

#39 EMPOWER WOMEN THROUGH SPORTS

Developed by: US Department of State
Year and country: 2014–2016, US
Type of project: Guidelines

<https://globalsportsmentoring.org/global-sports-mentoring-program/>



BUREAU OF EDUCATIONAL AND CULTURAL AFFAIRS

Synthesis of the case study

The Global Sports Mentoring Program is an initiative created by the U.S. Department of State. The GSMP consists of two pillars: Empower Women Through Sports and Sport For Community. These one-month mentorship experiences focus on empowering emerging leaders to serve their local communities by increasing access to and opportunities for participation in sports. Each year, 16 or 17 participants demonstrating leadership skills and experience in the sports sector are chosen from a list of nominees selected by U.S. Embassies throughout the world. These emerging leaders are typically between 25 and 40 years of age, proficient in English, and have three or more years of work or volunteer experience with a sport-based development program or organization.

Context and approach

The U.S. Department of State believes that sport is a vehicle to advance the status, liberty, and well-being of women, girls, and marginalized people at home and abroad. Through its partnership with ESPNW and the University of Tennessee's Center for Sport, Peace & Society to implement the U.S. Department of State and ESPNW GSMP: Empower Women through Sports, the Department of State aims to spread the lessons of Title IX—equality and opportunity for women—to the world. By working with U.S. Embassies in over 100 countries, the initiative expands the footprint of Title IX and supports the Department's endeavors in every corner of the world. These sports diplomacy efforts allow new generations of girls to experience the many benefits that come from participating in sports: increased confidence, improved health, and enhanced academic success. The U.S. Department of State and ESPNW GSMP: Empower Women through Sports is based on growing evidence that women and girls who play sports are increasingly likely to excel on both the playing field and in life.

Objectives/Challenges

The principal objective of the program is to gather young woman leaders, and train them in a short period of time academy with the necessary tools to empower them in order to succeed in their local social change initiatives.

Target

Youth woman leaders with a volunteer orientation from different countries, selected by the American embassies in those countries.

The deliverable (What did they do specifically?)

Empower woman through sports has been delivered in 2014, 2015 and 2016. Each year, 16 to 17 participants demonstrating leadership skills and experience in the sports sector are chosen from a list of nominees selected by U.S. Embassies throughout the world. These emerging leaders are typically between 25 and 40 years of age, proficient in English, and have three or more years of work or volunteer experience with a sport-based development program/organization. Tapping into the unique power of mentoring, host organizations and mentors from the corporate and non-profit worlds are chosen to work alongside emerging leaders during an immersive three-week period. Mentors provide participants with opportunities to cultivate management and business skills in an American sports environment. As a part of the nomination process, each emerging leader identifies a key need or challenge facing girls and women or people with disabilities in their home country. During their mentorship in the U.S., they will develop a detailed action plan to address this challenge through sports. All action plans are designed to be implemented upon the emerging leaders' return home and have the common goal of creating sports opportunities for underserved and disadvantaged populations. Development of the action plan serves as the culmination of the mentorship experience.

Keys learnings

- How can the private sector help in the development of ideas aiming at social change;
- the role women have in their community and how sport can be used for real transformation;
- the importance of partnerships for long standing programs.

Contact information

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