



Project 101185115

Welcome to the second 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.

Time flies and we are beyond the halfway mark of POWER! The project started in November 2024 and runs for 24 months. In its first year, the consortium already completed a great number of project goals. Read further to learn about our achievements!

Research

The first project output to be completed was a comprehensive research report. The over 300-page long document contains six national research reports, which were subsequently consolidated in a cross-national report to offer a comprehensive overview of the representation of female athletes in the participating countries. Click [here](#) to read the report.

Second partners' meeting

On September 18-19, the consortium held its second transnational project meeting in Cascais, Portugal. The consortium members gathered to discuss and work together on some crucial project-related topics, including the overall management, the research phase, strategy formulation and communication. Click [here](#) to read more about the meeting.



Awareness-raising

Our awareness-raising campaign is in full swing on all of our social media channels, [Facebook](#), [Instagram](#), [LinkedIn](#) and [X](#). Moreover, we recently launched our [YouTube channel](#), where we upload episodes of our podcast series on the topic of women athletes' portrayal in the media. Moving offline, three partners organised their national info days to raise awareness of the project locally. [Here](#) you can read about these info days.

Next steps

The consortium is currently working on strategy formulation and the development of the POWER guidelines.

Keep in touch

Join our community! Follow us on social media and search the hashtags [#FairSportsMedia](#) and [#PowerOfWomenAthletes](#) or get in touch via [e-mail](#) or phone: +30 21 0821 5044

**We wish you all
a wonderful festive season
and a happy 2026!**

Project 101185115

Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.



Co-funded by
the European Union

