



Welcome to the first newsletter of the POWER Project!

POWER stands for “The Portrayal of Women Athletes in Sports Media” and it is an Erasmus+ Sport collaborative partnership project aiming at reshaping how women athletes are represented in the media by promoting unbiased and inclusive narratives. The mission is rooted in fostering gender equality, combating stereotypes, and inspiring the next generation of athletes and media professionals to embrace diversity and fairness.

POWER in numbers:

The consortium consists of **six** organisations from **six** European Union countries: Athens Network of Collaborating Experts (GRE), Unió De Federacions Esportives De Catalunya (ESP), Mundus Bulgaria (BUL), Budapest Association for International Sports (HUN), Sport Evolution istrAlliance (POR) and Istituto Italiano Dei Media (ITA) Meet the consortium members by clicking [here](#).

The project runs for **24** months, from November 2024 until October 2026.

One brand new, continuously updated website and four social media channels. Visit our website: <https://project-power.eu/>

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Unió de Federacions
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Activities

Over the course of the project, we will:

- Conduct research to understand media portrayals of women athletes in all six partner countries
- Develop a training programme on fair gender representation of athletes
- Provide training for over 200 media professionals
- Develop guidelines for media professionals, content creators and sports organisations to support their fair reporting on women athletes
- Run awareness-raising campaigns, both online and in-person to reach diverse audiences, including info days in all six countries for over 150 participants.

Click [here](#) to read more about our objectives and activities.

Kick-off meeting recap

On December 9-10, we held our kick-off meeting in Sofia, Bulgaria, officially launching the project! All the partners - from Greece, Italy, Portugal, Bulgaria, Spain and Hungary - came together to tackle the challenges women athletes face in media coverage.

During the meeting, the team successfully organised the research methodology, outlining clear steps and roles for its implementation. Additionally, substantial progress was made in planning the dissemination and communication strategy, ensuring alignment with the project objectives and the target audience.

Click [here](#) to read more about the meeting.

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