



#13 From barriers to benefits

Developed by: Women in Sport and the Young Foundation

Year and country: 2015, UK

Type of project: Research

<https://www.womeninsport.org/resources/barriers-to-benefits/>

Synthesis of the case study

A report of the economic benefits of women and girls participating in sports.

Context and approach

In the UK (and globally) a persistent inequality between the rates of participation in sport and physical activity remains for women and men throughout the life-course, as well as a huge disparity in terms of the financial investment in both areas. Why does it matter that women and girls are less likely to be active and take part in sport.

Objectives/Challenges

To research and discover the socio-economical benefits of more girls and women participating in sports and physical activity.

Target

Everybody.

The deliverable (What did they do specifically?)

Bringing out the individual, healthcare, and economical measurable benefits of women participating in sport.

Key learnings/Questions to think about

It is important to obtain and present the facts and use this information for advocacy.

Contact information

WomenInSport

<https://www.womeninsport.org/>