



#25 UNIVERSO MUJER

Developed by: Ministry of Education, Culture and Sport

Year and country: ongoing, Spain

Type of project: Campaign

<http://www.csd.gob.es/csd/promocion/universo-mujer/>

Synthesis of the case study

Universo Mujer seeks to deepen the social and cultural dimension of sport to promote a change in the lifestyle of the Spanish and activate the promotion of women's sport by holding events and communicative developments every month.

Context and approach

The project refers to a broader program for the integral development of the woman and its personal evolution within the society. The project is created with the mission of developing further initiatives that contribute to improving and transforming the social values through women in sports.

Objectives / Challenges

Universo Mujer materializes with different projects that seek the promotion and awareness of women's sports through six action sets:

1. women leadership in society;
2. education as an element of excellency for the athletes;
3. the role of the female Spanish athletes in history;
4. social responsibility and the importance of women in similar projects;
5. sport plan from the base to the elite;
6. communications actions and knowledge promotion of female sports and its achievements.

Target

Spanish women, especially athletic and physically active women.

The deliverable (What did they do specifically?)

Handbook for corporative identity and collaborating with enterprises and organisations: creating a document that describes the official logos and offers an image-pack ready for public use. Secondly, creating the criteria for the fiscal benefits, considered by the current normative in order to support the proper events for development. The outputs would also support general marketing and advertising by promoting various plans and programmes that were executed under the Universo Mujer programme. Their website offers information about the program and statistics on women and sports in Spain, as well as detailed explanation of the six action sets proposed by Universo Mujer.

Contact information:
<http://www.csd.gob.es/>

Key learnings / Questions to think about

The importance of this campaign is that it focuses primarily on the role that women have in the society. In addition, it provides female athletes the chance to contribute more to the society, with the premise of social change and transformation.