



Co-funded by  
the European Union

**VERA  
EU CAMPAIGN  
TOOLKIT**



PROMOTING EQUALITY  
AND RIGHTS FOR  
WOMEN IN SPORT

VOICE FOR EQUALITY AND RIGHTS  
OF WOMEN ATHLETES





# 1. Introduction

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Voice for Equality and Rights of Women Athletes (VERA) is a two-year Erasmus+ project dedicated to advocating for the rights of elite women athletes across Europe.

## The project aims to:

- Enhance representation and support for women athletes' rights.
- Raise awareness of the benefits that gender equality and diversity bring to sports.
- Facilitate the exchange of best practices and solutions to common challenges.
- Foster mentoring and mutual support between athletes and professionals from organisations that represent and support them.

## 2. Background Information

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Gender inequality in sport manifests in several critical ways, highlighting the need for robust advocacy and systemic change:

1. **Unequal Representation:** Women athletes are often under represented in leadership roles, coaching positions, and decision-making bodies within sport organisations. This lack of representation limits their influence over policies and practices affecting their careers.
2. **Discrepancies in Support and Funding:** Female sport programs typically receive less funding and fewer resources compared to male programs. This discrepancy affects the quality of facilities, access to training, and overall development opportunities for women athletes.

3. Gender Pay Gap: There is a significant pay gap between male and female athletes, with women often earning less in terms of salaries, endorsements, and prize money. This pay disparity reflects broader societal inequalities and affects the sustainability of women's sport careers.

4. Unequal Media Representation: Women's sport not only receive less media coverage compared to men's sport, but they are also often portrayed in a biased or sexist manner. This unequal representation can significantly impact sponsorship opportunities and public support, perpetuating the perception that women's sports are less important or less competitive. Addressing this disparity is crucial for fostering a more equitable and inclusive sport culture.

5. Cultural and Structural Barriers: Gender stereotypes and cultural biases can discourage women from participating in sport and hinder their advancement. Structural barriers, such as inadequate facilities and insufficient support services, further exacerbate these challenges.

Promoting equality and rights involves addressing these disparities through advocacy, policy change, and increased support.



### 3. Vera EU Campaign

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The VERA EU Campaign is a crucial initiative dedicated to advancing gender equality and protecting the rights of women athletes across Europe. Supported by an international network of organisations, VERA works collaboratively to tackle ongoing inequalities in sport. Through a comprehensive EU-wide campaign, VERA aims to drive systemic change within the sport sector.

This toolkit is designed to equip consortium partners, sport organisations, and advocates with essential resources to actively support and engage in the VERA campaign. It includes actionable strategies, key messages, and promotional materials to ensure effective dissemination across various platforms.

## 4. Objectives and Target Audience

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The VERA EU Campaign aims to:

- **Raise awareness** about gender-based discrimination in sport.
- **Encourage action** among sport organisations to promote women's rights and equitable treatment.
- **Provide resources** for women athletes to better understand their rights and access support.
- **Facilitate policy dialogue** on how to foster gender equality in sport at both national and European levels.

### Key Target Audiences:

- **Athletes:** Women athletes, both professional and amateur, across Europe.
- **Sport Organisations:** Federations, clubs, and teams looking to foster equality in their institutions.
- **Other Organisations:** NGOs and associations that support women athletes rights.
- **Policymakers:** Local, national, and EU-level decision-makers focused on advancing women's rights in sport.
- **Public and Stakeholders:** Journalists, advocates, and the general public interested in gender equality in sport.



## 5. Strategy

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### 1. Online Platform

**Empowerment:** Centralizing resources helps athletes understand their rights and access support, empowering them to tackle challenges.

**Collaboration:** The platform connects athletes and experts, fostering mentorship and shared knowledge to drive change.

### 2. Social Media Campaign

**Broad Reach:** Social media allows us to quickly engage a wide audience, raising awareness efficiently.

**Engagement:** Visuals and hashtags like #EqualPlayEqualRights make the message relatable and encourage active participation.

**Dialogue:** Social media fosters real-time interaction, building a community around the cause.

### 3. Events

**Direct Impact:** Events allow for meaningful engagement, sparking collaboration among athletes, policymakers, and organisations.

**Momentum:** They inspire ongoing advocacy and promote the use of VERA's platform to further equality efforts.

## 6. VERA Online Platform

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The VERA platform serves as a central hub for promoting gender equality in sport, connecting athletes with experts, facilitating collaboration and exchanges, and providing access to a comprehensive library of online resources and information. It empowers athletes and organisations to connect, share expertise, and access the tools needed to advance gender equality in the sport community.

### The platform focuses on key topics such as:

- **Financial Support & Social Welfare Rights:** Information on available financial assistance and social welfare resources.
- **Access to Facilities:** Guidance on accessing sport facilities and resources.
- **Medical to Technical Support:** Resources for medical care and technical support.
- **Maternity Leave:** Information and support regarding maternity leave policies.



Users can engage in discussions through the online forum, explore case studies, and benefit from mentorship provided by experienced professionals.

To ensure effectiveness and user-friendliness, the platform was initially tested by partners and selected beneficiaries. To ensure a smooth user experience, we have created a video guide and translated it into the languages of our consortium partners to help users fully utilize this valuable tool.



TO ACCESS THE VIDEO, CLICK [HERE](#)



FOR MORE INFORMATION, VISIT [VERA Network](#)

## 7. Social Media

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Social media is an invaluable tool for increasing awareness, fostering engagement, and driving participation in a project. For that reason, we have created accounts on Facebook, Instagram and LinkedIn.

**@VERAVoiceforEquality**

Link:  
<https://www.facebook.com/VERAVoiceforEquality>

**@veravoiceforequality**

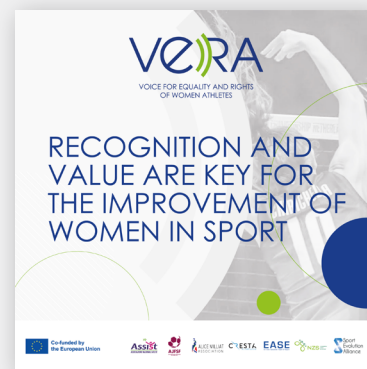
Link:  
<https://www.instagram.com/veravoiceforequality/>

Link:  
<https://www.linkedin.com/showcase/vera-voicefor-equality-and-rights-of-women-athletes/>

We encourage you to follow our social medias and other relevant accounts in your country and like and retweet their posts.

Additionally, the social media channels of all partners will be utilised to disseminate outcomes and promote the project.

To support this effort, infographics were created and translated into the languages of all partners. This approach ensures that the messages are accessible and easy to share across respective social media platforms, effectively reaching non-English-speaking audiences.



Social media plays a crucial role in amplifying the VERA campaign's reach and impact. Here's how to leverage social media effectively:

**Develop a Content Strategy:** Create a calendar of posts, including key messages, campaign updates, and engaging content.

**Utilize Visuals:** Use compelling images, infographics, and videos to capture attention and convey messages.

**Engage with Audiences:** Interact with followers by responding to comments, participating in discussions, and sharing user-generated content.

**Monitor and Evaluate:** Track social media metrics to assess the effectiveness of your campaigns and adjust strategies as needed.



## Slogans

A good and effective slogan prompts the target group to act and remember the campaign, evoking positive feelings.

The slogan will appear in combination with the social media campaign hashtag, which also functions as our call to action. Two alternative campaign slogans will be used.

### The campaign slogans:

- Empower. Advocate. Succeed.
- Fair play, equal say.

## Hashtags

A hashtag or the symbol “#” is a label for content in social media (Twitter, Facebook, LinkedIn, etc.). It helps others who are interested in a certain topic, quickly find content on that same topic. The campaign hashtag will only be used in English. The campaign hashtag:

### #EqualPlayEqualRights

The VERA EU campaign will have one dedicated hashtag to ensure recognition from our broader audience. It is crucial for the success of the campaign that all target groups can relate to the hashtag and memorise it. The main hashtag can also be used alongside national hashtags.

The **#EqualPlayEqualRights** hashtag should not be translated due to the need to monitor and evaluate its usage and the effectiveness and outreach of the campaign.



## 8. Events

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Events are a key component of the VERA EU Campaign, designed to engage a wide audience and create tangible impact through direct interaction with athletes, sport organisations, and stakeholders. The benefits of hosting of participating in events include:

- **Raising Awareness:** Events provide a platform to highlight gender inequalities in sport and promote the rights of women athletes, reaching a broad and diverse audience.
- **Fostering Engagement:** These events encourage active participation from athletes, coaches, sport managers, and policymakers, fostering meaningful discussions and collaborative efforts toward gender equality.

- **Promoting the VERA Platform:** Events offer an opportunity to showcase the VERA online platform, helping participants understand how it can support them in accessing resources, sharing expertise, and advancing women's rights in sport.

- **Strengthening Networks:** By bringing together sport professionals, athletes, and advocates, Events help build a strong network of stakeholders committed to driving systemic change within the sports sector.

- **Local and International Impact:** Events, held across various regions, allow for both local and international engagement, creating a ripple effect that spreads awareness and drives action beyond the event itself.

- **Encouraging Future Initiatives:** These events inspire participants to organise further discussions, workshops, and campaigns within their own communities and sports organisations, ensuring the message of gender equality continues to grow.

## Types of events

### Conferences

Conferences are large-scale events where experts, professionals, and academics gather to share knowledge, discuss trends, and network. They typically include keynote speeches, panel discussions, and paper presentations. Conferences are valuable for learning about the latest methodologies, tools, and research in measurement and statistical evaluation.

### Workshops

Workshops are interactive, hands-on sessions designed to teach specific skills or knowledge. They usually involve practical exercises, group activities, and discussions.

In the context of MSE, workshops might focus on specific statistical techniques, data analysis methods, or the use of measurement tools. The goal is to provide participants with practical experience and actionable skills.

### Train the Trainers

“Train the Trainers” programs are designed to equip individuals with the skills and knowledge needed to teach others. These programs focus on developing training techniques, instructional strategies, and subject matter expertise. For MSE, this means training individuals to effectively teach measurement and statistical evaluation concepts and methods to others, ensuring that they can convey complex ideas clearly and effectively.

## Some of our Events

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**NZS** organised a workshop for the VERA project in Predoslje gathered 33 participants for discussions on gender equality and the VERA platform. They also presented at the Gymnastics Association conference in Izola and the “Tennis-4Women” conference in Ljubljana, and promoted the project on national television, addressing challenges faced by women in sport.

**ASSIST** organised two Workshops under the VERA project. The first, held during the “Women’s Sport Meeting” in Bologna, gathered 57 participants and focused on gender inequality in Italian sport. The second, during the Handball Final Four in Castelnuovo di Sotto, attracted 27 attendees, sparking lively discussions on enhancing female representation in leadership and media visibility.





**EASE** and **AMA** organised a Conference for the VERA project at La Cité Audacieuse in Paris, a key venue for gender equality during the Olympic and Paralympic Games Paris 2024. The event focused on the intersection of sport and women's rights, featuring a roundtable discussion that attracted 25 participants from different areas.

**AJFSF** organised a “train the trainers” workshop in August, involving 10 futsal players who will act as regional delegates to disseminate the VERA project to over 250 players during upcoming team visits. Additionally, players from the Polytechnic University of Madrid were informed about the project in open sessions for the 24/25 team formations, collectively reaching a total of 300 players across three events.





**Sport Evolution Alliance** hosted the “Breaking Barriers in Sports” International Conference in Cascais, attended by 75 participants, including athletes, coaches, sports managers, and representatives from various sports organizations. The half-day event featured keynote speakers, presentations, and roundtable discussions, along with the introduction of the VERA Project and its Online Platform.

## 9. Key Messages

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Clear and concise messages are at the heart of any successful campaign. Below are some key messages from the VERA EU Campaign that can be adapted to your audience:

### **For Athletes**

- “Know your rights. The VERA platform can help you access vital resources to protect and advance your career.”
- “Your contribution to sports is valuable. Gender equality in sport benefits everyone.”



### **For Sport Organisations**

- “Support gender equality and be part of a movement that strengthens the future of sport.”
- “Creating fair opportunities for women in sports fosters innovation and long term success.”

### **For Policymakers**

- “Addressing gender inequality in sport is essential for building a fairer and more inclusive society.”
- “Policy changes can transform the future of sport and ensure equal opportunities for all athletes.”

## 10. Conclusion and Next Steps

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The VERA EU Campaign has made significant strides in promoting gender equality in sports, but there is still work to be done. Here's what we've learned and how we can continue to grow:

### What Worked:

- **Strong Engagement:** The online platform and events have successfully connected athletes with resources and experts, fostering meaningful collaboration.
- **Effective Outreach:** Social media campaigns have raised awareness, with the #EqualPlayEqualRights hashtag gaining visibility across Europe.

### Areas for Improvement:

- **Broader Involvement:** We need more engagement from sport organisations and policymakers to accelerate systemic change.
- **Localized Campaigns:** Expanding efforts at the local level could strengthen the impact in specific regions.

### Suggestions to Expand Impact:

- **Enhance Partnerships:** Collaborate with more stakeholders to amplify the message.
- **Leverage Ambassadors:** Involve well-known athletes as campaign ambassadors to increase visibility and credibility.
- **Diversify Content:** Create more region-specific content to reach non-English-speaking audiences effectively.

# VOERA

VOICE FOR EQUALITY AND RIGHTS  
OF WOMEN ATHLETES

  
**Assist**  
ASSOCIAZIONE NAZIONALE ATLETE

  
**AJFSF**  
ASOCIACIÓN DE JUGADORAS  
DE FÚTBOL SALA

  
**CRESTA**  
THE SPORTS LAW FIRM

**EASE**  
European Association of Sport Employers

  
N...  
NOGG...  
ZVEZA  
SLOVENIJE





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