



SheCOACH

Gender Equality in Coaching

4th Newsletter

July 2025

Reaching the Midpoint: Progress and Key Highlights

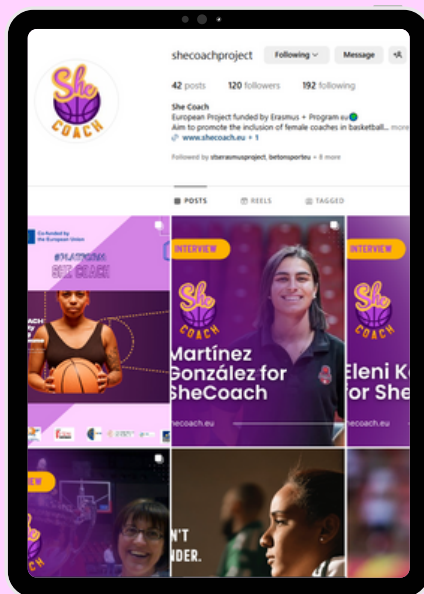
We are proud to announce that the SheCOACH project has officially passed the halfway mark of its implementation. This important moment allowed us to reflect on the results achieved so far, also through a dedicated mid-term evaluation. SheCOACH project's communication efforts are delivering great results!

- 31,616 people reached across Facebook and Instagram
- 432 total followers (284 on Facebook, 148 on Instagram)
- 129 posts published, including testimonials, carousels, reels and event highlights
- 2,585 interactions and 109 link clicks on Facebook
- 3,844 total page/profile visits.

The majority of our audience identifies as women (61%), mostly between the ages of 25 and 44. The most active countries include Greece, Cyprus, Italy, and Spain, reflecting the geographic focus of the project.

These results confirm the growing interest and engagement around our message: **promoting gender equality in sport coaching through awareness, education and active participation.**

CONNECT WITH US



MEET the team



Cyprus

symplexis

Greece



Greece



Italy



UNIVERSIDAD
DE MURCIA

Spain



Spain



ICCE
Sport Coaching Europe

Malta



Austria



Romania



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Website: www.shecoach.eu

Project: 101133095 — SheCOACH — ERASMUS-SPORT-2023.

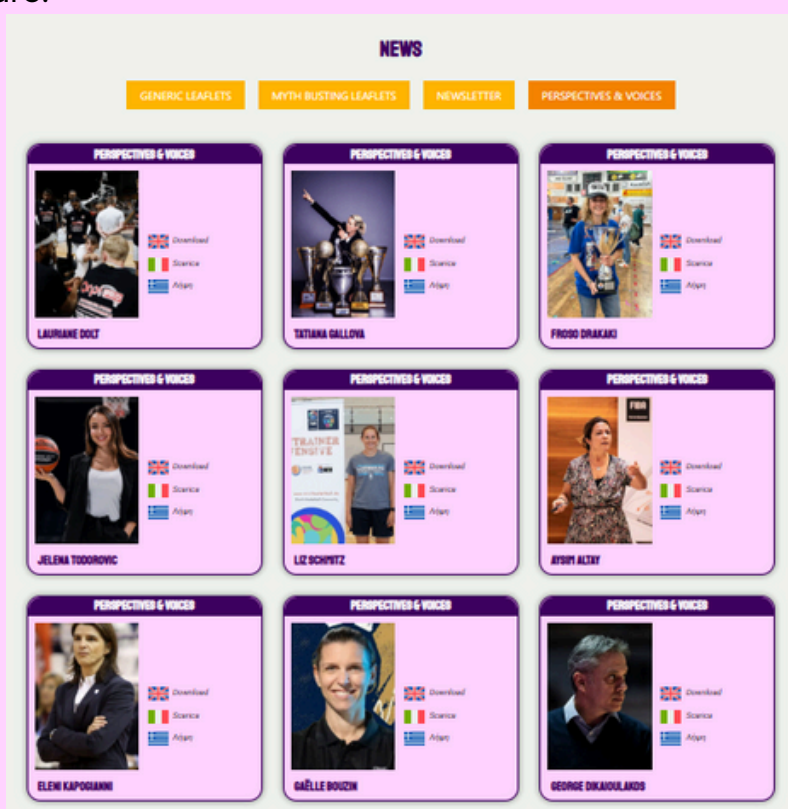
NEW INTERVIEWS

NOW AVAILABLE ONLINE

A new series of inspiring interviews is now available on our website! These conversations offer valuable insights into the challenges and motivations of coaches, professionals, and leaders working to promote gender equality in sport. Each interview brings a unique perspective, highlighting experiences from different roles, backgrounds, and countries.

The latest interviews feature:

- **Froso Drakaki**
- **Tatiana Gallová**
- **Lauriane Dolt**
- **Jelena Todorović**
- **Liz Schmit**
- **Aysim Altay**
- **Gaelle Bouzin**
- **George**
- **Dikaoulakos**
- **Francesca Zara**
- **Silvia Font**



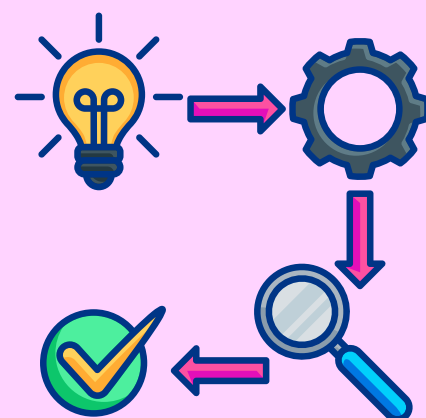
You can explore all the interviews in the “Perspectives and Voices” news section on the SheCOACH website.

WORK IN PROGRESS:

THE SHECOACH FRAMEWORK

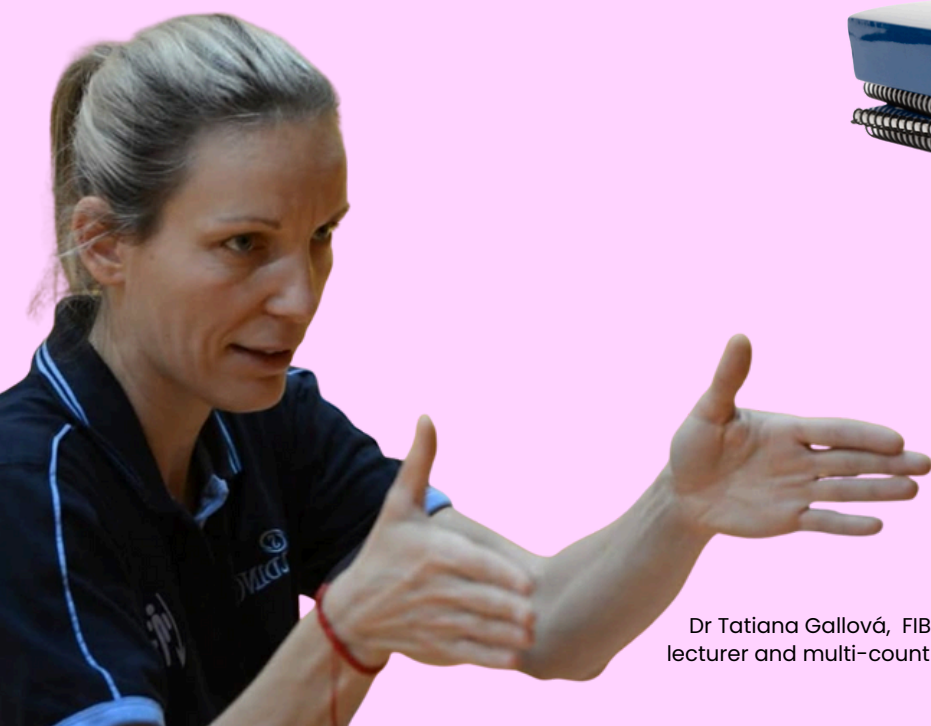
We are currently working on one of the project's key outputs: **the Framework for Gender Mainstreaming in Coaching Education**.

This digital publication will serve as **a practical guide** to help coaching education providers assess and improve the gender dimension of their curricula. It will include **tools** and **recommendations** for integrating gender equality principles in the structure, content, and delivery of coaching programmes.



The Framework will support institutions in planning and monitoring actions that address the needs of women coaches, enhance the visibility of women's leadership in sport, and contribute to more inclusive learning environments.

Once completed, the Framework will be piloted in Greece, Cyprus, Italy, and Spain, with the involvement of both project partners and external coach education providers.



Dr Tatiana Gallová, FIBA licensed coach,
lecturer and multi-country basketball coach

PREPARATION FOR SEPTEMBER WORKSHOPS



In the coming weeks, we will finalise the development of the SheCOACH Framework and launch its piloting phase in four countries: Greece, Cyprus, Italy, and Spain.

To support this process, a series of national **workshops will be held in September 2025**, involving coaching education providers, sports federations, and relevant stakeholders. These events will present the content and objectives of the Framework, offering participants the opportunity to ask questions, give feedback, and get actively involved in the piloting.

The workshops (in-person or online) will serve as a crucial step to promote the practical use of the Framework and to strengthen collaboration with those who are committed to fostering more inclusive and gender-sensitive coaching systems.

Interested in joining? Stay tuned for updates on SheCOACH social media or contact your in-country partner!



SHECOACH IN THE FIELD:

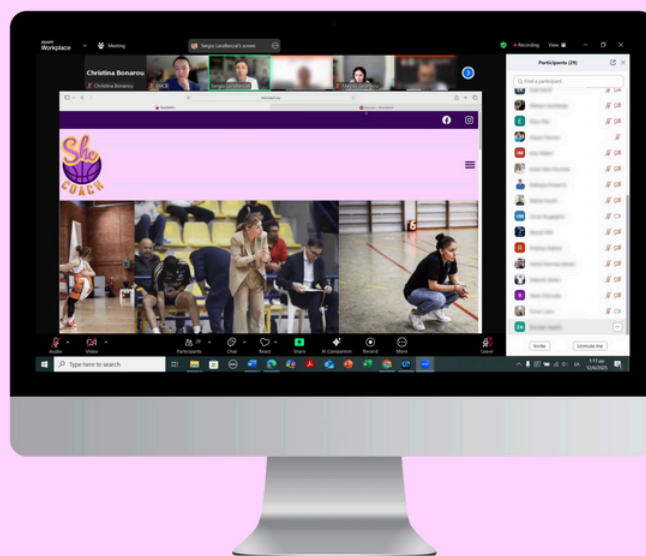
SHARING OUR VISION

Over the past months, SheCOACH has been presented at **several key events** in the **European basketball and coaching community**, strengthening the visibility and credibility of our work.

We are proud to have taken part in the **International Basketball Clinic for Young Ages in Thessaloniki, Greece (June 20–21, 2025)** organised by the **Greek Basketball Coaches Association**, where the project's values and aims were introduced to Greek coaches.

The SheCOACH message also reached a broader audience during a major event at the **OAKA Arena in Athens, Greece (July 3–6, 2025)** hosted by the **Euroleague Head Coaches Board**, with more than 500 coaches attending the annual Congress. Additionally, the project was featured in an **online session held by the EHCB Coaches Academy (June 12, 2025)**, opening a transnational dialogue on gender equality in sport education.

These events mark an important step in our effort to raise awareness and build alliances for structural change in coaching education.



INTERNATIONAL BASKETBALL CLINIC

FOR YOUNG AGES

ΘΕΣΣΑΛΟΝΙΚΗ 20 & 21/06/2025

ΤΟΠΟΣ : ΘΕΣΣΑΛΟΝΙΚΗ, ΚΛ. ΓΥΜΝΑΣΤΗΡΙΟ ΚΑΛΑΜΑΡΙΑΣ



ΕΛΛΗΝΙΚΗ ΟΜΟΣΠΟΝΔΙΑ ΚΑΛΑΘΟΣΦΑΙΡΙΣΗΣ

ΕΛΛΗΝΙΚΗ ΟΜΟΣΠΟΝΔΙΑ ΚΑΛΑΘΟΣΦΑΙΡΙΣΗΣ

HAVE YOU REGISTERED YET?

MORE AND MORE USERS ARE JOINING THE SHECOACH PLATFORM!

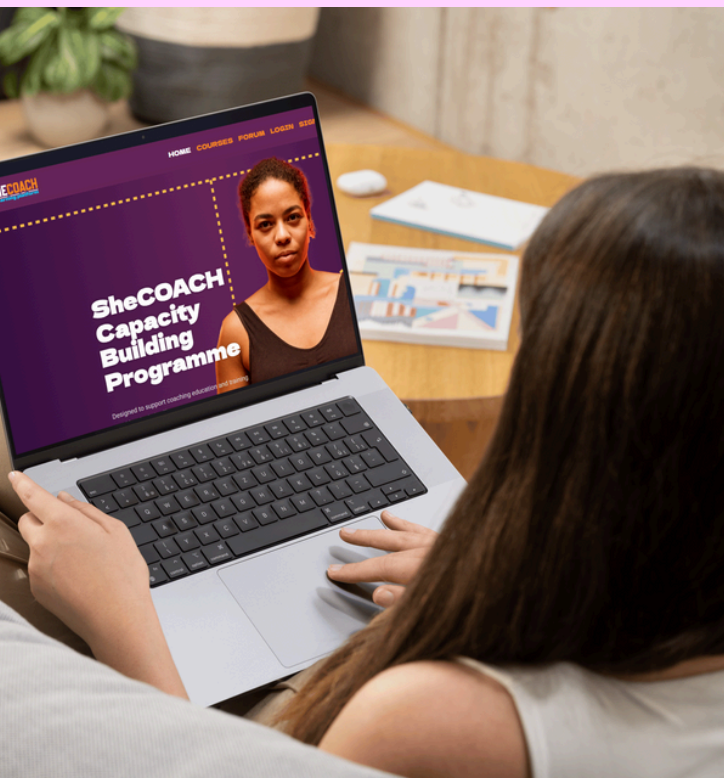


The SheCOACH e-learning platform is growing fast, with new users signing up!

Registration is completely free, and the training materials are available in **English, Greek, Italian, and Spanish**.

Upon completion, participants receive an online **certificate** — perfect for boosting your skills and CV.

Don't miss out, join the SheCOACH community today!



Available Courses

- **Course 1:** Legislation on Gender Equality in Sports
- **Course 2:** Women in Leadership Positions in Sport
- **Course 3:** The Power of Inclusive Language in Sports Environments
- **Course 4:** Gender-Based Discrimination and Sexual Harassment in Sport

Visit the [SheCOACH e-learning platform](#) to discover more and stay engaged as we continue to empower coaching education providers, sports federations, and aspiring coaches across Europe!

Sign up for free!