



SheCOACH Gender Equality in Coaching 2nd Newsletter

October 2024

Welcome the second issue of the SheCoach newsletter!

We are excited to continue our journey toward **gender equality in sports coaching**! This issue highlights **key recommendations for coaching education providers** on gender mainstreaming in sports curricula, as detailed in our latest report.

Additionally, we share information about our upcoming **Info Days** in **Cyprus, Greece, Italy** and **Spain** and preview the SheCOACH **e-learning platform** which will host our Capacity Building Programme with **four online courses** on key topics such as gender equality legislation, women in leadership, inclusive language and tackling gender discrimination in sport.

Join us in creating a more inclusive sports environment!

We invite all stakeholders, including professionals from **national or regional basketball -and other sports- federations & clubs, coaches associations, sport & coaching education providers** (universities, VET centres, colleges, etc.), local, regional and national **sport and education policy makers** and **passionate individuals**, to join us in our efforts!

CONNECT WITH US



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MEET the team



Cyprus

symplexis

Greece



GREEK BASKETBALL
COACHES ASSOCIATION

Greece



Italy



UNIVERSIDAD
DE MURCIA

Spain



FBCLM
Federación de Baloncesto
de Castilla-La Mancha

Spain



ICCE
Sport Coaching Europe

Malta



Austria



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RECOMMENDATIONS

TRANSNATIONAL REPORT



Key recommendations for coach education providers on gender mainstreaming

The SheCoach project has produced a detailed report in the form of an e-publication (D2.3), which summarises at transnational level the main findings of the primary research carried out in Cyprus, Greece, Italy and Spain.

This research highlights gaps in awareness and understanding of gender issues within coaching curricula and provides strategic recommendations for coaching education and qualification providers to address these gaps.

Access and download the SheCOACH Recommendations Report – and all National Reports– in EN and EL, ES, IT at www.shecoach.eu

WWW.SHECOACH.EU



KEY FINDINGS

Update Coaching Curricula:

Coaching education providers are encouraged to revise their curricula to fully integrate gender equality issues. This includes addressing gender bias, stereotypes, and promoting inclusive coaching practices that recognize the unique challenges faced by women in sports.

Provide Gender Sensitivity Training:

Providers should ensure that coaches, educators, and sports administrators undergo specialized training to enhance their understanding of gender dynamics. This training should focus on eliminating unconscious biases and fostering an inclusive environment for all genders.

Develop Institutional Gender Equality Policies:

It is essential for coaching education institutions and sports federations to implement clear policies that promote gender equality. These policies should set measurable goals for diversity and inclusion in both the recruitment and training of coaches.

Promote Mentorship and Role Models:

Establish mentorship programs that connect aspiring female coaches with experienced mentors. The visibility of successful women in coaching roles is crucial for inspiring future generations of female coaches.



KEY FINDINGS

Collaboration and Networking:

Collaborate with national and international sports federations to share best practices for gender mainstreaming. Joint initiatives, research, and knowledge-sharing can significantly advance gender equality across borders.

Ensure Work-Life Balance Support:

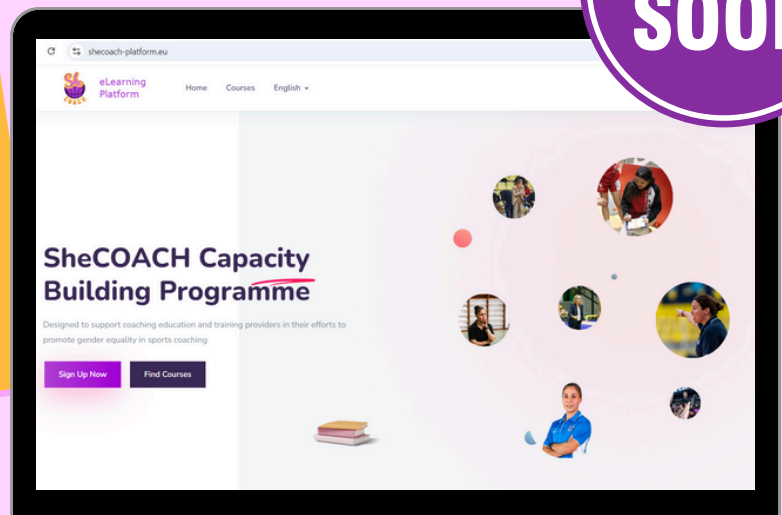
Coaching education providers should offer flexible training options that take into account the additional challenges women often face in balancing personal and professional responsibilities. This can include childcare support and more accommodating schedules.

Inclusive Language and Communication:

Implement and promote the use of inclusive language in all coaching materials, training sessions, and communication channels. This helps create an environment where all individuals, regardless of gender, feel respected and valued.

These recommendations form the basis of the SheCoach Capacity Building Programme, designed to address these gaps through targeted training and resources delivered via a dedicated e-learning platform.

COMING
SOON



PREVIEW OF NEW COURSES

ON THE SHECOACH E-LEARNING PLATFORM

Thanks to the insights gathered from the research conducted across Cyprus, Greece, Italy, and Spain, we are excited to announce that the development of the SheCoach E-Learning Platform is now underway.

The findings from our primary research have provided a solid foundation for creating specialized modules aimed at integrating gender equality into sports coaching education. Each of our project partners will contribute their expertise to specific courses, ensuring a comprehensive and collaborative learning experience.

Here's a preview of the upcoming e-courses:

Course 1: Legislation on Gender Equality in Sport

Contributors: UMU & FBCLM

This course focuses on analysing the legislative framework and initiatives that promote gender equality in sport, with a specific emphasis on basketball. It covers key concepts, international declarations, International Olympic Committee's (IOC) policies, European and national legislation, and gender equality initiatives in basketball.

Course 2: Women in Leadership Positions in Sport

Contributors: ENSE & SCE-ICCE

This course examines gender dynamics in sport, focusing on overcoming barriers and strategies to increase women's representation in leadership and coaching roles. It explores gender theories, obstacles and challenges such as bias, stereotypes and work-life balance, the impact of diverse leadership and practical strategies for managing these challenges and promoting women's leadership in sport.

Course 3: The Power of Inclusive Language in Sports Environments

Contributors: CYPRUS BASKETBALL FEDERATION & L'ORMA

Language shapes the way we perceive and interact with others. This course focuses on the importance of inclusive language in sports environments to promote gender equality, respect and empowerment. It covers soft skills for coaches, definitions and examples of inclusive language, its impact on the development of both coaches and athletes, and strategies for promoting inclusive communication in sport settings.

Course 4: Gender-Based Discrimination and Sexual Harassment in Sport

Contributors: SYMPLEXIS & GREEK BASKETBALL COACHES ASSOCIATION

This critical course aims to address and mitigate gender-based discrimination and sexual harassment in sport by promoting safe, equitable and inclusive environments for all, with a particular focus on the protection of women and minors. Participants will gain the knowledge and skills to identify, understand and respond effectively to gender-based discrimination and violence, ensuring a culture of respect and safety in sports settings.



These courses will soon be available on our dedicated e-learning platform, designed to offer flexible, accessible, and engaging learning materials. By addressing gender equality from multiple perspectives, we aim to equip coaching education providers with the knowledge and tools needed to make meaningful changes in their curricula and practices.

Stay tuned for more updates on the launch of the SheCoach E-Learning Platform and be among the first to participate in these pioneering courses!

UPCOMING INFO-DAYS

LEARN ABOUT THE PROJECT



We are thrilled to announce that SheCoach will be hosting several **Info Days** during the month of October. These events are designed to promote the project, raise awareness about gender equality in sports coaching, and provide insights into our key findings and upcoming initiatives.

Each Info Day will host minimum 25 participants, including professionals from sports federations, associations, clubs, coaches, education providers and the general public. During these events, participants will engage in presentations, discussions, and networking, all aimed at fostering a more inclusive and gender-equal coaching environment.

What to expect at the Info Days:

The SheCOACH 1st Info-Day will provide a structured and engaging overview of the initiative, starting with a welcome and introduction of the organising partners and their contributions to gender equality in sport.

The event will then focus on the SheCOACH project, highlighting its objectives, partners and key activities in promoting gender equality in coaching. This will be followed by a presentation of research findings on gender equality in coaching, providing both national and transnational insights.

The events will also host panel discussions with stakeholders that will discuss challenges and strategies related to gender equality in coaching, followed by a Q&A session.

Each event will conclude with details of the SheCOACH capacity building programme, future opportunities and a final evaluation.

To get involved, stay tuned to the project's social media and/or contact your in-country partner!

