



#2 Women's Sport Week

Developed by: Women in Sport organization

Year and country: Annually since 2015, UK

Type of project: One-week event

<https://www.womeninsport.org/wsw2016>

Synthesis of the case study

Celebrating the women in sport for one whole week. The objective of Women's Sport Week is to celebrate and showcase women's sports at every level, from the grassroots to the elite, and highlight the incredible contribution that women make to sports. Special emphasis was put on media coverage of women's sports. The overall aim is to get more women and girls physically active and playing sports.

Context and approach

The aim was to build momentum for the Olympic Games and raise awareness of opportunities for women in sports. Women's Sport Week was created to activate the sport community by organizing events, generating debates and showing support for women and girls in sport. This included all kind of engagement in sports: not only being an athlete or taking part, but also sport leadership, volunteering and workforce.

Objectives/Challenges

Women's Sport Week was designed and launched to celebrate, raise awareness, and increase the profile of women's sports across the UK.

Specifically:

- improve the media profile of women's sport and female athletes;
- raise awareness of inclusive opportunities for women and girls to take part in sports;
- encourage women's representation in sport leadership and workforce.

Target

Everyone

The deliverable (What did they do specifically?)

- Special broadcasts of women's sport all week in the major TV networks;
- a fundraising campaign;
- co-operation with Sport England and the This Girl Can campaign for more visibility;
- guest bloggers (famous athletes, sport leaders, politicians and sport administrators) contributed to newspieces, interviews and videos;
- activation toolkit for organisations and individuals to organise their own event during the week;
- logos and communication material was made available for joined organizations.

Key learnings/Questions to think about

Think about how to get most visibility for your initiative and with whom you could partner with.

Contact information

Women in Sport
<https://www.womeninsport.org/wsw2016>