






New Erasmus+ project


The GENDERWISE project brings new energy and concrete changes to sport! Through an innovative web platform, educational resources and mentoring support, the project empowers young female athletes aged 14 to 26 to take on leadership and coaching roles after completing their sports careers. The goal is to encourage gender equality, the development of dual careers and greater representation of women in sports leadership across Europe. Among the key results are the development of educational materials, digital tools, and the establishment of a virtual community and support network that provides a safe and stimulating environment for the exchange of knowledge, experiences and mutual support. Digital, engaged and inclusive, GENDERWISE is building the foundations for a more equal and sustainable sports environment of tomorrow.


Partners


Sport school PESG – an institution dedicated to the development of sports, education, and personal skills through various projects and activities at both the local and international level. A special emphasis is placed on the development of dual careers, enabling young athletes to simultaneously build their sporting and educational/professional paths. The goal is to provide young people and adults with opportunities to acquire new knowledge, improve life and professional competencies, and promote a healthy and active lifestyle. 


Sport Evolution Alliance (SEA) – Portuguese non-profit NGO that uses sport as a driver of social transformation, civic participation, and community development, fostering youth engagement, inclusion, intercultural dialogue, and gender equality through innovative European partnerships. 

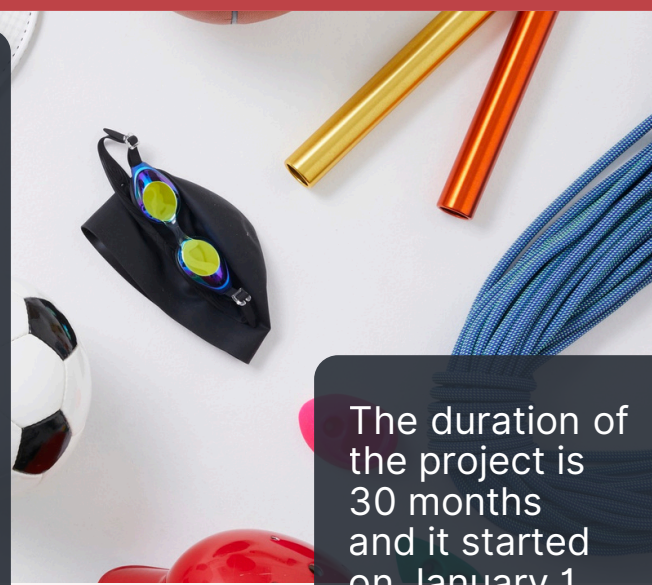
ASSERTED KNOWLEDGE (AKNOW) is a technical consulting and staff sourcing company focused on the provision of ICT services. 

Kolmen Kampuksen Urheiluopisto (KKU) – Sports Institute of Three Campuses is Finland's largest sports institute, offering a diverse hub for sports, education, physical activity, and wellbeing across Lahti, Lohja, and Helsinki. As part of the national Sports Institutes network, we actively promote physical activity and sports in Europe through expertise, innovation and international co-operation. 

BRAVO – a non-profit and non-governmental organization based on knowledge, entrepreneurship, civil society development, non-formal education, and innovative methods of learning and development for young people and adults. 

National University of Physical Education and Sport of Ukraine (NUUPES) – a leading educational, scientific and sports institution whose main activities are: educational, scientific, scientific-technical, cultural-educational, sports and recreational. 

Croatian Olympic Committee (HOO) – the umbrella sports organization in the Republic of Croatia that promotes Olympic values, supports the development of elite and amateur sports, and provides systematic support to athletes through all stages of their careers. 



The duration of the project is 30 months and it started on January 1, 2025.



Transnational meeting

With good energy, constructive discussions and plenty of enthusiasm, the first project meeting in Zagreb gave strong momentum to the project team. In addition to defining the key steps and plans for the coming months, the partners had the opportunity to get to know each other better, exchange ideas and inspiration, not only at the table, but also while walking through the streets of Zagreb. With smiles and a shared vision, we move forward.



“Sport has the power to change the world. It has the power to inspire. It has the power to unite people.”
Nelson Mandela



Conducted research

As part of the research phase, more than 210 questionnaires were completed by young female athletes, while 70 experts and representatives of sports organizations participated through surveys and interviews. In addition, detailed desk research was conducted in each partner country, providing a broader picture of the situation, challenges, and opportunities for the career development of female athletes after finishing their active sports careers. The research showed that young athletes, although highly motivated and dedicated, often face unequal access to resources, limited leadership opportunities, and persistent gender stereotypes, emphasizing the need for systemic measures and targeted support. These results form a solid foundation for further activities aimed at strengthening support, visibility, and gender equality in sport.

