

## Gender Equity in Sport for Social Change

### Cooling Down Identify & Show Lessons Learned

Workshop aimed at identifying key lessons and developing a Conference Report to transfer this knowledge



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## Gender Equity in Sport for Social Change

### AIM Workshop

- IDENTIFYING key lessons of the conference + valuable info we gained and should share
- DEVELOPING creative ideas for effective transfer of this knowledge to target groups (beyond the conference).



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## Gender Equity in Sport for Social Change

### Agenda

#### I) INFORMATION on:

- previous Gender lessons learned
- conditions important for further learning
- sharing & accumulating lessons learned

#### II) ASSIGNMENT: teams of participants develop a 'Casablanca conference report' to practise showing their lessons 'to the world'.



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## Gender Equity in Sport for Social Change

### NCDO: Organizing partner Casablanca Conference

- Sports Program - "IKEA"
  - Involvement with S&D internationally since '99
  - Knowledge (website, toolkit, best practises, publications) & Quality improvement (network, research, masterclasses)
  - Encouragement (subsidies, partnerships)
  - Awareness (campaigns, supporter magazine)



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## Gender Equity in Sport for Social Change

### Previous Lessons Learned

Since Casablanca 2006 (Nike, AMSD & NCDO):

- Report + DVD on Casablanca
  - Workshops Nike (Amsterdam, South Africa, Kenia)
  - [Globalgiving.com](http://Globalgiving.com)
  - DVD Royal Dutch Football Association
  - Publication Lessons Learned on Gender
  - Toolkit: [toolkitsportdevelopment.org](http://toolkitsportdevelopment.org)
- Ongoing Advocacy & Networking for gender...



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## Gender Equity in Sport for Social Change

### Conditions for learning & sharing Lessons Learned

- Learn & gain knowledge of actions (M&E + reflection)
- Share with others + add up → accumulate knowledge
- 'Look over the hedge'
- Coordinate with other initiatives
- Use available network
- Exceed own project & daily *busy-ness*/business
- 'Give and Take'

Offer attractive, informative Lessons to 'the world'

Whole theme (including yourself) benefits!



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## Gender Equity in Sport for Social Change

### Communicating Lessons Learned

Channels/tools, i.e.:

- Toolkit [toolkitsportdevelopment.org](http://toolkitsportdevelopment.org)
- Online communities [sportanddev.org](http://sportanddev.org) (SAD)
- Media / video / internet
- Publications / Conference reports

→ **Advocacy + Marketing**



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## Gender Equity in Sport for Social Change

### ASSIGNMENT: Show Lessons Learned

Develop conference report:

- ideas for content, medium, distribution and marketing strategy
- Work in five teams + be creative

Identify what we have learned →

→ **Practice transfer of knowledge: how to communicate lessons of Casablanca 07**



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## Gender Equity in Sport for Social Change

### Transfer your conference lessons learned

#### Important aspects of reporting:

- What is the **target audience**?
- What are **key lessons** and most **valuable info**?
- What should be the **content**? Which **structure**?
- Which **medium** and **format** would be effective?
- Think of catching and fitting **Title**
- Which **distribution/PR strategy** is effective?



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## Gender Equity in Sport for Social Change

Make a creative presentation  
of the Casablanca Conference report

*Let's get to work with showing our  
lessons to the world!*



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