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Good practices to be adopted in sport communication to better ensure gender equality

This document is a manual of good practices created thanks to the contribution of the associations: ECA Onlus, Evnikos Basketball Club, Veiklus žmogus, Youth Bridges and A.T.I.C., as beneficiary consortium of the European project "Sports have no gender", on the occasion of the meeting held in Fyli on 28 April 2022 and constitutes the realisation of practices to be introduced in the world of communication in order to guarantee an adequate representation of women in sport, detached from a language used that is often sexist and likely to depress the professionalism of women in the world of sport.

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Manual of good practices to be observed
by media and communication channels
project "Sports Have no Gender"

Introductory notes

This document contains twelve small rules that can make a big difference. We do not presume to want to change the world, but to work towards many small impacts that can change our surroundings and slowly spread throughout Europe. Ideas can be very contagious, so it is our intention to infect as many realities as possible, spreading new practices and new ways of communicating both in the official channels used to deal with sport (television, press, specific sites), but also within the everyday life of each of us. Change starts from the way we express ourselves and communicate, and the possibility of guaranteeing equal opportunities in the world of sport comes from the way we convey the image of women, which is often portrayed in a sexist and reductive way with respect to their professionalism and their value as athletes.

We wanted to supplement these twelve practices with photos of the event where they were taken thanks to the efforts of the associations in the consortium and of women and men who want a different world. We hope that all the enthusiasm, passion and involvement of those who believe in change and who believe that great challenges can be won in small steps and with great perseverance will be evident from these small photographic testimonies.

Official slogan of the campaign: "Forget about sex"

Official Hashtag to share the campaign: #nogendergap



Good Practice 1: Using influencers and make actions with them to promote the messages



Good Practice 2: Stop giving opinion on performance, just show the objective results



Good Practice 3: Creating podcasts about female athletes' successes to be conveyed to schools



**Good Practice 4: Looking for campaigns and projects targeted On gender free contents
and communicate them to audience**



Good Practice 5: Raising the amount of published content presenting female in sport



Good Practice 6: TV show series, interview, radio broadcasts series with successful women in sports



Good Practice 7: Vocabulary / ethic codex about collection of (mostly sexist, humiliating) words authors/journalist should avoid – and which adjectives are recommended



Good Practice 8: Do not use women's bodies in advertisements to attract attention to a product, Highlight professional achievements of women instead of their physical appearance



**Good Practice 9: Creating a gender balanced journalism label that editorial boards can
apply for after participating in a training workshop and fulfilling publishing requirements**



Good Practice 10: Ethics codex for gender balanced journalism in sports based on international materials such as UNESCO's 'Getting the Balance Right'



Good Practice 11: Reversing the roles campaign: how absurd would it be to subject male athletes to similar sexist treatment



Good Practice 12: Presented through a mock interview where an accomplished male athlete is asked about his dress, balancing fatherhood, and sports, and about his relationships rather than his sports achievements





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