project brochure

ReFrame Women in Sport

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VISION AND PURPOSE

Every woman in sport deserves to be seen, heard, and valued. Across Europe, countless female athletes, coaches, and sports professionals achieve outstanding results — yet their stories are too often overlooked or framed by bias.

ReFrame – Women in Sport changes this reality. It is a European initiative that equips women in sport with media skills, confidence, and digital tools to tell their stories, challenge stereotypes, and reshape the public image of women in sport.

Through interactive learning, workshops, and cross-sector cooperation, ReFrame creates new opportunities for women in sport to become visible and influential — on and off the field.

Our mission: To make media representation of women in sport fair, engaging, and inspiring for future generations.

Our goal: To ensure that women's achievements are recognised and celebrated across all media channels.

Co-funded by the European Union



HOW REFRAME WORKS

A Journey of Empowerment in Four Phases

- Capacity Building & Curriculum Development – Training of Trainers (ToT) and Moodle-based ReFrame Learning Hub with podcasts and AI tools.
- National Implementation & Digital Learning – National workshops for 100+ women in sport to build confidence in media communication.
- Transnational Knowledge Exchange – ReFrame Media CoLab connecting women in sport and journalists to co-create stories.
- Sustainability & Policy Impact – Ensuring long-term results through policy advocacy, open-access Learning Hub, and cooperation with sports federations.

Digital Innovation for Real Change

The ReFrame Learning Hub introduces a new era of learning with nano-learning modules, AI-driven tools (Bias Detection Tool, Interview Coaching Simulator), and gamified exercises. Accessible anywhere and anytime, it empowers women to learn and grow at their own pace.

Click to Get Involved!

Be part of a growing European network of women, coaches, journalists, and changemakers who are reframing sports media.

✅ Join our national workshops

🎧 Explore the ReFrame Learning Hub

🤝 Participate in the ReFrame Media CoLab

📣 Share your story and inspire others



JOIN THE MOVEMENT

Why ReFrame Matters

Media shapes perception — and perception shapes opportunity. By improving how women in sport are represented, ReFrame supports the EU Gender Equality Strategy 2020–2025, the Digital Education Action Plan, and the EU Work Plan for Sport 2024–2027.

Our Partners

SportAktiv (Croatia): Project Coordinator – Grassroots sports organisation advancing equality and inclusion in sport.

EdUcAntwerp (Belgium): Training and Capacity Building – Experts in social-sporting education and blended learning.

FemLENS (Estonia): Media Literacy & Digital Education – Empowering women through storytelling and digital tools.

Associació Esportiva Ciutat Vella (Spain): Sport & Social Inclusion – Championing gender equality and community development through sport.



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