

# OPPORTUNITIES FOR WOMEN AND GIRLS IN SPORTS CAN BE ACHIEVED WITH CONSCIOUS AND PLANNED MEASURES

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The door to sports has not always been open to girls and women. Competitive sports were mainly aimed at and formed by men, women were not included as not seen fit for such activities. Despite several attempts to address the issue of gender equality in sport, with laws and regulations, women are still in an unequal position.

The research's **objectives** were to

- collect perceived challenges in the girls and women's sports
- develop good practices to improve the conditions of girls and women in sports

The **method** was realized as an action research; first interviews with professionals and the outcomes were used in focus groups.

The **findings** showed that factors such as being perceived as a burden, unequal conditions and lack of awareness of norms constituted challenges for girls and women's sports. These challenges led to girls being physically less active, a lack of female role models, harassment in the sport culture and unequal power on a structural level. The **conclusion** is that conscious and planned measures are a way to tackle several of these challenges. The combination of actors and levels acting in synergies were able to achieve greater and more sustainable results.



Based on the results, a **guide** including suggestions of initiatives to the sport actors was proposed in order to improve the girls' and women's sports.



In the **future**, an increase in education, more research around the positive initiatives and existing challenges are needed.

