



## #56 KVINDESPORT.DK

Developed by: Kvindesport  
Year and country: 2015, Denmark  
Type of project: Website

<http://www.kvindesport.dk/>

### Synthesis of the case study

A website that is sharing news about women athletes and role models ('Girl power' portrait series) in both professional and grassroots level.

### Context and approach

Elite athletes of Denmark as an inspiration for other girls and woman to take initiative into sports activities.

### Objectives / Challenges

Motivate and generate inspiration for Danish girls and woman.

### Target

The Danish Society in general, encouraging woman to take action into sports activities.

### The deliverable (What did they do specifically?)

Website sharing stories of successful woman in sports, either in the competitive level as in the amateur and grassroots sector.

### Key learnings / Questions to think about

Importance of sharing information and communicating the positive role models available for girls in each country.

#### Contact information

Website: <http://kvindesport.dk/kontakt>