



#51 LOS GEHT'S!

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https://www.bundesregierung.de/Content/Infomaterial/BPA/IB/Los_gehts.pdf;jsessionid=F73942103038F716C51FEDE1BF149B30.s7t1?blob=publicationFile&v=6

Synthesis of the case study

The brochure provides suggestions, tips, and information on the subjects of sport and movement for girls and women. It is directed especially at girls and women from immigrant families, but should nevertheless be used for integration through sports in all cases.

Context and approach

Even though the brochure is targeting woman and girl for immigrant backgrounds it encourages all readers to exercise and to play sports. The tips are based on the conception that sport promotes integration and strengthens cohesion. The contributions are sorted by age group, starting by issues and tips specifically for children, then teenagers, women and families, and elderly people. In addition, the guidelines are illustrated with good examples and other important projects.

Objectives / Challenges

The main objective of the brochure is to encourage girls and women to practice sports; for sport clubs and associations to provide tips and good examples on how to keep girls in their activities, and to bring new ones in, too. The brochure is aimed at the whole family to understand sport and physical activity as a social activity; to promote understanding and inclusion among German society. It uses well-known athletes from Germany to gain media attention.

Target

Woman from all ages and backgrounds living in Germany.

The deliverable (What did they do specifically?)

The brochure contains the following:

- best practices research;
- tips for coaches and clubs;
- tips for families;
- networking opportunities by the brochure data address.

Key learnings

- The role of sport and physical activity in integration process;
- how can sport contribute to form cohesion in diverse background settings;
- the role of sport in the inclusion of refugees and immigrants in their new countries, cities, schools and communities.

Contact information

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