newsletter

ReFrame Women in Sport

March 2026

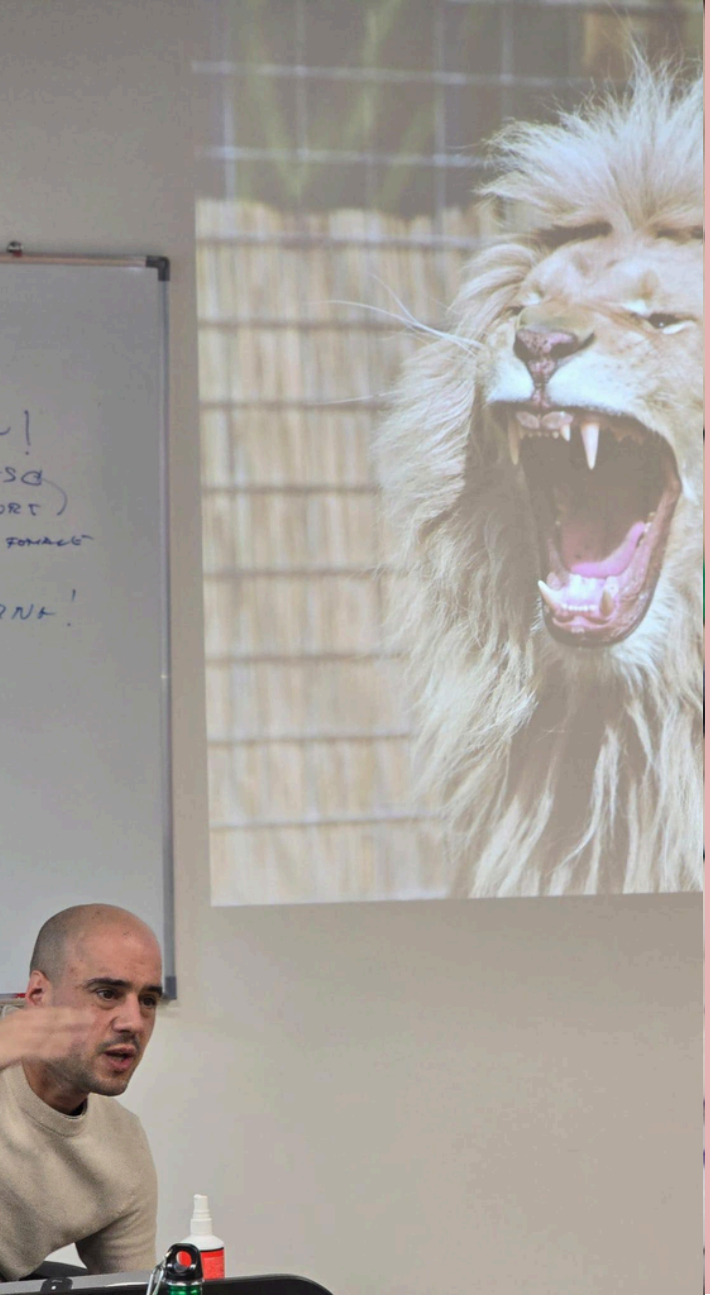


Launching the ReFrame Journey

In January 2026, partners of the ReFrame Women in Sport project gathered in Zagreb, Croatia, for the official kick-off meeting and Training of Trainers (ToT). This first project meeting marked the beginning of a European collaboration focused on improving the representation of women in sport and empowering female athletes, coaches, and sport professionals to engage confidently with the media.

Representatives from partner organisations met to align project goals, review the work plan, and start building the foundation for the activities that will follow throughout the project. The meeting provided an important opportunity to strengthen cooperation among partners and establish a shared vision for the project's impact across Europe.

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A central highlight of the meeting was the Training of Trainers, where ten trainers from partner organisations were prepared to deliver national workshops in their respective countries. The training aimed to equip them with knowledge, facilitation skills, and practical tools to empower women in sport and help them navigate media environments more confidently.

The training was led by Zoran Pehar, an experienced journalist and active member of journalists' trade unions, who guided participants through the key modules that will later be delivered in national workshops. His expertise in journalism and media ethics provided valuable insight into the realities of sports reporting and the challenges women in sport face when engaging with media.

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





Building the ReFrame Training Methodology

During the Training of Trainers, partners worked together to finalise the methodology for national workshops that will be organised between April and June 2026 in partner countries.
The developed methodology is designed as a four-hour interactive training programme aimed at women in sport, including athletes, coaches, administrators, and sport managers. The structure combines practical exercises, reflection, and group work to create a dynamic learning environment.
ReFrame Long Methodology for Na...
The workshop model is based on several key educational principles:

- Non-formal education and experiential learning
- Peer learning and reflection
- Practice-oriented skill building
- Creation of safe spaces for discussion

The training programme consists of six thematic blocks, each addressing an important aspect of gender equality and media engagement in sport:

1. **Introduction and Framing**
Participants reflect on their experiences in sport and discuss expectations for the workshop while establishing a respectful and inclusive learning environment.
2. **Understanding Sexism in Sport**
Through quizzes and group discussions, participants explore structural inequalities in sport and identify common forms of sexism that often remain unnoticed.
3. **Media Representation of Women in Sport**
Participants analyse examples from sports media to understand how language, images, and framing influence the public perception of female athletes.
4. **Building a Social Media Brand and Self-Advocacy**
Women learn how to communicate their achievements, build a professional online presence, and promote their work without reinforcing stereotypes.
5. **Social Media and Online Abuse**
The training addresses online harassment and provides strategies for protecting oneself from sexist comments and digital abuse.
6. **Advocacy and Action Planning**
Participants develop practical action plans to promote gender equality and visibility for women in sport within their own communities.



Following the successful Training of Trainers in Zagreb, the project now moves into the national implementation phase. Between April and June 2026, partner organisations will organise national workshops in their countries, using the jointly developed methodology. Each workshop will bring together women involved in sport, including athletes, coaches, and sport managers, who will gain practical skills to engage with media and advocate for fair representation.
The workshops are expected to reach more than 100 women in sport, creating a new network of confident and empowered voices who can contribute to changing the narrative around women's sport.
Beyond individual skills development, the workshops aim to foster peer support and collaboration among participants. By connecting women from different sports and professional roles, the project strengthens a supportive community that promotes equality and visibility in sport.
accessible to a wider audience beyond the project activities.

The results of these workshops will later feed into the ReFrame Media CoLab in January 2027 in Barcelona, where women in sport and journalists will work together to develop new approaches to gender-sensitive sports reporting.
The knowledge and materials developed during the project will also be available through the ReFrame Learning Hub, ensuring that training resources remain accessible to a wider audience beyond the project activities.



Looking Ahead

The January meeting in Zagreb marked an important milestone for the ReFrame project. With trained facilitators, a clear methodology, and strong collaboration between partners, the project is now ready to move forward with national activities.
By empowering women in sport to tell their stories and engage confidently with media, ReFrame contributes to a broader cultural shift toward fair and balanced representation in sports media.
The project team looks forward to the upcoming workshops and to continuing this journey together with athletes, coaches, journalists, and organisations across Europe.



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Important Event

What: ReFrame workshop
When: 6.5.2026
Where: Antwerp, TBC

Important Event

What: ReFrame workshop
When: 13.5.2026, 10-14h
Where: Zagreb, Algebra Bernay's University, Gradiščanska 24