



SheCOACH Gender Equality in Coaching 1st Newsletter

July 2024

Welcome to the SheCoach Newsletter!

We are thrilled to bring you the first edition of our newsletter, marking the exciting beginning of our journey to **promote gender equality in sports coaching** by **encouraging the participation of women in (basketball) coaching education!**

SheCOACH is an **Erasmus Sport project** implemented in **Cyprus, Greece, Italy and Spain** from **02/01/2024 to 30/10/2026** involving **9 partners from 7 countries**: Basketball Federations, a Coaches' Association, Civil Society Organizations, a Higher Education Institution, and expert organizations in the field of sports coaching, sports education and technology.

SheCoach at a glance

- Primary **research & recommendations** report for coaching education and qualification providers on mainstreaming gender issues in coaching courses and curricula
- Online **capacity building programme** to train coaching education providers in gender mainstreaming
- **Framework** for gender mainstreaming in coaching education
- **Dissemination** and awareness raising campaign.

Get Involved!

We invite **all stakeholders**, including professionals from national or regional **basketball -and other sports- federations & clubs, coaches associations, sport 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 to create a **more inclusive sporting environment!**



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MEET the team



Cyprus

symplexis

Greece



GREEK BASKETBALL
COACHES ASSOCIATION

Greece



Italy



UNIVERSIDAD
DE MURCIA

Spain



Spain



ICCE

Sport Coaching Europe

Malta



Austria



Romania

PROJECT LAUNCH AND INITIAL FOCUS

The kick-off meeting

The kick-off meeting of our SheCOACH project took place on the **9th and 10th of April 2024** in **Nicosia, Cyprus**, where our consortium members met in person to discuss all the necessary details about the implementation of the project, the work plan and the next steps.



The primary research

SheCOACH aims to contribute to the mainstreaming of gender issues in sport coaching curricula. As a key start to the success of the project, we focused on **primary research in Cyprus, Greece, Italy and Spain** to **assess the level of knowledge and gaps among coaching education and qualification providers regarding gender equality in coaching**. The research was conducted between **April and June 2024** through **online questionnaires** and **in-depth interviews**. Let's take a look at the main findings per country on the following pages!

Achieving gender equality in basketball coaching is a challenge today, but with hard work and dedication we can create a future where women have equal opportunities to lead and inspire the next generation.

Access and download SheCOACH national reports in EN and EL, ES, IT at www.shecoach.eu

Like & follow the **SheCOACH facebook** & **instagram** pages and stay tuned for updates, detailed reports, and opportunities to get involved in free training workshops promoting gender equality in sports coaching!



CYPRUS

MAIN CONCLUSIONS AND SUGGESTIONS AT NATIONAL LEVEL

Demographic Information:

- In Cyprus for the SheCOACH online survey (April – May 2024), we had 50 responses from: Coaches: 10 individuals (20%), Professionals from national or regional basketball associations/federations: 16 respondents (32%), Faculty members & professionals from educational providers: 6 respondents (12%), Staff/professionals in other sports federations/ associations/clubs: 5 respondents (10%), and Other related stakeholders: 12 individuals (24%).
- The SheCOACH interviews (June 20-24) were conducted with 5 Cypriot sport professionals with previous teaching experience in higher sport education.

Familiarity and Training:

- Most participants show understanding of gender equality in coaching and emphasize importance of promoting gender equality and integrating gender issues in coaching courses.
- Many respondents believe sports associations, federations, and basketball clubs are not doing enough to support gender equality.

Importance of Gender Equality:

- Acknowledged by a significant majority, but awareness does not always translate into unified understanding or active participation.

Promotion and Integration Efforts:

- Positive steps noted, such as mixed-gender teams and female coaches in women's national teams and various leagues.
- Higher education sports departments striving to lead the way toward gender equality.

Barriers and Challenges:

- Cultural and societal attitudes persist. Family obligations further restrict women's ability to commit to coaching careers.
- Scarcity of visible female role models in coaching positions.
- Policies promoting gender equality often lack resources and commitment.
- Critical need for robust mentoring and support networks for female coaches.



Suggestions and Recommendations:

- Developing gender equality policies.
- Addressing bias and stereotypes.
- Setting clear goals to promote diversity and inclusion in coaching.
- Fostering collaboration and supporting work-life balance.
- Updating recruitment practices, offering leadership opportunities, and specialized training for female coaches.

Interview Insights:

- Emphasize the importance of promoting women's leadership.
- Highlight the need for a change in organizational culture and inclusive policies.

Recommendations for SheCOACH Capacity Building Programme:

- A holistic approach to gender equality in coaching.
- Awareness raising, promotion, and recognition.
- Practical measures, educational resources, and support.
- Cooperation between federations, associations, sports clubs, and the media on this matter.

GREECE

MAIN CONCLUSIONS AND SUGGESTIONS AT NATIONAL LEVEL

Demographic Information:

- In Greece for SheCOACH online survey (April – June 2024), we collected responses from 253 professionals: Coaches: 163 individuals (64.4%), Professionals from national or regional basketball associations/federations: 44 respondents (17.4%), Faculty members & professionals from educational providers: 11 respondents (4.3%), and other stakeholders: 35 individuals (13.8%).
- We also organised interviews (May – June 2024) with 5 sports experts from Greece who have both management and teaching experience in higher education in sport.

Familiarity and Training:

- A significant majority are familiar with the concept of gender equality and understand its importance in coaching.
- Participants believe that sports associations, federations and clubs in Greece are not doing enough to promote gender equality
- Lack of structured plans or strategies to promote gender equality in sports organisations.

Importance of Gender Equality:

- The majority consider it important to promote gender equality and integrate gender issues into coaching courses.
- Mixed views on whether progress has been made or whether gender equality in coaching is far from being achieved.

Promotion and Integration Efforts:

- Positive steps noted, but not enough.
- Lack of female coaches and structured gender equality plans in most organisations.
- University sports departments are leading efforts towards gender equality.

Barriers and Challenges:

- Institutional bias, stereotyping and discrimination: 64%
- Cultural or social norms perpetuated by patriarchy: 43,5%
- Insufficient policies for gender equality in coaching organisations: 26.5%.

Suggestions and Recommendations:

- Gender equality policy development: 41.9%
- Tackling prejudice and stereotypes: 36.4%
- Setting clear diversity and inclusion targets: 36%
- Promoting collaboration and supporting work-life balance: 32.4%.



Interview Insights:

- There is a decline in gender equality in the coaching profession as we move towards higher levels of sports.
- Critical need for continued effort and a shift in mindset on the part of a number of stakeholders.

Recommendations for SheCOACH Capacity Building Programme:

- It is essential for sports educators and coaches to reflect on their own prejudices, biases and stereotypes.
- Awareness raising, promotion and recognition.
- Practical measures, educational resources and support.
- Cooperation between federations, associations, sports clubs and the media on this topic.

ITALY

MAIN CONCLUSIONS AND SUGGESTIONS AT NATIONAL LEVEL



Demographic Information:

- In Italy, we surveyed 57 individuals: 54.4% females, 45.6% males with age range: 21-70 years, with majorities in 20-30 and 40-50 age groups.
- Respondents were from national/regional basketball associations (17.5%), sports clubs (28.1%), and educational institutions (15.8%)
- 5 interviews were also conducted with relevant stakeholders & experts.

Familiarity and Training:

- Familiar with Gender Equality: 49.1% somewhat, 31.6% very, 10.5% extremely, 8.8% not familiar.
- Formal Training: 10.5% attended courses, 89.5% lack formal education.

Suggestions and Recommendations:

- Strategies for sports associations: Develop policies (42.1%), set diversity goals (43.9%), provide equal training (35.1%).
- Coaching courses: Include gender identity, barriers (31.6%), bias (61.4%), discrimination (29.8%), work-life balance (22.8%), gender-sensitive coaching (26.3%).

Importance of Gender Equality:

- Promoting gender equality: Seen as very or incredibly important by most, though promotion efforts vary.
- Integrating gender issues in training curricula: 82.5% find it very or extremely important, but current programs are inadequate.

Promotion and Integration Efforts:

- Promotion by associations: 21.1% believe associations promote gender equality, 36.8% do not, 42.1% are unsure.
- Integration into coaching courses: Many feel that current courses do not adequately cover gender issues.

Barriers and Challenges:

- Main barriers: Institutional bias, stereotypes, discrimination (63.2%); lack of awareness (62.2%); cultural norms (43.9%); limited training opportunities (10.5%).
- Challenges in educational institutions: Lack of awareness among faculty (47.4%), resistance to change (22.8%), lack of support (29.8%), and limited skills of faculty members (28.1%).

Interview Insights:

- Awareness: Varying levels among coaches, advocating for more opportunities for women.
- Challenges: Societal perceptions, cultural barriers, lack of gender-focused curricula.
- Recommendations: Highlight successful female coaches, integrate gender topics, provide practical activities.

Recommendations for SheCOACH Capacity Building Programme:

- Develop gender equality modules.
- Implement training programs.
- Promote successful female coaches.
- Update recruitment practices.
- Establish supportive environments.

SPAIN

MAIN CONCLUSIONS AND SUGGESTIONS AT NATIONAL LEVEL

Demographic Information:

- SheCOACH online survey in Spain (April - June 2024): We collected 53 responses from basketball professionals such as coaches: 39 (73.6%), club professionals: 25 (47.2%), national/regional federation professionals: 14 (26.4%), Other stakeholders: 14 (26.4%).
- SheCOACH interviews (May - June 2024): Conducted with 5 sports professionals holding high-level management positions in national and/or regional sports federations or basketball associations.

Familiarity and Training:

Familiarity with Gender Equality:

- Very or extremely familiar: 43.7%
- Somewhat or not at all familiar: 7.5%
- 7 out of 10 participated in Gender Equality Courses / Seminars.

Importance of Gender Equality:

- A high percentage of participants believe it is very or extremely important to promote gender equality in coaching.
- Experts highlight opportunities for enhancing awareness and integrating gender equality principles into organisational strategies.

Promotion and Integration Efforts:

- 50% of participants believed that gender equality was promoted in their club, federation or organisation.
- The results revealed a clear lack of terminology and development within coaching and institutions.

Barriers and Challenges:

- Cultural or social norms perpetuated by patriarchy: 64.2%
- Institutional bias, stereotyping, and discrimination: 60.4%
- Lack of understanding of gender equality dynamics or concepts: 45.3%
- Lack of awareness of initiatives and institutional support.



Suggestions and Recommendations:

- 47.2% of participants believed that it was important setting clear objectives for diversity and inclusion in coaching.
- Developing a gender equality policy and tackling stereotypes: 43.4%
- Promoting inclusive language and conducting research: 22.6%
- Providing more resources and funding had the lowest percentage with 18.9%

Interview Insights:

The strategies considered by the experts focus on promoting gender equality by creating a fair and inclusive environment within sport and providing equal opportunities and resources. The need to address a change in organisational culture in the perception of players and coaches by promoting women's leadership is also considered.

Recommendations for SheCOACH Capacity Building Programme:

- Awareness raising, promotion and recognition.
- Women's leadership and empowerment.
- Practical measures, educational resources and support.
- It is necessary to implement more structured and supported efforts, which should include policies, education, and cultural change.