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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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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## 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’.

## 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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Previous Lessons Learned

Since Casablanca 2006 (Nike, AMSD & NCDO):
- Report + DVD on Casablanca
- Workshops Nike (Amsterdam, South Africa, Kenya)
- Globalgiving.com
- DVD Royal Dutch Football Association
- Publication Lessons Learned on Gender
- Toolkit: toolkitsportdevelopment.org

Ongoing Advocacy & Networking for gender...

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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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Communicating Lessons Learned

Channels/tools, i.e.:
• Toolkit toolkitsportdevelopment.org
• Online communities sportanddev.org (SAD)
• Media / video / internet
• Publications / Conference reports

→ Advocacy + Marketing

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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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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?

Make a creative presentation of the Casablanca Conference report

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