

ABOUT THE PARTNERS



Women in Sport (United Kingdom)

www.womeninsport.org



Foundation for the Promotion of Social
Inclusion-FOPSIM (Malta)

www.fopsim.eu



West University of Timisoara
(Romania)

www.uvt.ro



European Institute for Local Development
(Greece)

www.eurolocaldevelopment.org



Girls in Sport (Sweden)

www.girlsinsport.se

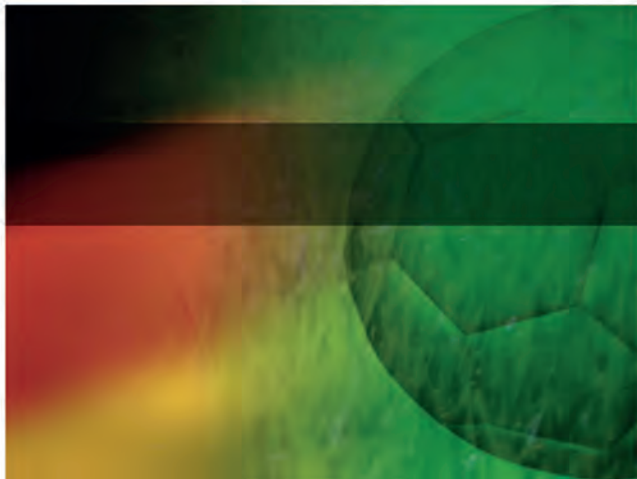


www.womeninsports.eu



Women And Girls
in Sports News
and Media

NeWMags

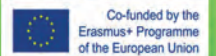


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THE PROJECT >>

THE WOMEN AND GIRLS IN SPORTS NEWS AND MEDIA/NEWMAGS IS A PROJECT THAT WILL BE DELIVERED OVER A 24 MONTH PERIOD BETWEEN 01 JANUARY 2017 AND 31 DECEMBER 2018.

The Women in Sport Media project is co-funded by the European Union and is implemented under the program Erasmus+ Sport. The Women in Sport project sets out to address the Erasmus + Sport objective of promoting and encouraging equal opportunities in sport, in particular in relation to gender equality. In doing so, it supports the implementation of a number of EU policies and strategies, both in relation to sport and to gender equality.



NEWMAGS project is predicated on the fact that there are persisting gaps at all levels between women and men in sport (as highlighted by the Eurobarometer on Sport and Physical Activity 2014), and that many factors external to sport can affect women's levels of participation in sport and physical activity.

NEWMAGS sets out a coherent plan to reach gender equality in sport by 2020, based in evidence provided by a group of experts.

NEED IDENTIFICATION AND ANALYSIS >>

Equality between women and men is a fundamental principle of the European Union and is enshrined in the Treaties. The inclusion of an EU sport competence in the 2009 Lisbon Treaty paved the way for conducting actions to integrate issues of gender equality in sport, and as a result the 2014-2017 EU Work Plan for sport agreed that the integrity of sport-including gender equality is a key topic that should be given priority by member States and the Commission.



Sport and physical activity is vitally important to the health and wellbeing of individuals and nations



Taking part in sport and physical activity improves individuals' health thereby reducing a nation's healthcare costs



It also reduces absenteeism, and so improves the economic development and success and Europe as a whole.



OBJECTIVES >>

The current objectives of the project are:

ADVANCE PROGRESS TOWARDS REDUCING GENDER STEREOTYPING IN SPORTS MEDIA

INCREASE THE QUALITY AND QUANTITY OF MEDIA COVERAGE OF WOMEN'S SPORT.

RAISE AWARENESS OF THE ISSUE OF INSUFFICIENT AND INAPPROPRIATE MEDIA COVERAGE OF WOMEN'S SPORT.

ENCOURAGE COLLABORATION AMONG KEY STAKEHOLDERS INVOLVED IN PROMOTING WOMEN'S SPORT VIA THE MEDIA.