



Casablanca May 18-21, 2006 Gender Equity in Sport for Development

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“Taking the Next Step”

Gender Equity in Sport for Development



FORWORD

Sport as a means for improving the lives and position of women and girls worldwide. To give men and women equal opportunities. And to promote equity. Both the international sports world as the development sector believe in the power of sport for social change. Sport can give women and girls access to public spaces where they can gather, develop new skills, gain support from others and enjoy the freedom of expression and movement. Sport helps to promote education, communication and negotiation and leadership skills which are central to women's empowerment. Actively stimulating participation in sporting activities of girls and women is therefore of importance for supporting positive development. As is changing social stereotypes and tackling cultural barriers, which often still prevent women and girls from participating in sport.

2006 proves to be a year in which a big step forward is made in 'moving towards gender equity through sport for development'. After the Magglingen conference in 2005 it is sportscompany Nike that shows itself an active advocate of women in sport, by prioritizing gender equity in its corporate responsibility strategy. From spring 2006 Nike initiates a series of workshops, which kicks off with the Casablanca conference in May 2006 and ends in May 2007, with the aim of sharing learning's, networking and engaging in open dialogue with practitioners about gender equity through sport in development.

The first working conference, which Nike's Corporate Responsibility (CR) programme initiates, is supported by NCDO (Netherlands) and AMSD (Morocco) and takes place May 18 – 21 in Morocco,



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- Windows/PC
- Windows Media Player
- Acrobat Reader
- Quicktime Player
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