Creating Power & Impact
for Gender Equity in Sport for Social Change

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Amsterdam, July 2007. With special thanks to the valuable input of all participants!

Hassan II Mosque, Casablanca
Growing up as an athlete, I realized how much impact sport had in my life and shaping who I became. Sport is a great tool for empowering women and girls because it provides opportunities for developing personality as well as opportunities for good physical health. Sport also provides positive feedback, enjoyment and accomplishment. It provides sensations of reward through winning, team spirit and applause for success. It enables you to learn from losing as well.

The 9th edition of the 'Course Feminine' was a unique and symbolic way to start the conference 'Gender Equity in Sport for Social Change'. This 10k run has become one of the largest sporting opportunities for women in all of Africa as well as the Arab and Muslim world.

I started the event in order to showcase the spirit, power and solidarity of women participating in sport. I wanted to give women a day to be able to freely participate in sport together and this run was a perfect way to do that. We started out with less than 2,000 participants in 1993 and this year we secured the participation of over 25,000 girls and women between the ages of 15 – 75 years old. Participants came from all across Morocco. The race also attracted top international runners from Kenya, Ethiopia, Tanzania, South Africa, UK, USA, France, Spain, Egypt, Tunisia and the Netherlands.

Today, there are more than forty top athletes who are linked to the 'Course Feminine' and who dedicate their time, their love and their energy to support women's rights, to
fight poverty and help the underprivileged. It is a true example of the power of sport and a viable tool for social change.

I would like to thank the organisers of the conference ‘Gender Equity in Sport for Social Change’ for providing an extremely valuable opportunity to learn and grow stronger. I am impressed by the efforts of the participants all over the globe to empower women. Together, we can make a change!

Nawal El Moutawakel
Founder of the Association Marocaine Sport et Développement
www.amsd.ma
ORGANISERS CONFERENCE

The conference 'Gender Equity in Sport for Social Change' Casablanca, May 19-22, 2007, was initiated by Nike and organised by:
- AMSD represented by Nawal El Moutawakel
- Mama Cash represented by Naima Moussati
- NCDO represented by Tessa Kocken
- Nike represented by Maria Bobenrieth
- SAD represented by Marianne Meier
- Women Win represented by Astrid Aafjes

About the organisers

Nike is an active advocate of women in sport and prioritizes gender equity in its corporate responsibility strategy (www.nikeresponsibility.com).

Nawal el Moutawakel, the first North African and Muslim woman to win Olympic gold and current member of the IOC, has made part of her post Olympic legacy supporting gender equity and development through sport via her organisation Association Marocaine Sport & Développement (AMSD) (www.amsd.ma).

Mama Cash, the first international women’s fund in the world, based in the Netherlands, supports pioneering and groundbreaking women’s rights initiatives worldwide. Following on her experience in supporting women’s sport for social change in the Netherlands, Mama Cash, with support from Nike, is now also focusing on sport for gender equity internationally (www.mamacash.org).
The **Swiss Academy for Development (SAD)** is dedicated to the question of how societies handle social change and cultural diversity ([www.sad.ch](http://www.sad.ch)). SAD is host to the International internet Platform Sport for Development, an information resource and communication centre and dedicated entirely to Sport & Development.

**Women Win** is the first global women’s fund that supports sports activities to empower women and girls ([www.womenwin.org](http://www.womenwin.org)).

**NCDO** (The Dutch National Committee for International Cooperation and Sustainable Development - [www.ncdo.nl](http://www.ncdo.nl)) strengthens and highlights public support for international cooperation and sustainable development and achievement of the Millennium Development Goals. Within the NCDO sport program, the focus is to support sport as a tool for the realization of development goals and social change.
THREE CALLS FOR ACTION

Call for action I
Ziba Crannmer from Nike announces the ‘Change maker online-competition on sport for social change’ at the Next Step Conference. Organisations are invited to submit project ideas. Three ideas will be selected by a high profile committee and will be funded by Nike. Information will be posted on www.nextstep2007.org

Call for action II
Organisations are invited to put their contact details and information about their mission, programs and projects on the website www.sportanddev.org for free. This will help networking and support developing partnerships.

Call for action III
The conference organisers invite all NGOs active in the field of gender equity in sport for social change, to go online on Global Giving. Nike financed the launch of the sports section on Global Giving and will help drive traffic to the site. The 4.5 bln dollar market of online charity becomes accessible by starting a page on www.globalgiving.com/sport.html Global Giving has as valuable proposition a strong focus on ‘due diligence’. This is a very important selling point for donors. Fill out the necessary forms and provide the information needed. Being online together helps to create a movement and a strong voice. Nike, through the Sport for Social Change Network, is offering ten $1.000 grants in the name of the late Geoffrey Chege, CARE International’s East Africa Regional Director. The grant is open to projects appearing on the website and is first-come, first-awarded to projects receiving donations from 25 new donors after February 9, 2007. Once a project has recruited 25 new donors, a $1.000 donation will be made to the project in Chege’s name.
INTRODUCTION

The conference "Gender Equity in Sport for Social Change" took place in Casablanca, Morocco May 19-22, 2007. The four-day meeting with practitioners from all over the world focussed on how sport can further enhance women’s role in society.

Organising team
The conference is initiated by Nike and organized in cooperation with Association Marocaine Sport & Développement (AMSD), Mama Cash, NCDO, Swiss Academy for Development (SAD) and Women Win. It has been attended by forty NGO’s who run development programs in more than twenty countries.

Special guests of the conference were the Olympic Champions: Daley Thompson (Athletics, UK), Heike Dreschler (Athletics, Germany), Donna de Varona (Swimming, USA) and Marie-José Perec (Athletics, France). Honoured hostess of the conference was Nawal El Moutawakel; she was the first African woman to become an Olympic Gold medallist (Athletics, Morocco) and is founder of AMSD.
Networking and capacity building

It was the second year of the conference discussing strategies to use sport as a tool for gender equity. As main results the participants noted that they were able to network and exchange strategies to strengthen the position of women through sports and to overcome obstacles specifically linked to girls’ participation in sports.

Additionally, the attendees participated in workshops focused on advocacy, networking skills, creating a website and developing different funding strategies. The value and potential of sharing lessons learned and sharing knowledge was a central subject in parallel workshops. Vital part of the conference was an introduction to creative Monitoring & Evaluation tools. The participatory video created by participants during the conference is one of the best examples. The video can be watched on www.insightshare.org/video_main_casablanca.html

Challenge for the future

In 2006 the organisation and management was done mainly by Nike, supported by AMSD and NCDO. This year Maria E. Bobenrieth, director of Nike EMEA CR, was proud to commence that the conference became a joint effort of six partners. The organisers hope that the seeds sowed during this conference will grow and flower in the year to come, so the Sport & Development community can harvest the results during the conference in 2008, advancing the movement Gender Equity in Sport for Social Change step by step.
MAIN AIMS

The main aim of the Casablanca conference is to help make the movement Gender Equity in Sport for Social Change stronger. In order to realise ambitions, capacity has to be developed in the field of networking and advocacy, fundraising, communication, marketing and monitoring & evaluation. Organisations working in the field need to use each others strong points and to build on lessons learned. The work done by participants during the conference is a great asset to the overall sharing of knowledge. Simultaneously, taking part is a great opportunity to get linked up with a network. Hence, the conference resulted in collaboration and partnerships across regions and countries. Participants learned practical skills, tools and knowledge to reach the next level of organisational development.
RESULTS AND PRESENTATIONS

Making the case: convincing others and getting them onboard

Last year’s conference brought to light that organisations need to learn how to ‘make the case’: learn how to convince people of the potential of sports to realise gender equity and social change. It takes special strategies and tactics to get organisations and individuals on board.

"Sport has the power to change the world. It has the power to inspire. It has the power to unite people in a way that little else does. Sport can awaken hope where there was previously only despair."

- Nelson Mandela -

When an organisation only focuses on sending a message and is not listening to potential donors & partners and their needs, sustainable effects are rare. A joint effort is needed to establish a societal change like gender equity. These changes take a long and winding road. Without broad support -as well from grass roots level as from government, business and other sectors of society- efforts will be futile.

From sand grain to pearl

Of course change often starts with a small step, a pebble in a pond; a sand grain in an oyster, the start and centre of a pearl to be. Practices presented during the conference showcase that small changes from a societal perspective can trigger larger changes in the near future.
Challenge for the next year
The 2007 conference focused on how to get the support needed to realise ambitions. An organisation or project needs a clear mission and a value proposition; networking is needed to develop partnerships; fundraising and communication should be professionalized so people want to donate, become a member and participate. Furthermore, it is essential for the development of the field that organisations cooperate and share lessons learned. Valuable expertise and best practices are available and should be used. Dissemination of knowledge and experience helps to make a leap and prevents the reinvention of the wheel. With the right mindset, knowledge and tools, participants can snowball their effects in the year to come. The organisers are looking forward to hearing about your successes and lessons learned in 2008!

"Remember: it is easier to get more donations than more donors. Big donations often start with a small amount."

– Faye Yoshihara, Consultant –

Subjects
The conference focussed on the following subjects:
1. How to develop new funding strategies and how to diversify the donor base.
2. Advocacy and networking to support realising aims.
3. Monitoring and evaluation methods which can help improve the quality of sport and gender projects.
4. Sharing lessons learned from experiences in the field and in other program areas.
OPENING WITH SPECIAL GUESTS

Nawal El Moutawakel payed a wonderful visit to the opening of the conference bringing special guests: Olympic Champions Daley Thompson (Athletics, UK), Heike Dreschler (Athletics, Germany), Donna De Varona (Swimming, USA) and Marie-José Perec (Track; France) and Marvelous Marvin Hagler (Boxing, USA). Nawal also attended parts of the conference and gave an inspiring closing speech.

The complete text of the speech of Donna de Varona and an interview with Nawal El Moutawakel can be read on the CD-ROM enclosed in this report and on: www.toolkitsportdevelopment.org/casablanca2007

VISIT TO URBAN DANCE PROJECT OF L’HEURE JOYEUSE

The participants visited the Urban Dance project launched by L’Heure Joyeuse thanks to Nike’s support. The project targets children who live in poor and marginalized areas of Casablanca, Morocco. The project offers them the opportunity to get involved and be inspired through artistic and sport activities. Street dance was chosen because it attracts children who are hard to reach. Watch the movie of a performance during the conference on: www.insightshare.org/video_dance_casablanca.html
After the conference the project was posted on Global Giving so donations can be made online now; go to: www.globalgiving.com/sport.html
SHARING BEST PRACTICES

The first day participants share and highlight personal experiences and best practices, giving them insights in conditions for success and ways to overcome barriers. Moreover, participants get acquainted with each other, laying the groundwork for future partnerships.

All interested are invited by Nike to put their stories and projects out and ‘go live’ on internet without costs.

Leeda Yaqoobi, Afghan Women’s Network (Afghanistan)
[www.afghansports.org](http://www.afghansports.org)
Leeda explains about her Women sports project in Pakistan and Afghanistan aiming to empower women.
for equal participation in society. It is important to involve parents to explain the benefits of sport in order to prevent resistance during implementation. By encouraging parents to let girls play sport, they bring positive change and break down cultural barriers.

“Today we are free to play soccer and hope to inspire more girls in Afghanistan to play. We want girls in Afghanistan to see what is possible for them now that they can play soccer and go to school and be whatever they want to be.”
— Shamila Kohestani, Captain of the Afghanistan Women’s National Team

Felicite Rwemarika, Association of Kigali Women Footballers (AKWOF, Rwanda)

www.globalgiving.com/pr/1700/proj1618a.html

Women were the most vulnerable in Rwanda after the
genocide. Sport helped them to overcome their trauma and overcome barriers. Girls that have been in the first teams have now graduated and became professional sports women. AKWOF promotes girls and women’s rights and self-confidence through sport, especially football.

We assist Rwandan women to have a forum for integration and reconciliation. We use sport to promote awareness among Rwandan women about the dangers of the HIV/AIDS pandemic and provide a meeting point between the elite and uneducated women for exchange of ideas. AKWOF trains female trainers, coaches, referees and match commissioners. We are currently working on the creation of the Women Soccer Federation and a professional women’s Football Team.

"Genocide left women survivors traumatized and with no more value for life. In 1997, we ladies decided to rub off history and took initiative to encourage women football for unity & reconciliation."

— Rwemarika Felicite, Founder, AKWOF —

Emma Ntwatwat, The Kids League (Uganda)
www.kidsleaguefoundation.org

Kampala Kids League is a voluntary organisation promoting sporting skills, team spirit, activity and fun for children. There are many barriers which hinder girls from doing sports in Uganda: no female coaches, no role models, cultural stereotypes and also lack of sanitary protection while doing sports. Emma presents their project where the KKL collaborates with a professor to develop sanitary towels made of papyrus - environmentally friendly and locally produced. These will be put into a sports kit that is handed out to girls so they can participate in programs, giving them the freedom to do sports. Kampala Kids League works with child soldiers in the North of Uganda and implements sports programs to get kids back into school.
VOUS ÊTES
LES PLUS FORTES!
“Approach commercial sponsors, mix children of different backgrounds and societal status, break barriers!”
— Emma Ntwatwat, The Kids Leage (Uganda) —

Seham Ibrahim, Tofulty Foundation (Egypt)
www.ashoka-arab.org

Seham Ibrahim tells how she started the organisation ‘Care with love’ in 1998, working with street children in a slum in Cairo. Muslim women have civil rights, but in reality, women still face discrimination; and street girls have no rights at all. Aim of the organisation is to hand over responsibility to the street children so they can take charge of their own lives. Care with love has now established the first gym for street girls in Egypt. Girls learn karate as an instrument for self-defense. How this sport was chosen? A street girl said: “I am getting older now and I am beautiful so I will be harassed by many men...I want to learn karate!”

“The deeper you go into society, the more success you have. You need a clear statement to get through. Ours is: ’It is my right to live my childhood.’”
— Seham Ibrahim, Tofulty Foundation (Egypt) —

More best practices

Many other best practices have been shared during the conference and workshops. To get valuable information about other best practices, go to:
www.toolkitsportdevelopment.org/casablanca2007
www.globalgiving.com/sport.html
www.sportanddev.org

A participatory film of the Casablanca conference, the Course Féminine and visits to projects is shot by social change makers from all over the world and by local inhabitants. Watch the movie created on:
www.insightshare.org/video_main_casablanca.html
ON-LINE PHILANTHROPY & DIVERSIFYING FUNDRAISING STRATEGIES

By Faye Yoshihara

This plenary session of the conference focussed on diversification of funding streams through internet based fundraising platforms and self-financing strategies. In workshops, participants explored how technology tools can help grass-roots organisations increase awareness of their programs and diversify their donor base and donor communication strategies. Global Giving - a website for linking projects and potential funders - was introduced. Project leaders were shown how to take the first steps to start fundraising on-line. Furthermore, the workshop presented examples of income generating strategies.
Participants determined whether this could be an appropriate strategy for their organisation. They learned about self-financing strategies with the NESsT process. And they evaluated their own website with the ePhilanthropy tips & checklist. Inspiration and ideas to improve fundraising have been taken home. All instruments and tools - including background information - are offered on the enclosed CD-ROM and on the conference website:

www.toolkitsportdevelopment.org/casablanca2007

**Tips and tools for online strategies from the ePhilanthropy Foundation**

The online philanthropic market has grown to a staggering $4.5 billion in 2005. USA donations make half of the market. Online fundraising will continue to grow and develop so it is important to get on board.
There are many organisations providing support and knowledge on internet for NGOs that want to make the next step, for instance the ePhilanthropy Foundation.

**Sport section launched on Global Giving**

GlobalGiving connects the public with grassroots charity projects around the world. The organisation ensures that 85-90% of donations gets to the local project leaders within 60 days. It’s a direct connection between givers and project leaders.

After Casablanca 2006 it was clear that participating organisations want to broaden their reach. Organisations in the field of sport and development have to diversify their fundraising strategies and find new ways to look for donors. Nike therefore has sponsored the set up of a sports section on the website of Global Giving. This instrument will help to create a movement. The address is [www.globalgiving.com/sport.html](http://www.globalgiving.com/sport.html).
ADVOCACY & NETWORKING: CONNECT & COMMIT PEOPLE

By Esther Vonk (Mama Cash) and Astrid Aafjes (Women Win)

The central focus in this workshop was communication skills. Communication is essential to get attention for one’s story and to connect and commit people to one’s organisation and its projects. The workshop introduced and demonstrated ‘the Elevator Pitch’, an effective tool with which participants practiced making their case and presenting their organisation and project in an attractive and convincing way.

"Today you fail, but tomorrow you succeed. Be strong. Confront the decisionmakers: ‘Why do you give funds only to boys?’ Bring the women out to demonstrate and bring out the media simultaneously to record it. Start with inviting daughters of high officials to take part in activities. Aim high and succeed!"

- Felicite Rwemarika, AKWOF -

When the skill is mastered to tell and communicate clearly and to the point what you do and what you want - tailored to the listeners needs and perceptions -, advocacy and networking will become far more effective. The Elevator Pitch and more information about Advocacy and Networking can be found on the CD-ROM enclosed in this report and on the conference website www.toolkitsportdevelopment.org/casablanca2007
PARTICIPATORY VIDEO: A CATALYST FOR SOCIAL CHANGE

By Chris Lunch (Director Insight) and Emilie Flower (Insight PV Project Manager)

Insight is an organisation pioneering the use of Participatory Video as a tool for empowering individuals and communities. Participatory Video is a set of techniques to involve a group or community in shaping and creating their own film. The idea behind this is that making a video is easy and accessible, and is a great way of bringing people together to explore issues, voice concerns or simply to be creative and tell stories. This process can be very empowering, enabling a group or community to take action to solve their own problems and also to communicate their needs and ideas to decision-makers and/or other groups and communities. As such, PV can be a highly effective tool to engage and mobilise marginalised people and to help them implement their own forms of sustainable development based on local needs.

"It is all about relationships, not technology! Technology should enable relationships with your beneficiaries and stakeholders, not hinder it."

- Ted Hart, e-Philanthropy -

Opening communication channels for project recipients is the key to developing successful participant-led projects, with sustainable and far-reaching impacts. Development practitioners can use Participatory Video (PV) for catalysing local action. Moreover, PV leads to strengthening citizens’ voice - particularly the poor and...
marginalised and enables people to have a greater impact on decision-making processes and advocacy for social justice.

"Realise the power you bring to the table. Get your story out to the world!"
- Faye Yoshihara, Consultant -

During the workshops participants learned about the potential of PV, its uses and underpinning principles, and how it can add value to participatory approaches. Furthermore, participants were offered hands on experience of Participatory Video games and exercises towards building consensus and expressing their ideas clearly and accessibly. A PV movie was made about the conference and the Course Feminine. Watch the movie created on: www.insightshare.org/video_main_casablanca.html

**MONITORING AND EVALUATION**

By Marianne Meier (SAD), Valeria Kunz (SAD), Aparna Nayampalli (MamaCash), Heather Cameron, (Box Girls/Nike Consultant), Veerle Kets (King Boudewijn Foundation).

Monitoring & Evaluation (M&E) is perceived as a burden by many grassroots organisations. There is often a lack of motivation, and/or capacity (time) and/or know-how and/or funds. Due to the fact that M&E requests are often basically donor-driven, most reports mainly contain only positive results and rarely failures or difficulties. In addition, different theories and standards of M&E of different stakeholders create confusion among grassroots
organisations. These factors commonly reduce the quality of collected data to the disadvantage of all stakeholders, but most of all at the expense of the target groups, because project improvements remain static.

The workshop on M&E raised awareness that M&E is not an imposed control instrument by the donor or an optional accessory ("nice to have") of any project. To summarise, M&E can be used for three reasons:

• Steering: steering and adjusting current programmes and projects.
• Learning: learning more about what works and what does not.
• Monitoring: accounting for the resources used in the light of objectives formulated in advance and results achieved.

M&E should be a constitutive part of every project design ("must be"), a dialogue on development and its progress between all stakeholders and a participatory and creative approach of measuring change (ownership). Grassroots organisations as well as donors were encouraged to broaden their understanding of traditional M&E, thus becoming a real learning tool, which is on the one hand more motivating for the staff, and on the other hand cost-effective. During the workshop participants gained understanding of M&E as a dynamic, participatory approach and broadened their perspective on M&E. Presentations of case studies and experiences of participants illustrated how M&E can help to improve the performance of organisations.

The presentation of the workshop can be found on the CD-ROM enclosed in this report. For more information on M&E in general, visit: www.toolkitsportdevelopment.org
COOLING DOWN: IDENTIFY AND SHOW LESSONS LEARNED

Tessa Kocken (NCDO) & Peter Paul van Kempen
(on behalf of NCDO)

This workshop aimed at identifying key lessons of the conference and valuable information the attendees gained and should share. The workshop presented an overview of all previous lessons learned in the field of gender equity.
in sport for social change. Secondly, participants trained their communication & advocacy skills by developing creative ideas for effective transfer of this knowledge to target groups. Teams of participants created their version of the 'Casablanca conference report', choosing the content, medium and distribution strategy and showing their lessons to the world. The results presented incorporated important guiding principles like: audience, main message, medium, effectiveness & usability, and marketing value.

The teams of participants presented a range of creative ideas for effective knowledge transfer: organising mini-conferences locally, showing the PV video, marketing the conference website, developing a photo book, using the participants as a channel and letting them distribute copies of the report in their own networks. An important conclusion was that much can be gained by bridging the gap between the sectors gender, sport and development which now operate partly in isolation. Bringing these three fields closer together will result in a bigger intersection, thus higher impact. Potential actions to accomplish this are: creating attention for the subject on conference panels, university exchanges, training of NGO staff, and observing diversity, making sure that South gets more involved.

Now let's get to work and show our lessons learned to the world!
For a list of the Conference participants 2007, more information, tools, tips, links, copyright free photos and much more .... start the CD-ROM enclosed in this report or go to: www.toolkitsportdevelopment.org/casablanca2007
Background information on gender equity in sport for social change

In many developing countries, the role of women is still subordinate to that of men. Women have less freedom than men in making choices to develop themselves, their talents and skills. Girls are expected to do a lot of work in the household and have less access to education than boys. Girls are often married off at a young age. If activities are organised in the community, they are generally just set up for boys and men.

For well-balanced and sustainable social development, men and women must have equal rights, responsibilities and opportunities: gender equity. The third UN millennium goal is to promote equality of men and women. Gender equity is an important theme for sport for social change.

Sport can make a significant contribution to improving the position of women. By offering sports activities to girls and women, they get a chance to develop and increase their self-confidence. Girls and women who excel at sport can act as role models for other girls and women. Ultimately this can lead to a change in the self-image of women. By letting girls take part in sports together with boys - and by convincing parents and community leaders that sport is also positive for their daughters - the preconceptions boys and men have about girls can be eliminated. Greater independence in sport can lead to greater independence in other areas of life and can thus help strengthen the position and the rights of women.

Projects aimed at sports participation by women must be set up with care. There are several obstacles: women may feel unsafe, they may have other obligations and
limited time, and may be subject to norms in relation to gender and sexuality. It is extremely important to take these aspects into consideration in the design of programmes and projects.

More information on how to work effectively on gender equity in sport for social change? Go to www.toolkitsportfordevelopment.org/casablanca2007

Why attention to gender?
An important reason to aim for a high level of participation of girls and women in sport and development projects is that it can bring them the physical, psychological and social advantages of sport. Participation in sports activities, as long as it is organised with knowledge and skill, can bring not only better health but also discipline, self-awareness, self-confidence, independence and leadership skills. Women will often start to feel stronger both physically and psychologically. From a social point of view, they gain experience with teamwork, negotiating, planning, winning and losing. Sport also yields up social networks. This broadens a person’s perspective; women learn more about their community and the world outside of it, and are able to identify opportunities they would otherwise not have been aware of. Because sport increases self-confidence, girls are better able to stand up for themselves.

This is important for the prevention of unwanted sexual contacts and pregnancy. Sport is therefore a means in preventing hiv/aids. So the conference organisers challenge all people in the field to unite forces and create a movement that changes the world.
CONTENT CD-ROM

- Organisations and participants 2007
- Conference documents
- Background information on Gender equity in sport for social change
- Best practices
- Copyright free photos
- Links
- Presentations
- Papers on Gender equity in sport for social change
- Publication 'Lessons learned'

Teresa Rione, Nike and Kimberlee Jay, dancer
To view this CD-ROM, you need an Internet Browser. The CD-ROM starts automatically. If not, select and double click the file index.html in your Browser.