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## **ACTION PLAN**

**A Path to TranSport Action (APTSA)**



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## I. Project background

“A Path to TranSportAction” (APTSA) is a project involving a total of 5 organizations from Europe (Croatia, Italy, Bulgaria) and Latin America (Brazil and Peru), whose main aim is to enhance the capacity of youth organizations and stakeholders in all partner countries and beyond to use Sport in combination with high-end Non Formal Education methodologies for fostering a gender-inclusive approach to Sport practices, contrasting sexism and gender stereotypes and promoting equality and mutual respect among genders in disadvantaged rural areas in Europe and in Latin America.

APTSA Consortium is composed of youth organizations committed to gender equality and experienced in the educational use of Sport, out of a shared consideration regarding the challenge posed by persisting gender gaps and stereotypes in all partner countries.

Gender discrimination and inequality is a well known structural phenomenal of endemic proportions in Europe and Latin America, where concrete gender equality is impeded by persisting barriers and discrimination against young women. Barriers are both material (i.e. disadvantages in the labour market, lower wages than male peers etc.) as well as related to the social sphere wherein the a still considerable machist mentality determines more or less socially sanctioned forms of stereotyping and prejudice confining young women to established roles and conduits, particularly in secluded and underdeveloped rural areas. The most extreme manifestations of such mentality lay at the root of widespread phenomena of verbal/psychological and, ultimately, physical violence against women.

The patriarchal character distinguishing family relations and social structures in rural areas, combined with a widely diffused conservative mindset, is a driver of social sanction to discrimination and abuse at risk of perpetuating themselves through being transmitted to younger generations. The emotional and psychological impact of consolidate and socially sanctioned discrimination feeds a pattern of insecurity and apathy leading young women to abstain from the socioeconomic engagement and participation which would make the difference in achieving their personal fulfilment and determining a positive evolution in their communities.

Low female participation in Sport is an important component of gender-based disadvantage. General prejudice considering Sport as an almost exclusive field of male engagement, coupled by machist self-representations which permeate most Sport sub-culture, is at the same time a telling effect and self-perpetuating mechanism of gender discrimination. Sport is a powerful educational vehicle for disadvantaged targets to acquire crucial soft skills, transversal skills and positive attitudes of self-confidence and active participation, key components of any grassroots process of empowerment. Through its inner dynamics of peer-interaction and fair competition among people with diverse backgrounds, Sport provides also an invaluable experiential path to promote mutual respect and deconstruct prejudices.

APTSA outputs:

- Format TC providing youth operators with knowledge, skills and NFE tools to involve local youth targets (males and females) in educational activities based on Sport and NFE to convey awareness and competences fostering female participation in Sport, rejection of gender stereotypes and respect of gender differences and sensibilities.
- A YE testing the methodologies employed in project TC with a representation of final youth targets from each partner country.
- A Local Activities Phase in all partner counties involving local youngsters from disadvantaged rural areas (30 males and 30 females) per each partner country.

APTSA aims at fostering a gender-inclusive approach to Sport practices, contrasting sexism and gender stereotypes and promoting equality and mutual respect between genders among young people in disadvantaged rural areas in Europe and in Latin America.

APTSA will achieve established aims through delivering on the following objectives:

- Building a comprehensive set of knowledge, educational formats and NFE methodologies fostering partner organizations' capacities in using Sport as a tool to promote gender inclusion and empowerment in rural areas in partner countries, continents and other regions of the World.
- Involving young people in a meaningful process of learning and peer-interaction in gender-sensitive Sport through the implementation of a YE and of a local activity phase in rural communities across partner countries.
- Enhancing female participation in the field of Sport.

- Raising awareness about the need of promoting female inclusion and empowerment, fostering respectful gender relations and contrasting prejudices through Sport.
- Achieving a widespread diffusion of project methodologies and results among youth sector organizations, youth operators, youngsters and interested stakeholders within and outside partner countries and continents with a view to creating a comprehensive model to be employed across countries and continents.
- Creating a thematic Network of organizations committed to use Sport as an instrument of female inclusion and empowerment.

## II. Goals of action plan

The aim of **A Path to TranSport Action** action plan is to define all key actions needed to effectively implement project, to promote its goals and objectives, amongst target publics and audiences and to effectively disseminate information of the activities included in project plan.

Goals of action plan and strategy;

- Identification of key publics, audiences and stakeholders
- Specification of overall activities.

## III. Identification of action plan goals and objectives

Identification of goals and objectives are important when planning activities each partner should do. They have to be clearly defined, in line with project goals and objectives and support them.

Goals:

- Reputation - reinsure satisfying reputation of the **A Path to TranSport Action** project
- Create partner relationships with all public – establish relationships with all key publics and derive two – way communication
- Task - define tasks and tools that support project goals

Action plan objectives are in line with project plan:

- Promote **A Path to TranSport Action** project and its activities
- Coordination of partners (internal communication)
- To raise awareness about the **A Path to TranSport Action** project, it's benefits and outcomes
- Position **A Path to TranSport Action** project and project partners as a key influencer on the subject
- Raised awareness of the general public and decision makers about the objectives and activities of the project

- Promoting European equality, and social inclusion principles by means of fostering active participation and empowerment of under-represented groups (female youngsters) in Sport activities and civil society as a whole
- Contrasting gender-stereotypes, in continuity with the objectives set forth in the EC's 2007 Communication on "Promoting young people full participation in education, employment and society"
- The development of capacities for NGOs in Europe and beyond to foster young people's participation in Sport activities in pursuit of the objectives outlined in the EU Youth Strategy
- To ensure satisfactory number of participants on the local activities
- To communicate and disseminate measurable results after the lifetime of the project.

#### IV. Identification of key publics, audiences and stakeholders

Key public are:

Primary key publics:

- Project partners (project team)
- Youth organizations and stakeholders in all partner countries
- Young people in disadvantaged rural areas in Europe and in Latin America.

Secondary key publics:

- Sport clubs
- Media
- General public
- EACEA.

## V. Specification of overall activities

Key messages:

- The idea is to use Sport in combination with high-end Non Formal Education methodologies for fostering a gender-inclusive approach to Sport practices, contrasting sexism and gender stereotypes and promoting equality and mutual respect among genders in disadvantaged rural areas in Europe and in Latin America.
- To involve local youth targets (males and females) in educational activities based on Sport and NFE to convey awareness and competences fostering female participation in Sport, rejection of gender stereotypes and respect of gender differences and sensibilities.



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V.1. Overview of all activities

No.	Activity and venue	Start date	End date	Target group(s)	Description of activity
1.	Project management	1.07.2017.	30.06.2019	Project partners	Project Coordinator (RSS) with the assistance of other project partners will coordinate of 5 participating institutions from 5 different countries
2.	Capacity building activities	13.09.2017.	30.09.2017	Project partners; Led by RSS and Mine Vaganti	Participants in Transnational Meetings (Kick-off Meeting) will be experienced youth workers from partner organizations. Participants will be involved through internal appointment by the sending partner. All participants will receive the information about the practical/logistical details and the learning programme of the meeting by the hosting organizations. The programme of the meetings will regard the management of the different phases of the project. At the same time, participants will exchange knowledge and best practices on the use of Sport methods as instruments of female empowerment and gender sensitivity.
3.	Identification and selection of	01.09.2017.	01.10.2017.	All project partners	Participants in project TC will be chosen by each partner organization through the release of an

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	participants for training course				internal call for participants among its regularly employed staff resources. Participants will have to be aged 18-25, experienced in working with young people in rural areas and in the use of Sport and/or NFE methodologies. Selection will be a responsibility of the sending partner, in compliance with the parameters established by the Consortium. The selection process will be non discriminatory and based on fair as well as transparent procedures. Gender balance will be held as a main parameter, by means of involving an equal number of male and female participants.
4.	Mobility activities	08.11.2017.	14.11.2017.	Led by RSS with all of the project partners	<p>Project TC will involve youth workers and leaders aged 18-25 from partner organizations. Participants will be involved through the release of internal calls within their home organizations. Selected participants will be sent an Infopack by the hosting organization detailing all the information related to the activity programme and the practical/logistical details of the mobility.</p> <p>The TC and YE will be delivered by experienced NFE Trainers of international profile through a methodology based on NFE methods and Sport instruments designed to ensure the highest participation and reflection of participants</p>

					throughout the programme. At the end of each day of activity, Trainers will deliver an Evaluation Group involving small groups of participants in a reflection over the activities implemented on that day and the perceived development of participants' learning process. Trainers will adjust the learning programme based on Evaluation Meetings' findings.
5.	Identification and selection of participants for youth exchange	15.11.2018.	15.02.2018.	All project partners	Participants in project YE will be chosen by each partner organization through an open call for participants released through its Website, Social Media accounts and Networks at the local and regional level. The call will be targeted at youngsters (male and female) living in disadvantaged rural areas. Youngsters will have to be motivated on the topic of the YE and committed to act as multipliers of YE results in their own local communities. No specific knowledge of English will be requested. Selection will be based on fair and transparent procedures, in full respect of gender balance requirements. An equal number of male and female participants will be involved (group leader included).
6.	Mobility activities	20.03.2018.	26.03.2018.	Led by Mine Vaganti NGO with all of the project	YE participants will be young people aged 18-25 from disadvantaged rural areas in partner countries. Participants will be selected by partner organization through the release of an open call on each

				partners	<p>partner's Website, Social Media and networks at the local and regional levels. The hosting organization will send an Infopack detailing all information about the programme and the mobility to all participants at least 14 days prior to departure. Each national group of participants will be supported by a group leader chosen among the youth workers of the sending organization, who will support the group throughout the activities (including, when needed, acting as a translator).</p> <p>The TC and YE will be delivered by experienced NFE Trainers of international profile through a methodology based on NFE methods and Sport instruments designed to ensure the highest participation and reflection of participants throughout the programme. At the end of each day of activity, Trainers will deliver an Evaluation Group involving small groups of participants in a reflection over the activities implemented on that day and the perceived development of participants' learning process. Trainers will adjust the learning programme based on Evaluation Meetings' findings.</p>
7.	Project evaluation	1.07.2017.	30.06.2019.	Led by RSS	Monitoring and evaluation of the implementation of APTSA project, especially after each mobility activity.

8.	Dissemination and visibility	1.07.2017.	30.06.2019.	Led by RSS with all of the project partners	<p>Raising awareness of the general public about the objectives and activities of the project and important aspects of gender equality.</p> <p>Digital communication through newsletters, Facebook page, Instagram account, Twitter etc.</p> <p>Crowdsourcing</p> <p>ONLINE ACTIONS</p> <ul style="list-style-type: none"> <li>- A project Facebook page will be created bearing a dedicated project Logo. The Facebook page will be regularly updated with the pictures and news-feed related to the progress of activities.</li> <li>- All partner organizations will promote the project through their own Social Media accounts and Websites.</li> <li>- All partner organization will implement specific Mailchimp/Newsletter campaigns within their own networks at the local, regional, national, European and international levels in coincidence with the main project activities (TC, YE, Local Workshops) with a view to sharing the results thereof.</li> <li>- Project Web Platform, storing the materials and results produced in the project as educational modules as well as digital copies of the “Manual on</li> </ul>
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Gender Equality through Sport” will be kept updated and operational after the end of the project as well as widely promoted by the Consortium through project and partners’ online communication tools.

-Each partner will implement a Mailchimp/Newsletter Campaign among its local, regional, national and European stakeholder networks on a yearly basis, in order to promote project results and stimulate stakeholder participation in the Network.

#### OFFLINE ACTIONS

- Offline dissemination will be introduced by the production of physical promotional/informational materials by each partner (brochures, leaflets, physical copies of the “Manual on Gender Equality through Sport”) in its own language to be distributed locally (partners’ facilities, Local Activities, follow-up activities).

- Each partner implement regular follow-up initiatives at the local level, involving male and female youngsters in local rural communities (at least 2 activities per year).

- Each partner will present the project and its results

					<p>in all events (local, regional, national, European, International) on project topic and/or closely related topics attended by the organization.</p> <p>- At least 3 international follow-up initiatives will be elaborated as draft ideas in project Evaluation Meeting. At least 1 international follow-up idea will be developed and formally presented within 1 year from the end of the project.</p>
9.	Local activities	1.07.2017.	30.06.2019.	Led by RSS with all of the project partners	<p>Each Partner will implement different local activities employing the methodologies developed in the previous phases of the project. Local activities will involve a total of 60 youngsters (males and females) in each target community). The cycle of activities will last a total 15 days, thus divided:</p> <ul style="list-style-type: none"> <li>- 10 Days: Activities in local schools with 20 male and female young students (20 youngsters);</li> <li>- 10 Days: Activities with youngsters in local youth centers and associations (20 youngsters);</li> <li>- 10 Days: Activities with youngsters in the local community (2 youngsters).</li> </ul>