POWER

The Portrayal of Women Athletes in Sports Media

NEWSLETTER

2026/01





Welcome to the third and final 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.

Which seems like a blink of an eye, almost two years have passed since the start of the project, and the partnership already comes to an end later this month. In our third and last newsletter, you can read about our highlights in 2026.



Spring Info Days

Two consortium members held their national Info Days around International Women's Day in March 2026. Click here to read about SEA's and UFEC's Info Day. Our Italian partner, ISIDEM held their Info Day in May. You can read about that here.

Projekt 101185115

Co-funded by the European Union

POWER

The Portrayal of Women Athletes in Sports Media

NEWSLETTER

2026/01



Deliverables

Over the course of 2026, the consortium delivered the POWER Strategy and Guidelines, and based on them, the POWER Training Programme. All the project outputs are available in the Results section of the POWER website. As part of the POWER awareness-raising campaign, 18 podcast episodes were produced and published on POWER's YouTube channel.



Final conference and partners' meeting

On October 8 and 9, the POWER final conference and final partners' meeting were held in Athens. The conference gathered representatives of the consortium along with Greek organisations interested in the fair portrayal of women athletes, and sparked interesting discussions on the topic. At the partners' meeting the consortium members discussed the final tasks and had a brainstorming on the next steps. Click here to read about the events.



Legacy-building

Even though the two-year collaborative partnership comes to an end, the partners are committed to continue advocating for an unbiased and performance-based portrayal of women athletes. Follow the POWER partners' work on the topic.

Projekt 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