



#47 WOMEN, SPORT AND MEDIA IN EUROPE

Developed by: Sport and Citizenship

Year and country: 2013, France

Type of project: Research

<http://fr.calameo.com/books/00076158563e85eadbb84>

Synthesis of the case study

This book is the result of three years of work of the "Women and Sport" network of Sport and Citizenship. It provides several avenues for reflection to improve the exhibition of women's sport.

Context and approach

Women are now an integral part of the sporting landscape, meaning that so many of them regularly take part in a sporting activity. However, in Europe, only 8% of Women belong to a sport club. This shows how much there is yet to do in order to develop women's sport and particularly women's club sport.

Objectives / Challenges

To reinforce the free distribution of women's sporting events.

Target

Everyone.

The deliverable (What did they do specifically?)

This publication "Sport and Citizenship" suggests themes for consideration to the European Stakeholders in sport, prominent among which are the Europeans institutions and the media.

Key learnings

This book is interesting because it's workable and realistic. The situation and the trends described are scientifically objective and therefore can be used to move towards honest, workable solutions to the problem of media coverage of women's sport in Europe.

Contact information

<http://www.sportetcitoyennete.com>

Think-tank Sport et Citoyenneté
Chez Kurt Salmon
159 avenue Charles de Gaulle
92527 Neuilly-sur-Seine