<td>Started in 2011</td>
</tr>
<tr>
<td>Description of the practice</td>
<td>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. 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. Through its activities the programme aimed to address the problem of young women abandoning sport practice helping to develop evidence-based programmes for young</td>
</tr>
</tbody>
</table>


disadvantaged women gaining 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 target groups, therefore, included young mothers, students, working and unemployed women, school leavers, NEETS, at-risk women, and Muslim women. The approach to the training was diversified in order to address the need of specific target group taking into consideration specific interests, characteristics and availability to participate into training.

**Outcomes**

- 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;
- 3-hours 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 US girls brand;
- The initiative was extended to other than initial regions and cities engaging new participants and volunteers.

**Lessons learnt**

- Consultation with participants prior to and during the projects allowed managing experts to identify place and time convenient for the trainings, costs the participants were able to pay and activities women were interested in;
- Us girls projects developed a system of incentives to encourage participation 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;
- Wide variety of sports and games allowed to address different interests as well as combine sport and fun;
- Evaluation methods (surveys, interviews focus groups etc.) employed within the period of implementation allowed to identify strengths/weaknesses and opportunities and improve the initiative according to participant needs.

**Resources**

Programme Guidelines and materials are available at the following link https://www.streetgames.org/our-work/us-girls


2 PROMISING PRACTICES

2.1 Austria

<table>
<thead>
<tr>
<th>LE DEBUT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Who:</strong></td>
</tr>
<tr>
<td><strong>Where</strong></td>
</tr>
<tr>
<td><strong>What</strong></td>
</tr>
<tr>
<td><strong>When</strong></td>
</tr>
</tbody>
</table>

**Description of the practice**

The project addressed the problem of limited physical activities of women from migrant background taking into consideration that many of them (especially Muslim women) had never attended physical education lessons and had not been involved into sport before.

It aimed at raising awareness on the importance of physical activities for health, introducing variety of their types, stimulating their practice and allowing to choose the one most relevant to personal preferences. The programme was developed with involvement of girls and women and adjusted to 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.

**Outcomes**

Information is not available online

**Lessons learnt**

- cooperation with relevant local organizations and attention to cultural and religious issues facilitated inclusion of target groups excluded from sport;
- engagement into the elaboration of the programme allowed to make it interesting for the target group;
- possibility to late become a trainer motivated women and girls to participate.

**Resources**


## Denmark

### WOMEN BIKE FOR INTEGRATION

<table>
<thead>
<tr>
<th>Who</th>
<th>Herning Municipality</th>
</tr>
</thead>
<tbody>
<tr>
<td>Where</td>
<td>Herning, Denmark</td>
</tr>
<tr>
<td>What</td>
<td>Project</td>
</tr>
<tr>
<td>When</td>
<td>2016-2017</td>
</tr>
</tbody>
</table>

**Description of the practice**

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, improving integration as well as introducing them to Danish bicycle culture.

The project was carried out in 2016-2017 with three bicycle workshops of 15-20 hours focused on the topics of benefits of cycling, the rules and advices on how to cycle, traffic regulations and training lessons. The fee for participation was around 25 euro.

Upon the completion of the training participants received a second-hand bike for continuing cycling.

Moreover, some women were trained as future trainers for guiding the workshops in the following sessions.

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 focus on health.

**Outcomes**

Information is not available online

**Lessons learnt**

- Mobilizing volunteers played essential role in providing training to women;
- Practicing cycling in traffic allowed to prepare women for the “real life” cycling in the future;
- Training of migrant women as future trainers for the following sessions allowed to facilitate learning of the next sessions participants.

**Resources**

[http://www.cycling-embassy.dk/2017/12/06/women-bike-integration/](http://www.cycling-embassy.dk/2017/12/06/women-bike-integration/)

[http://www.herningcykler.dk/cykelprojekter/kvinder-cykler](http://www.herningcykler.dk/cykelprojekter/kvinder-cykler)
### 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, Lepapavaara Youth Centre)  
Vantaa (Silkinportti Center) |
| What | Project |
| When | Started in 2015 and ongoing |

**Description of the practice**

FIT4LIFE aims to promote health, prevention of discrimination of women from diverse cultural backgrounds, their social well-being and the improvement of their quality of life. It does so stimulating their participation in different sport hobbies and in practicing physical exercises, underlining importance of healthy nutrition and social participation.

Women are recruited voluntarily through advertisement in participating cities and towns being informed on the nature of the project, benefits of participation and the right to withdraw. Recruitment is random and voluntarily.

So far, in total 100 women were recruited divided into 5 groups. The project activities included: health survey, once-a-week supervised exercise session, group discussions, food lectures, dietitian-led discussions and basic food courses. Exercise session and additional activity took place once per week in three-hour session.

**Outcomes**

- Change in lifestyle and behaviour (better nutrition, adaptation to healthier lifestyle, practicing physical activity)
- Acculturation and social support (women-to-women support and networking)
- Empowerment and strengthened self-confidence

**Lessons learnt**

- Active engagement of local NGO’s facilitated recruitment of women and publicity of the project;
- Group discussions sessions allowed to develop communication and establish friendship facilitating social integration

**Resources**


Appelles Ohanga-Too, Immigrant Women’s experience of Fit4life Health Promotion Programme, 2016. Accessed from:

https://www.theses.fi/bitstream/handle/10024/117905/APPELLES%20OHANGA.pdf?sequence=1
### Germany

#### SPORT WITH MUSLIM GIRLS AND YOUNG WOMEN

<table>
<thead>
<tr>
<th>Who</th>
<th>Youth Sport Low Saxony, Consultancy Centre of Migration and Integration (BIM), Turkish-Islamic Union for Religious Affairs (DTIB)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Where</td>
<td>Lower Saxony, Germany</td>
</tr>
<tr>
<td>What</td>
<td>Project</td>
</tr>
<tr>
<td>When</td>
<td>2001-2005</td>
</tr>
</tbody>
</table>

**Implementation context**

Cultural minorities are among the groups practicing less or not at all physical activities compared with nationals. Girls and young women from Muslim background are traditionally involved into housework and tend not to participate into outside leisure activities.

**Description of the practice**

The project was aimed at promoting physical activities among girls and young women from Muslim cultural background contributing to their social integration into society.

For involving Muslim girls and women into the project, the organizers searched for their meeting places, such as schools, children and youth organization, 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 allowing to obtain parents’ permission.

Cross-cultural team composed by representatives of the mosque, advice centre for inclusion and sport club was built for planning and monitoring the project. Sport lessons were implemented regularly after the Saturday Quran lessons with an average of 12 girls who took part in it. Initially, the lessons included body awareness and gymnastic warm-up exercises and self-defence techniques, complemented later by programmes of dance fitness and strength training.

The trainers and instructors were all female from Turkish migration background which facilitated establishment of trust and building confidence. Girls and women were involved in elaboration of training programmes which allowed to combine various interests and types of physical activities (ranging from aerobics to football) and make lessons interesting for everyone.

**Outcomes**

Information not available online

**Lessons learnt**

Attention to sensitivity and consideration of cultural and religious characteristics allowed to involve girls who have never practiced physical activities; their engagement into the elaboration of the programme reinforced their interest in the project.

**Resources**


| **WHO** | The German Olympic Sports Confederation ('Deutscher Olympischer Sportbund', DOSB) is the non-governmental umbrella organization of German sport. It was founded on 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 organizational culture in which women and men can equally develop their potential and competencies equally on all levels of organized sports. |
| **WHEN** | - |
| **DESCRIPTION OF THE PRACTICE** | 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 his/her age, gender and social origin.  

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 for example, stagnant or declining membership numbers in professional sports, lack of female referees, too few qualified female trainers. Within this context, the DOSB started to develop a gender equality policy aimed at increasingly support women in sport at all level ad developing women potentialities to be better used in sports. To this end, the DOSB implements specific gender initiatives. It also passed a gender quota within the 2014 new statute. In all of its committees, women and men must be represented in each case at least 30 percent, in individual elections and in the members of the DOSB presidium this is a target quota. Among promoted activities, the following are worth to be mentioned:  

Mentoring programme: Successful female athletes bring the best prerequisites for the top sports teams. The mentoring program 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 behaviors of governing bodies and can expand their network at numerous events. So far, two mentoring programs have been carried out. A third round will start in autumn 2018.  

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. |
| **OUTCOMES** | N/A |
| **LEARNED LESSONS** | N/A |
| **RESOURCES** | [https://www.dosb.de/ueber-uns/#akkordeon-12384](https://www.dosb.de/ueber-uns/#akkordeon-12384)  
**DISCOVER FOOTBALL**

<table>
<thead>
<tr>
<th>Who</th>
<th>The Association “Fußball und Begegnung” is a not for profit organisation based in Berlin. Its work has been recognised by UN, German Football Association and German Chancellor Angela Merkel.</th>
</tr>
</thead>
<tbody>
<tr>
<td>What</td>
<td>The work of the network concerns many different activities: seminars, conferences, tournaments, exhibitions and publications.</td>
</tr>
<tr>
<td>When</td>
<td>-</td>
</tr>
</tbody>
</table>
| Description of the practice | Gender-based discrimination is still a deep issue for society. It characterises both industrialised and developing countries, and it concerns many field of people’s life.                                                                                                             
|                    | The sport is certainly one of the best tool to handle with that problem. Indeed, it is often theatre of same discriminations of society. However, it also often shows significant examples of how to overcome and reject those discriminations. All sports could become symbols of gender equality and respect. |
|                    | For its popularity, football perfectly fits with those purposes. 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. |
|                    | One of the main project is the “Women’s Football festival”, which is annually set in a different location. It involves international female teams, coaches and activists in order to highlight the role of football to address social inequalities and injustice. It also provides to organise international seminars and conferences on relevant topics about emancipatory role of football. Moreover, the network organises social campaigns such a series of discussions or debates aimed to sensitize public opinion on the core theme. All the activities are accompanied by research about impact of increasing women’s participation in sports, especially football, on empowerment and gender equality. |
| Outcomes           | “Discover Football” gathers many local communities around the world. It involves associations from Europe, Africa, Middle East, Central and South America, counting more than 20 countries. It was also awarded with many recognitions ([http://www.discoverfootball.de/en/home/about-us/awards/](http://www.discoverfootball.de/en/home/about-us/awards/)).   |
|                    | Every year the itinerant “Discover Football Festival” gathers more than 100 girls including teams, coaches, referees and activists take part in the event.                                                                                                             |
|                    | 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 background into playing football).                                                                                       |
| Lessons learnt     | - combination of various activities such as conferences, tournaments, capacity building and trainings for girls and women allow to address the issue of women participation into sport and empowerment in a more coherent way; |
|                    | - networking at international level allows to generate greater attention and visibility to the issues of women participation in football advocating their rights.                                                                                       |
### THE MOTHER OF ALL SPORT

**THE MOTHER OF ALL SPORT**

There is no official evaluation but the thesis written for the Master Degree. They did survey and studied the programme. Not sure if to leave it here or move into good practices.

<table>
<thead>
<tr>
<th>Who</th>
<th>Limerick City Sports Partnership</th>
</tr>
</thead>
<tbody>
<tr>
<td>Where</td>
<td>Limerick</td>
</tr>
<tr>
<td>What</td>
<td>Programme</td>
</tr>
<tr>
<td>When</td>
<td>From 2014</td>
</tr>
</tbody>
</table>

**Description of the practice**

The Programme was developed by the researcher who had already worked with women from disadvantaged communities allowing to cater the Programme content to the needs of women from these communities. It targeted women aged 18 and above from disadvantaged communities of Limerick city.

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 distribution of flyers and posters were in community centres, local shops and schools (the places most often visited by women).

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 the “team” activities. The second year consisted of two blocks of eight week sessions concentrated on rugby (based on the participants’ request).

The groups were asked to pick a colour for jerseys and hoodies and come up with a tagline building their team identity. Moreover, specific sessions were implemented in order to identify leaders of the group, encourage them to take ownership and allow to encourage group leadership and interaction.

**Outcomes**

- Over two years the number of women participating into the programme increased from 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 participate into the programme encouraged women from other communities and members of their family to practice sport (“role model”);

**Lessons learnt**

Evaluation conducted after the completion of the programme focused primarily on qualitative research allow to reveal that:

- Women had limited opportunities to participate into team sports comparing to men (lack of specific trainings targeting women), highlighting the need to provide more opportunities for women engagement into team sports;
- The low level of participation was related to limited physical activity in younger age, underlining the importance to develop interest and engage girls into sport in order to encourage the habit of practicing sport during the life;
- The vast majority of women practices sport within physical education at school programmes, which, however, often did not take into consideration specific women interests discouraging further participation. Greater attention should,
therefore, be paid to diversification of physical activities at school allowing to choose the one which is relevant to personal interests;
- The was a lack of confidence related to the body image and practicing in public space at initial phase. Private location of training sessions has been, therefore, essential to encourage the practice. Having acquired certain experience and skills, at the 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 allowed to combine exercise with fun and enjoy activities stimulating continuous involvement.

Resources https://ulir.ul.ie/bitstream/handle/10344/4785/Mahedy_2015_mother.pdf?sequence=6

2.6 Italy

<table>
<thead>
<tr>
<th>BALON MUNDIAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Who:</strong> Community Amateur Sport Club, NGO</td>
</tr>
<tr>
<td><strong>Where:</strong> Turin, Italy</td>
</tr>
<tr>
<td><strong>What:</strong> Project</td>
</tr>
<tr>
<td><strong>When:</strong> Active from 2007, female championship and training from 2013</td>
</tr>
</tbody>
</table>

**Description of the practice**

Balon Mundial is a world championship among the migrant communities emerged from the project of intercultural interaction through sport in 2007. It uses football as an instrument of encounter between different cultures, and sport as universal language for fighting discrimination.

Started as a championship for male teams among 11 cultural communities in Turin it became a popular festival attracting multicultural audiences from various countries of the world. With an aim of favouring women participation in sports, female five-a-side football championship was introduced in 2011. Its objective is to fight gender stereotypes and promote women football.

The project wishes to contribute to building networks with community of origin on the one side and with cross-cultural local community on the other side, facilitating social integration.

Participation is opened for all and is free of charge. Participating teams are represented by migrant communities’ residents on the territory and organized in associations or as spontaneous groups. They are involved both into sport event as well as its organization. They, moreover, have an opportunity to be involved into trainings and other types of sport projects during the whole year in partners organizations (UISP Torino).

**Outcomes**

Up to now 11 female teams took part in championship

**Lessons learnt**

- Cooperation with other actors of the territory (regional and local authority), university, sport clubs and others;
- Fundraising and donations are used 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

<table>
<thead>
<tr>
<th><strong>Who</strong></th>
<th>The project born from an idea of the female football team “Brigata della Pace”, that took part on “Mondiali Antirazzisti” since many years.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Where</strong></td>
<td>“Mondiali Antirazzisti” is a festival organised in Castelfranco Emilia, Emilia Romagna, Italy.</td>
</tr>
<tr>
<td><strong>What</strong></td>
<td>sport event</td>
</tr>
<tr>
<td><strong>When</strong></td>
<td>The festival takes usually place in July.</td>
</tr>
<tr>
<td><strong>Costs</strong></td>
<td>-</td>
</tr>
<tr>
<td><strong>Description of the practice</strong></td>
<td>Go-ALL” is a football competition opened to mixed teams. “Mondiali Antirazzisti” is an event to promote sport as a peace driver among discriminations and stereotypes based on gender, nationality and culture. In previous years, the festival provides 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 is been increasing year after year, the gap between the male and female participation in the two tournaments was always significant. In order to overcome this imbalance, the proposal was to gather the competitions in a major one, opened to both men and women. The mixed tournament, opened to male and female players, perfectly fits with the core values of the “Mondiali Antirazzisti”: equality, dignity and participation despite of gender, age, nationality or culture. The competition involves many different teams, both Italian and international, facing each other. It allows a great sharing of experiences and knowledges that cross the playing field. 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 and underestimated. At same time, they understood that the division among the tournament was not more the correct answer. The practice offers an alternative response to this need, aligned with “Mondiali Antirazzisti”’s purposes of creating an intersexual, international and intercultural experience.</td>
</tr>
<tr>
<td><strong>Outcomes</strong></td>
<td>- the number of women taking part in mixed teams is slowly increasing</td>
</tr>
<tr>
<td><strong>Lessons learnt</strong></td>
<td>- fundraising from private and public institutions allowed to provide reimbursement of expenses to the tournament participants</td>
</tr>
</tbody>
</table>
| **Resources** | [http://www.mondialiantirazzisti.org/new/?page_id=3956](http://www.mondialiantirazzisti.org/new/?page_id=3956)  
[https://www.facebook.com/goallmar/?fref=ts](https://www.facebook.com/goallmar/?fref=ts) |
### MAMME IN BICI

**Who**
The course born from a proposal by “Ciclypride Italia”, a biker association. It is supported by “Mamme a scuola onlus” and it received the partnerships of the Municipality of Milan. The bikes were donated by “Lombardo Bike”. This project received also funds from “#Vogliounabici”’s crowdfunding.

**Where**
The meetings of the course take place at school “Luigi Cadorna”, in Milan.

**What**
training

**When**
December 2015 - May 2016

**Description of the practice**
The bicycle plays a fundamental role in women’s emancipation, at both physical and cultural level. It is a practical tool to freely move across urban spaces, without depending from anyone. Moreover, it has been often related to a cultural revolution that saw women approaching to a mostly-male activity. Its history and its characteristics make bicycle strongly linked with physical independence, women’s appropriation of urban dimension and the increase of the awareness about the role of women in sports.

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 middle East, the women’s use of bicycle is often banned. For cultural and religious reasons, women cannot also just learn how to ride a bike.

For their independence, their integration and their personal emancipation, it is important to give them the opportunity to freely do it. The practice consists of a course, started in December 2015 and last until May 2016. During the meetings, sixteen women with the help of some volunteers have started the approach with the bicycle and its use. Mainly immigrants, those women have never had the opportunity to use a bike before.

Contents of the course involved theoretical aspects about bike’s history and its role, tips for fixing little malfunctions and principal fundaments of traffic laws. Moreover, it also provided practical lections in order to teach them how to ride a bike.

This course involved firstly the personal emancipation of those women. In second place, these cultural differences are one of the major obstacles against an easy social integration. In conclusion, the practices raises also a specific attention to the urban development, in order to make it women-friendly and accessible.

**Outcomes**
18 women took part in the lessons in 2015/2016 receiving bicycle as a gift at the end of the course

**Lessons learnt**
- recruitment of women through schools facilitated their engagement;
- combination of theory about bicycle mobility, rules and practical lessons;
- combination of public and private financing;
- defining “award” for the completion of the course motivated women to attentively follow lessons

**Resources**
Italian only:
- [https://cyclopride.it/mamme-in-bici-partite/](https://cyclopride.it/mamme-in-bici-partite/)
- [https://cyclopride.it/tag/mamme-in-bici/](https://cyclopride.it/tag/mamme-in-bici/)
### 2.7 Portugal

**BARRIGUINHAS DESPORTISTAS (SPORTY LITTLE BELLIES)**

<table>
<thead>
<tr>
<th>Who</th>
<th>University of Minho, Hospital Center of Alto Ave, Public Health Center Group of Alto Ave, Camara Municipal de Guimaraes, Tempo Livre</th>
</tr>
</thead>
<tbody>
<tr>
<td>Where</td>
<td>Guimaraes, Portugal</td>
</tr>
<tr>
<td>What</td>
<td>Programme</td>
</tr>
<tr>
<td>When</td>
<td>From 2015</td>
</tr>
</tbody>
</table>
| Description of the practice | The Programme addresses the problems of sedentary lifestyle, weight gain and diabetes among the pregnant women. It aims at:  
- Encouraging pregnant women to practice physical activity during pregnancy;  
- Promoting healthy habits  
- Improving physical and psychological well-being;  
- Tackling the prejudice that physical activity is harmful to pregnancy;  
- Evaluating effects of regular physical practice on maternal and neonatal outcomes.  
Based on careful and individually based medical assessment of woman’s health and verification of contraindications they are proposed to take part in the programme consisting of physical exercises including aerobic/resistance exercises, exercises developing strengths, flexibility, reducing weight and exercises in water. |
| 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 maintain practicing regular physical activities after becoming a mother. |
| Resources | Information is provided by the project partner Tempo Livre representing one of the partners of the Programme described.  

### 2.8 Spain

**WALKS**

<table>
<thead>
<tr>
<th>Who</th>
<th>Rubi Town Council and the club Esportiu Rubí Futbol Sala</th>
</tr>
</thead>
<tbody>
<tr>
<td>Where</td>
<td>Rubi, Barcelona province, Spain</td>
</tr>
<tr>
<td>What</td>
<td>Programme</td>
</tr>
<tr>
<td>When</td>
<td>From 2003</td>
</tr>
<tr>
<td>Description of the practice</td>
<td>The programme targets population over 60 years old and women over 40. The majority of participants are represented by women. The programme encourages practicing moderate physical activity of walking guided by the instructor for ensuring participants safety while enjoying natural environment and local heritage. The walking sessions are monitored and the participants are distributed so as to have a low ratio of participants per instructor. The programme aims specifically at: 1) raising awareness on the benefits</td>
</tr>
</tbody>
</table>
of regularly practicing physical activities; 2) teaching participants to walk in healthy and safe way; 3) promote knowledge, value and respect to the town’s cultural and natural heritage.

The walks are organized into sessions. Each of them includes 5 excursions, one per week. Prior to the practicing activity there is preliminary introduction of the programme aims, 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 interests, explains the rules for travelling. In the middle of the excursion participants have a break where they can express their opinion and recommendations to the instructor.

By 2009 (latest data available online) 90 participants (81.5% female, 18.5% male) took part in the programme.

Outcomes
Not available online

Lessons learnt
- the organizers took advantage of natural and cultural heritage of the town and organized physical activity in enjoyable and relevant to the specific characteristics of the age group needs;
- combination of physical activity and environmental education allowed to raise awareness on the importance of the respect to environment.

Resources
https://www.rubi.cat/fitxers/documents-ok/area-de-cohesio-social-i-serviis-a-les-persones/salut/consell-municipal-de-salut/informe-i-pla-municipal-de-salut-de-rubi-any-2013/view
http://www.investigacionengestiondeportiva.es/Libros/European_Guide.pdf

2.9 United Kingdom

<table>
<thead>
<tr>
<th>MAMAFIT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Who:</strong></td>
</tr>
<tr>
<td><strong>Where:</strong></td>
</tr>
<tr>
<td><strong>What:</strong></td>
</tr>
<tr>
<td><strong>When:</strong></td>
</tr>
</tbody>
</table>
| **Description of the practice** | Local health statistics demonstrated a low level of physical activity and prevalence of obesity across Liverpool. The evidence suggests that obesity during pregnancy represent a major threat to mother and baby.

Mamafit aims at providing mums with welcoming and supportive environment encouraging them to be more active and giving the best start to their babies’ life. Mamafit is 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:

1) 6-week Mamafit pregnancy course helping women to exercise safely throughout pregnancy, reduce the back pain and get fit for a birth;
2) 4 week Mother and Baby course supporting mothers with babies under 1 year old to get active after giving the birth providing 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 6 week outdoor running fitness classes available both for pregnant women and mothers who can bring their babies in pushchair/pram/buggy with them.

<table>
<thead>
<tr>
<th>Outcomes</th>
<th>Information is not available online</th>
</tr>
</thead>
</table>
| Lessons learnt | - The courses are organized in cooperation with hospitals allowing to use their facilities;  
- Possibility to bring a child to indoor as well as outdoor activities facilitates mother’s participation;  
- Availability of the courses free of charge allows access to the programme to families with various income level. |
| 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/](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 | The practice consists of training sessions for skaters reserved to women, led by female coaches.  
The skateboarding is a sport strictly connected with the urban environment. People practice it only at open air, both in designated areas (the skate parks) or around the city. Despite, in its history, skateboarding was a mainly men activity, in last years the number of women who practices skateboarding is largely increased, especially among the youngest.  
Within 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 a lot of inquiries from girls who want 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 to skate 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 typically male feature.  
Using a two-year old web community – girlskateuk – different skate parks in 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 had never the opportunity to enjoy a real training session. Skate parks are mainly male environments, and 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 carry on this interest. It happens through creating community, sharing experiences and breaking down biased cultural beliefs. |
|Outcomes | 15 cities and towns organise weekly skating lessons. Further information is not available online. |
Lessons learnt
- Skateboarding is not an easy task requiring certain level of confidence. While the exercises take place in public spaces, practicing only with women & girls facilitates the engagement of beginners and ensure necessary support;
- The use of social networks allows initiative to spread across the country and find the groups of interest.

Resources
https://girlskateuk.com/girls-skate-sessions/
https://www.facebook.com/girlskateuk/
tekuk.com%2Fgirls-skate-sessions%2F

<table>
<thead>
<tr>
<th>THE WOMEN RUNNING NETWORK</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Who</strong></td>
</tr>
<tr>
<td><strong>Where</strong></td>
</tr>
<tr>
<td><strong>What</strong></td>
</tr>
<tr>
<td><strong>When</strong></td>
</tr>
</tbody>
</table>
| **Description of the practice** | Running at open air is not only a pleasant activity, but is also extremely important for the 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, and they are often prevented from running outside. The idea of gather mixed groups could be a solution, but the approach to run of women and men is very different. It happens often that men live sports in a more competitive way and amateur women, from different age and ability, could feel not confident.  

The network gathers women from all age, size and ability, included the ones that had never run before, to build a strong community. The network helps women to not feel alone while they reach their goals. The small dimension of groups permits all participants to know personally each other, in order to create a friendly and comfortable environment. Qualified group leaders follow the activities.  

The beginners could start to run within safe conditions and without feeling judged or inadequate. Women who already love running could carry on their hobby sharing experiences, opinions and advices. The group offers also a clear solution to all those environments 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 bottles and a membership card that offer discounts at running shops. |
| **Outcomes**             | - More women practice due to the feeling of safety running in a team;  
                          - the success of the initial running group in Exeter brought to the expansion of the network across the country |
| **Lessons learnt**       | - Networking character of activity allows to engage more women proposing activities closer to their home;  
                          - The presence of group leaders having professional preparation allow to diversify the level of difficulty and assist the integration of newcomers;  
                          - Running in a team reinforces trust and cooperation within 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 counts many local groups, led by qualified volunteers as *Jog leaders*. The free membership gives access to every activity and programme they organise. |
| **Where** | There are a number of “mums on run’s groups around Scotland. The organisation offer a “group finder” ([https://jogscotland.org.uk/joggers/find-your-nearest-jog-group/](https://jogscotland.org.uk/joggers/find-your-nearest-jog-group/)) to find the one nearest. |
| **What** | Programme offered by Jog Scotland at local level. Every member of the organisation can open a group in his/her area. |
| **When** | Started in 2006 |

**Description of the practice**

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 possibility 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. 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. Throughout a timespan of 10 years the project grown rapidly and expanded in terms of both territorial coverage and target groups.

The current programme coordinated by Jogscotland offers to the new mum the opportunity to enjoy a group to do physical activity outdoor without any age restrictions. The groups, led by Jog leaders, provide not only company for the joggers but also advices about all positive consequences of being active, especially since motherhood begins. The purposes of the programme are to help mums to do physical exercises and to increase the psychological and social benefits they receive.

**Outcomes**

Numerous self-organizing groups emerged all across the region, no further information is available online.

**Lessons learnt**

- Possibility to start a group in the places where initiative is still not active and to receive support from the project team allowed to spread across the country;
- Possibility to bring a child in a buggy facilitates mothers’ participation while flexible organization of the training allows to adapt to the child needs (e.g. feeding or changing);
- 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)**

<table>
<thead>
<tr>
<th>Who</th>
<th>Kenwoood Ladies’ Pond Association (KLPA) is a voluntary organisation of women who care about the pond.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Where</td>
<td>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.</td>
</tr>
<tr>
<td>What</td>
<td>Facility. Kenwood Ladies’ Pond Association protects a functioning of a long time ago developed tradition of women-only swimming in pond and is open to all, including non-members. Its activities are purely voluntary and aimed at preserving the natural beauty and women swimming tradition in the pond.</td>
</tr>
<tr>
<td>When</td>
<td>In 2018, the Pond opens at 7.00am, 7 days a week. From Sunday 6 May, it will close at 8.45pm with all swimmers out of the water by 8.30pm.</td>
</tr>
<tr>
<td>Description of the practice</td>
<td>In the chain of ponds in Hampstead Heat people use to swim, enjoying fresh air being 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. 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. The Kenwood Ladies’ Pond Association manages opened from 1926 the only-women pond taking care of the facility and neighbour environment. At the core of the service is recognition of the fact that swimming in public spaces might represent and uncomfortable activity for some women because of the lack of confidence with their bodies. Many of the members of the pond are adult and elderly women with a long-standing membership in the Association. Apart from managing facility association organises events aimed at building community, trust and friendship among women (New Years Day Swim, Tea Party and others).</td>
</tr>
<tr>
<td>Outcomes</td>
<td>The Kenwood Ladies Pond Association has more than 500 active members. During the winter up to 130 women a day come to the pond, while during the summer this number triple.</td>
</tr>
<tr>
<td>Lessons learnt</td>
<td>- demonstrates how protection of natural environment can be combined with possibility to exercise and relax for women; - an example of how volunteering and private initiative can take care of the facility without local administration intervention.</td>
</tr>
<tr>
<td><strong>Who</strong></td>
<td>The initiative is promoted by department for Culture, Media &amp; Sport in partnership with Women in Sport, and supported by sport industry.</td>
</tr>
<tr>
<td>---</td>
<td>---</td>
</tr>
<tr>
<td><strong>Where</strong></td>
<td>The activities of Women Sport Week – events, competitions, workshops and other initiatives - take place all around the UK.</td>
</tr>
<tr>
<td><strong>What</strong></td>
<td>Women’s Sport Week is a weeklong campaign that aims to spread the importance of women’s participation in sport in all the UK. It develops events and competition finalised to driving public attention on gender equality’s issues. Another important tool is using the social network to increase the number of people involved.</td>
</tr>
<tr>
<td><strong>When</strong></td>
<td>It takes place annually in a selected week (in 2017 it happens on 19-25 June).</td>
</tr>
<tr>
<td><strong>Description of the practice</strong></td>
<td>Many surveys and researches carried on among population in England demonstrate that a deep gap exists in sport’s participation between men and women. The gender diversity is present in many sectors of the sport field: from the top of organizations, 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. The week’s agenda (changing every year) offers many occasions to get deeply into sport’s participation for women: competitions reserved to female players, initiatives to spread the topic with the population, social network campaign – 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 into sports and discuss the issue of gender equality in sports. Sport clubs all around the country support the campaign organizing sport events, competitions and trials sessions promoting opportunities for engagement into physical activities.</td>
</tr>
<tr>
<td><strong>Outcomes</strong></td>
<td>Over 10,6 million of women were reached through Women’s Sport Week campaign. The campaign brought to increase in number of women practicing sport reaching 7 millions. BBC Sport, Sky Sports, Comic Relief, Sport England and Department for Culture Media and Sport joined and supported the campaign extending its outreach.</td>
</tr>
<tr>
<td><strong>Lessons learnt</strong></td>
<td>- coordination of activities between national and local levels allow to ensure reaching out to wider audiences; - implementation of free training sessions and games allows to try various types of sport and motivate engagement choosing the one that is the most relevant to personal interests and preparation level.</td>
</tr>
</tbody>
</table>