



#54 FRAUEN SPORT WOCHEN

Developed by: German Olympic Committee
Year and country: 2014, Germany
Type of project: Event

<http://www.dosb.de/de/gleichstellung-im-sport/unsere-themen/frauensportwochen/2014/>

Synthesis of the case study

The German Olympic Sports Federation (DOSB) hosted the DOSB Women's Sports Week. More than 90,000 sports federations of the Federation were called upon to participate and to carry out an action day or action week for the increment of girls and women in sports. Matching the motto of the women's sports week 2014 - Diversity wins! – DOSB supported the 2nd German Diversity Day with its actions.

Context and approach

The Woman Sport Week in Germany has been conducted for eight years.

Objectives / Challenges

To Increase the amount of girls and women participating in sports activities in Germany.

Target

Women and girls living in Germany.

The deliverable (What did they do specifically?)

With a wide range of activities from May to October, women of all ages were address, especially those who have not yet been actively involved in sports. Younger and older, women with or without children, immigrated or born in Germany, disabled or not - all women should found offers that fit them, felt welcome and tried as many sports as possible.

Key learnings

- The importance of having long term actions to include woman in sports activities;
- linking the role of woman in sports with other activities, like Diversity Day.

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