

Gender and Sport: Mainstreaming gender in sports projects

This booklet looks at how to mainstream gender equality in sports projects and programmes. Sport is a social and cultural process in which social constructions of masculinity and femininity play a key role. Sport is traditionally associated with masculinity, women and men tend to engage in different types of physical activity and women may face a number of practical barriers to participation in sport such as lack of time. Case studies from Kenya, the Ivory Coast and Egypt show how sports initiatives can take into account women's and girls' perspectives and lead to women's and girls' increased involvement in physical activities. The projects also reveal how they can be used as starting points for wider educational activities such as literacy classes and training in life skills. The important aspects of mainstreaming gender into sports are to conduct a gender analysis of the context in which the project is to be carried out and to consult women and girls from design stage. Also to plan and implement with gender objectives in mind and to conduct monitoring and evaluation on whether these aims have been achieved.

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