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INTELLECTUAL OUTPUT 2

SW-UP Methodological framework of analysis report

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This report constitutes the second intellectual output of the SW-UP project. It includes an overview of the main issues at stake in promoting outdoor sports/physical activity for women in urban spaces, of the participatory approach to enhancing outdoor sport/physical activity for women in urban spaces as well as the survey questionnaire and the good methodology for the good practices analysis.

1 Outdoor sport/physical activity for women in urban places: main issues at stake

1.1 *The benefits of physical activity and its practice in the EU*

The WHO estimates that the annual 35 million people dying of diseases associated the physical inactivity. Apart human costs, there is there is a huge financial costs caused by the increased rates of heart diseases, stroke, diabetes with their pressure on health expenditures.

Sport, exercise and physical activity are key components of a healthy lifestyle. Nevertheless, living conditions in the context of contemporary societies has changed implying reduction of physical activity and shift towards a sedentary lifestyle strictly linked to the use of computers, TVs and smartphones. In so-called WEIRD societies (Western, Educated, Industrialised, Rich and Democratic) physical inactivity is becoming a new norm, and “...for the first time in recorded history children have a shorter lifespan than their parents due to non-communicable diseases” (Bailey, 2018).

Multiple studies point out, how physical activity is positively associated with both physical and mental well-being. People who are active have a lower the risk of serious health related problems, such as cardiovascular disease, overweight/obesity and other. The contribution of physical activity to mental well-being is also widely recognized especially to reduction of stress, improvement of sleep, boosting of self-esteem and increasing enthusiasm. It also benefits cognitive functions and reduces the risk of depression and dementia.¹

Despite publicly discussed and cited benefits (and many mores could be listed), a consistent number of persons continue to *lead a sedentary lifestyle*. According to the Eurobarometer Survey findings on Sport and physical activity in 2017, **46% of Europeans are physically inactive, meaning they never engage in sport or exercise**. The survey findings illustrate that **women are less likely than men to exercise or play sport**: 52% of women *never* exercise or play sport compared to 40% of men, while 36% of women practice sport or exercise with *at least some regularity*, against 44% of men. **The gender gap is wider among youth** (33% of women aged 15-24 never play sport or exercise compared to 15% of men), but reduces with age due to decreasing level of physical activity among men. Between 28-50 the gap remains above 10%, and then drops to 6% in 55+ age group (*58% for men and 64% for women*).²

1.2 *Barriers to practicing sport and physical activities*

European citizens detect different barriers that prevent or discourage them, from practicing sports/exercise or engaging in physical activity. These barriers are mainly related to the following aspects: time, motivation/interest and cost. 40% of European citizens reported that they do not engage in physical activity

¹ EU Physical Activity Guidelines http://ec.europa.eu/assets/eac/sport/library/policy_documents/eu-physical-activity-guidelines-2008_en.pdf

² Special Eurobarometer 472, Sport and physical activity, 2017
<http://ec.europa.eu/commfrontoffice/publicopinion/index.cfm/survey/getsurveydetail/instruments/special/surveyky/2164>



because of little free time available; 20% due to a lack of motivation or interest; 14% identify barriers in the cost physical activity or sport may entail.

From a gender perspective, the origin of the barriers can be different for men and women:

- The lack of time may be related to the fact that women dedicate a consistent amount of time carrying out domestic work and taking care of the children or elderly relatives. Working women dedicate 26 hours in unpaid work (households work, children care etc.) compared with 9 hours for working men. Furthermore, women tend to perform more labour-intensive and scheduled tasks simultaneously, for example when they became mothers, or they care for elderly or disable relatives.³
- Lack of motivation or interest may also derive from a gender-stereotyping social environment, limiting women's participation in sports/physical activities. This is even more acute in some ethnic communities characterized by conservative attitudes towards women's role in society. For instance, domestic work is not considered productive because it is not a directly income-generating activity, which implies the assumption that females may not require recreational or free time as much as men. In turn, this may impact on women's motivation to take on sports/physical activity.
- Cost. Women earn much less than men on average: the total earnings gap reached 37 % in 2010⁴ and this may make it more difficult for them to dedicate special financial resources to physical activity/sports. As already mentioned, women devote many hours to unpaid work (children and households care), this may hinder their economic independence and the choice to invest in sports or physical activity.

In addition to these barriers, and on the basis of survey findings and literature analysis, the lower number of women practicing sport/physical activity may be also due to:

- Concerns about personal safety, especially at night⁵. Real and perceived danger to personal safety, and in particular fear of crime, are one of the main barriers to exercising outdoors among women.
- Lack of confidence. Some women consider a barrier the fear of appearing incompetent at core skills while doing sports or exercising.⁶
- Fear of judgment about their bodies. Practicing sports or doing exercise tend to put women's bodies on display, therefore social physique anxiety (SPA) and body image dissatisfaction (BID) are significant in the sports settings.⁷

³ Report on equality between women and men in the EU, 2017

https://eeas.europa.eu/sites/eeas/files/2017_report_equality_women_men_in_the_eu_en.pdf

⁴ European Commission, Report on equality between women and men 2014, http://ec.europa.eu/justice/gender-equality/files/annual_reports/150324_annual_report_2014_web_en.pdf

⁵ Violence against women: an EU-wide survey 2014 file:///C:/Users/ospite/Downloads/fra-2014-vaw-survey-at-a-glance-oct14_en.pdf

⁶ Understanding Participation in Sport – a Systematic Review Sport England, March 2005 A study on behalf of Sport England by the University of Oxford British Heart Foundation Health Promotion Research Group Charlie Foster Melvyn Hillsdon Nick Cavill Steve Allender Gill Cowburn

⁷ Body Image Satisfaction and Dissatisfaction, Social Physique Anxiety, Self-Esteem, and Body Fat Ratio in Female Exercisers and Nonexercisers Koyuncu, Mehmet; Tok, Serdar; Canpolat, A Meliha; Catikkas, Fatih. Social Behavior and Personality; Palmerston North Vol. 38



- Under-representation of women in leadership roles related to sport and physical activity. While at a higher level, some organizations introduced a quota system, e.g. International Olympic Committee; at local organizational level women are still underrepresented.⁸
- Lack of cultural sensitivity. A report presented by Women's Sport and Fitness Foundation and Sporting Equals, revealed that Muslim women face specific barriers when engaging in physical activity. Their attitude towards sport is influenced by how physical activity is delivered: for example, they feel more secure to engage into activities if they are led by women and are women-only coaching sessions. A study of Loughborough University in 2006, instead, underlined the importance of parental figures to the decision of young Muslim women to participate and in sport. Therefore, sports' deliverers should take into account specific cultural characteristics when developing programmes and initiatives. Language can represent an additional barrier, since being unable to communicate or properly understand the surrounding may cause anxiety.⁹

Successful interventions for promoting physical activity need, therefore to take into consideration already established findings with regard to the factors limiting women participation into physical activity. Some of the examples listed in Good Practices section illustrate how the barriers of various target groups can be overcome (e.g. migrants women, women 55+, pregnant women). While psychological factors can be addressed through the development of tailored approaches to training with attention to target group specifics, urban planning can provide incentives and sustain physical activity for wider groups of population.

1.3 Sport and physical activity in the city

By 2030 the proportion of European citizens living in urban areas is expected to increase to 80%¹⁰. City expansion, urban sprawl and extension of transport networks might lead to even greater reliance on motorized transport. Coupled with prevalently sedentary lifestyle, limited access to green areas and recreational facilities it might negatively affect citizen health causing increase in the rates of obesity, diabetes, cardiovascular diseases, cancer and other non-communicable diseases while incurring higher healthcare expenditures. Existing "unacceptably high rates of physical inactivity" across the EU¹¹ and future urbanization prospects raise the issue of the importance to promote physical activity across population, where urban planning play a crucial role.

The relations between physical activity and built environment has been a focus of many studies and the built environment has consistently been shown to be a key factor that influences physical activity levels among population¹². It has been proved that urban setting including street layout, land use, transport system, location and proximity of recreation facilities, parks and public buildings play a crucial role in shaping physical activity patterns. As underlined by both the EU and WHO guidelines on physical activities, **people find it easier to practice physical activity/sports when they are closer to parks, pleasant environments and**

⁸ Gender Effects on Organizational Problems--Evidence from Non-Profit Sports Clubs in Germany Wicker, Pamela; Breuer, Christoph; von Hanau, Tassilo. *Sex Roles*; New York Vol. 66, Fasc. 1-2, (Jan 2012): 105-116.

⁹ Muslim Women in Sport, Women's Sport and Fitness Foundation and Sporting Equals Report, 2010
<http://www.womeninsport.org/wp-content/uploads/2017/10/Muslim-Women-in-Sport.pdf?x99836>

¹⁰ WHO (2017). Towards More Physical activities in cities. Copenhagen: WHO Regional Office for Europe, 2017
http://www.euro.who.int/_data/assets/pdf_file/0018/353043/2017_WHO_Report_FINAL_WEB.pdf?ua=1

¹¹ European Council (2013). Council Recommendation on promoting health-enhancing physical activity across sectors.

¹² Sallis J.F., Cerin E., Conway T.L., Adams M.A., Frank L.D., Pratt M. et al. (2016) *Physical inactivity in relation to urban environment in 14 cities: a cross-sectional study*. *Lancet*: 387 (10034):2207-17



attractive facilities. The attention to these factors is, therefore, of particular importance taking into consideration that a consistent proportion of Europeans practice sports in informal settings such as parks or outdoors (40%).¹³

The surveys' findings (including those listed in the best practices) and policy documents at local and international level point out to a number of specific barriers for practising sport/physical activity with relation to the quality of the urban environment: **limited room for green spaces** (parks, etc.) close to home; **negative perceptions about the level of safety of the spaces**; **poor quality lightening**; **poor aesthetics**; **rundown neighbourhoods or houses**, **lack of facilities**.¹⁴

These problems derive both from a lack of resources (financial, instrumental, competencies) and from a lack of public/administrative capacity of those in charge to provide such opportunities. The health sector alone has limited capacities to address the challenge of low level of physical activities. Support from other sectors such as education, urban planning and education is needed. Social innovation, multistakeholder and cross-sectoral cooperation have a potential to address these issues, coupling ideas, competencies and resources of public administrations, civil society and business sector. On the other hand, exchange of best practices and policy-learning among cities is essential for facilitating adaptation of already proved to be successful practices and supporting each other in promoting physical activity. Some of the examples of successful initiative aimed at promotion of physical activity in urban environment at local level and through city networks are presented below.

The Active well-being initiative model

The Initiative was born in Switzerland as a partnership between The Association for International Sport for All and Evaleo, an NGO specialized in promotion of well-being and health. Recognizing the diversity among cities' structure and cultures, it underlines the similarity of challenges (e.g. urbanization, increasing sedentary lifestyle and social inequality), advocating for more sustainable urban living, calling for new governance framework and proposing systemic, flexible and evolutive approach. It provides a set of tested standards, tools and services that can be adapted to the local context empowering city leaders and communities to be drivers for change. Training modules and field experts' advice are foreseen to support the implementation along with the usage and promotion of labels to certify cities' progress towards enhanced well-being of their population.

Joining the initiative, partner cities adopt a Global Active City framework with corresponding management system developing partnership and defining key roles and responsibilities for achieving internationally recognized certification. The programme is currently active in 10 pilot cities under the support of International Olympic Committee with the following principles at its core: inclusiveness (creating cross-sectoral alliances), empowerment (promoting self-awareness and ownership among various stakeholders), open partnership (sharing ideas and practices among partners), innovative standards (promoting active well-being in integrated manner), evidence-based and research-driven solutions, and organic (taking into consideration specific context, resources and existing solutions).

For further information:

<http://activewellbeing.org/>

¹³ Special Eurobarometer 472, Sport and physical activity, 2017

<http://ec.europa.eu/commfrontoffice/publicopinion/index.cfm/survey/getsurveydetail/instruments/special/surveyky/2164>

¹⁴ Promoting physical activity and active living in urban environments: the role of local governments, WHO, 2006; Physical activity and health in Europe: evidence for action, WHO, 2006



The city of Bologna has recently developed a comprehensive plan for promoting physical activities in urban context with significant engagement of citizens and other relevant actors into assessment of existing facilities and services.

Bologna for Sport: Strategic Plan for Sport

The Plan has been developed at the initiative of Bologna municipality. Its main objective was to support strategic and evidence-based planning and adoption of relevant decisions in the field of sport. Citizens, enterprises and associations of the territory were involved in consultation process for identifying needs and priorities, ensuring relevance of policy response as well as creating an opportunity for economic and social development and growth.

The Plan foreseen the following phases:

- 1) Mapping the sport facilities available on the territory (assessing conditions of public/private and the level of their usage);*
- 2) Mapping sport activities in the city (needs analysis and evaluation of existing services for ensuring accessibility, equality and inclusiveness with specific attention to disadvantage groups);*
- 3) Developing new regulations with regard to the usage of public sport facilities in the neighbourhood;*
- 4) Developing public-private partnership in sport (defining innovative models for favouring greater participation into sport promoting collaboration and synergy);*
- 5) Assessing a value of sport as a driver of city marketing (developing new ways of valorising sport in synergy with tourism in order to attract investments and foster economic development).*

Citizen participation was essential part of the assessment and development of new proposals. Interviews and focus groups were organized across the city with consultation dates and places available through the project platform. Moreover, the project platform itself contains a section where citizens can express their ideas with regard to the sport in the city.

Further information: <http://www.bolognaperlospport.it/>

It is clear that current trends of physical inactivity in European cities should be reversed through well-thought and relevant interventions. Lack of attention to these issue may lead to significant economic and social burden, which coupled with population ageing could have negative consequences for economic growth. Reconsideration and re-planning of urban spaces for incentivising exercise available for everyone play a crucial role. Increasing or improving green spaces in cities can deliver positive health, social and environmental outcomes for all population and particularly to the groups with low socio-economic status who might not be able to take advantage of paid services and facilities.

Local authorities should take an advantage of existing resources, practices and experience of active in the field actors in order to put in synergy the actions promoting physical activity in comprehensive and coherent way. Moreover, taking into consideration the growing number of networks among the cities, joining one of them as a member might create additional opportunities for learning, support and exchange motivating and pushing members for change.

1.4 Urban planning and physical activity: a gender perspective

It should be noted that men and women live cities and move within in different ways. Women, generally, experience more barriers and restrictions with regard to their freedom of movement.

The practical barriers to women's participation in sports/physical activity are mainly related to such aspects of urban settings as transportation and safety¹⁵.

¹⁵ Barriers to sports participation for women and girls, Women in Sports and Fitness Foundation Report, August 2008



Elderly women, women with disabilities, mothers with young children or women living in the suburbs, can find it particularly difficult to reach sports facilities.

Many studies found positive association between walking and cycling in leisure time and neighbourhood safety. Adult women perceive safety in the physical environment from the perspective of people's behaviors, motorists' behaviors, weather conditions, physical conditions of the sidewalk or path, and the comfort of having a companion while engaging in physical activity (Eyler & Vest, 2002; Osuji, Lovegreen, Elliott, & Brownson, 2006; Roman & Chalfin, 2008). The importance of these factors was underlined in assessments and surveys conducted prior to project/programme interventions listed in Good practices section and based on the consultations with women. In fact, many of the initiatives such as jogging and cycling are implemented in self-organized groups in order to ensure major safety. On the other hand, self-organization of women and adaptation to existing conditions should not substitute the efforts of public authorities in ensuring proper conditions of sport facilities, sidewalks and cycling routes along with public safety, but rather complement them.

It is, therefore, important to support inclusiveness of the urban planning process ensuring that city users can benefit equally from services such as transportation, exercise venues, parks, health and social care facilities.¹⁶ Recognizing the specificity of women perception of the city, the greater amount of time they "live" the city comparing to men as well as the importance of their inclusion in urban planning process specific guidelines promoting women participation were developed in order to address the lack of women perspective on city planning.

A To-do List to help plan and design cities that empower women

The Centre for Urban Design and Mental Health (UD/MH) is a think tank informing and guiding policymakers, designers and public health professionals to foster mental health within urban environment through smart city design. Based on the research results identifying two main challenges for women with regard to urban planning – accessibility (physical and psychological) and public safety - it listed a series of guidelines that should be adopted during the planning process in order to deliver a urban design that empowers females as it does males.¹⁷ These suggestions include:

- *Women should be involved at all stages of urban design and planning processes.*
- *The female perspective should be an integral part of urban design and planning decisions.*
- *Sidewalks, public transport and access points should be designed to welcome prams and wheelchairs.*
- *Public transit should be safe and invest in diverse schedules beyond the standard office rush hour.*
- *Pedestrian, cycle and public transit routes should incorporate natural surveillance, good lighting, and good stewardship and maintenance, and reduce the risk of unwanted interactions.*
- *Consideration could be given to subdividing some public places like parks so that one group is less likely to take over the whole space, and sections feel hospitable for different people's needs.*
- *Public toilets, and places welcoming for baby changing and feeding, should be plentiful, accessible and safe¹⁸*

¹⁶ A To-do List to help plan and design cities that empower women,

<https://www.urbandesignmentalhealth.com/blog/a-to-do-list-to-help-plan-and-design-cities-that-empower-women>

¹⁷ *Ibidem*

¹⁸ *Ibidem*



A proper citizen oriented urban planning should then take into consideration the various barriers and limitations that a particular group can face within the built-up environment. For example, a gender sensitive planning can improve women's access to infrastructures of different kinds.

Gender Mainstreaming in Urban Planning and Urban Development

The city of Vienna has been working on the promotion of gender-sensitive planning since 1990s.

The city has adopted gender mainstreaming in a number of areas of city administration, including education and health care policy, but its impact was particularly notable in the field of urban planning.

*By investing in gender mainstreaming, the City aims to “achieve positive socio-political change for all its citizens” meeting **better the needs and demands** of all its citizens and thereby **improving quality of public services** through: 1) evaluating and considering all users of public services and their different needs; 2) considering not only gender, but also social, ethnic, and health-related differences; 3) adapting the products and services provided by the City Administration; 4) making gender equality an integrated part of all processes, measures, and of quality management¹⁹.*

Under the guidance of the Coordination Office for Planning and Construction Geared to the Requirements of Daily Life and the Specific Needs of Women, the first phase consisted in establishing pilots in specific parts of the city integrating gender in parks, housing design, pedestrian friendly design, public transport, etc, as well as developing and implementing projects tailored to women's specific needs (based on the surveys and focus groups). Concepts and methods developed within this phase along with the results achieved were used for elaborating common approaches and standards for gender mainstreaming across municipalities.

The following models and visions supporting gender-sensitive planning were identified:

- 1) Strengthening polycentric urban structure (ensuring decentralised redistribution of facilities facilitating access by foot or bicycle);*
- 2) City of short distances (allowing combination of different facilities in proximity, enabling reduction of traffic and movement);*
- 3) High-quality public space (presence of open/green areas near residential districts, parks or squares providing space for different activities among various groups);*
- 4) Promotion of environmentally-friendly means of transport (streetscapes should form a part of continuous network of walking and cycling routes improving the mobility options for non-motorised road users)*
- 5) Safe city (preventive design of public spaces – through lighting, presence of people etc. - should reduce the perception of being unsafe, especially relevant for women);*
- 6) Barrier-free city (public spaces organization should take into consideration different widths of movement e.g. person on a wheelchair, person pushing a pram, couple with children walking together etc.).*

In the second phase, the City focused on structural and systematic implementation of gender mainstreaming by concentrating the activities on raising awareness, transferring knowledge and developing evaluation and reporting methods.

More than 60 projects that have used gender mainstreaming in urban design were implemented. In one of the projects the design of urban parks providing a space mainly for playing football was revised adding footpaths and space for other activities, resulting in more girls using the spaces. Accessibility of some streets were improved through 26 new street lighting projects and additional seating in nine different locations. A successful pilot apartment complex designed by and for women has also led to gender analysis requirements for all bids for city social housing contracts²⁰.

For further information: <https://www.wien.gv.at/english/administration/gendermainstreaming/Manual>: <https://www.wien.gv.at/stadtentwicklung/studien/pdf/b008358.pdf>

¹⁹ Khosla, P. Vienna, Austria – A Model City for Gender Mainstreaming http://www.twca.ca/wp-content/uploads/2013/02/Case_Study_Vienna_GM.pdf

²⁰ Kail, E. How Vienna Designed a City for Women https://apolitical.co/solution_article/vienna-designed-city-women/



In line with this manual, the state of Victoria, (Australia) issued a guidance for female-friendly sport infrastructure, listing information and advice, in order to assist the sport and active recreation sector in delivering facilities and programs that promote gender equality²¹

Female Friendly Sport Infrastructure Guidelines

Taking into consideration lower rates of women participation in sport, specifically in community sport and recreational settings, the Victorian Government raised the issue of importance to reconsider and redesign sport facilities mostly oriented towards male users.

The Female Friendly Sports Infrastructure Guidelines aim to address the barriers experienced by women and girls in sporting environments through driving change in the physical design of facilities, leading to increased female participation and shifting the culture surrounding sport and active recreation environments.

The following factors were pointed out as those contributing to more female-friendly environment:

- 1) buildings and surrounding areas that offer supporting resources (e.g. unisex change facilities, safety, adequate lighting, baby friendly attributes etc.);*
- 2) organizations offering supporting resources (inclusive policies and practices, flexible timing);*
- 3) equality in use and flexibility in scheduling.*

Taking into consideration the afore mentioned aspects contributing to female-friendly sport infrastructure the Guidelines provides recommendations in the field of:

- 1) Facility Planning and Design (covering planning process, facility design, colours, materials and building management – should be implemented with involvement of women);*
- 2) Maximization of use (recognizing diversity of women preferences at different age it focuses on scheduling and programming addressing the needs of specific groups);*
- 3) Policy that drives change (outlines relevant policies, procedures for measuring, monitoring and reporting focusing on implementing strategy through collaborative approach)*

Further information: <http://sport.vic.gov.au/publications-and-resources/female-friendly-sport-infrastructure-guidelines>

The link between sport/physical activity and the urban setting is also taken into consideration by the Italian Healthy Cities Network.²² The Italian Healthy Cities Network is an association of Italian municipalities, within the wider framework of the WHO Healthy Cities global movement, whose aim is to promote health at local level, by following a shared path of good practices and examples. One of the topics this network addresses is the urban planning for active living, according to which physical activity and pedestrian mobility are considered a core part of the city development policies and plans.²³

The network promotes different initiatives and events that can be read in light of the project main topic of women inclusion and urban environment:

- Promoting Nordic Walking trails for expectant women. This sort of exercise is indicated for pregnant women who suffer from diabetes;²⁴ SWUP activities may include a series of trails through the city in order to promote physical activity among pregnant women.

²¹ Female friendly sport infrastructure guidelines, <http://sport.vic.gov.au/publications-and-resources/female-friendly-sport-infrastructure-guidelines>

²² Rete Italiana Città Sane <http://www.retecittasane.it/retecittasane/citta-sane/la-rete>

²³ Phase V (2009–2013) of the WHO European Healthy Cities Network: goals and requirements http://www.euro.who.int/data/assets/pdf_file/0009/100989/E92260.pdf?ua=1

²⁴ Italian Healthy Cities Network conference “Due Passi per le Mamme”, Physical Activity for a Healthy Pregnancy



- The municipality of Bologna promotes walking networks for people aged over 65.²⁵ SWUP may promote walking or jogging networks that take into account the women's residencies and design jogging/walking paths in different neighbourhood, where women can easily meet in groups.
- The municipality of Bologna implements a project called "Parks on the Move"; the idea of the project is to promote physical activity in outdoor settings, namely parks. These activities include: yoga, slack line, boxing and floor routine.²⁶ In view of the fact that many women do not engage in sports, or exercise, due to a lack of free time, the project may design outdoor physical activities in parks, involving women's children, or organize simultaneous activities for children and their mothers.
- Involving professional trainers in outdoor mainstream activities, such as jogging or others, to target specific health goals and provide the participants with useful and effective guidelines for exercise.

Today cities must rethink the way they address their planning and growth, how they design infrastructure and mobility, and how they operate and integrate their diverse communities in order to motivate citizens to be more active and healthy.

Particular importance, in this context, should be paid to implementing relevant to women needs interventions, who as noted in the first section, demonstrate lower level of the engagement into physical activities. Needs assessment and preliminary analysis are of particular importance to ensure the suitability of solutions to the target groups needs and their ability to generate impact in a mid- to long term.

Liverpool's Active City Initiative (2005-2010)

During 1990s the city government conducted a number of studies to assess the physical activity among the population in the city as well as the possible consequences of physical inactivity. The evidence on reduced practice of physical activity along with increasing urbanization pushed the government to reconsider the strategies towards the health promotion, specifically in the urban context.

Liverpool Active City Initiative was launched as a result of cooperation among the Council, Primary Care Trust, Liverpool John Moores University and associated partners (sport alliances, leisure services, park management, schools, voluntary organization and others). It represented a coalition of physical activity projects and programmes that have come together under the brand of Liverpool Active City to promote increased activity among the city's population. The projects targeted different age/socio-economic groups with different indicators of engagement into physical activities. It particularly aimed at: 1) increasing the level of physical activity; 2) improving the coordination of existing services; 3) ensuring access to appropriate initiatives for all; 4) ensuring structural support for physical activity and integrating with wider urban agenda. For ensuring the relevance of the proposed activities to the needs of the target groups, consultations took place prior to the implementation. For example, 231 women from different ethnic background across different parts of the city participated in the survey and working groups for identifying the main barriers for their participation into physical activity and developing relevant and inclusive intervention.

Specific attention was also devoted to the availability of sport facilities. For instance, at the initiative of the Council and Local NGO natural play equipment using recycled and reclaimed materials was installed in the Reynolds Park to enhance its amenities and to offer activity opportunities for younger children and families. From 2005 it successfully run across the city and was evaluated upon the completion against initially set indicators. When the initiative started Liverpool was at the bottom of 8 largest cities in the in terms of participation in physical activities and became 4th in 2018.

²⁵ Bologna per lo sport 2018-2021, Piano Strategico per lo Sport

²⁶ Ivi, p. 66

Further information: http://www.who.int/kobe_centre/interventions/intersectorial_action/ISA_CaseStudyLiverpool_final_web.pdf

2 A participatory approach to designing women friendly sport/physical activity initiatives in urban areas

2.1 Designing participatory initiatives (policies, projects, programmes)

The importance and value of engaging citizens into public policies has been widely recognized by public bodies. The benefits of participatory approach are multiple and include among others 1) more precise assessment of citizen needs, development of relevant and tailored to the specific needs response and co-responsibility for implementation of public decisions; 2) possibility to generate additional resources at local level; 3) timely identification of possible impediments to project/programme or policy implementation; 4) a way to build confidence, promote social cohesion and search for consensus among different stakeholders; 5) improve efficiency and effectiveness of public spending and others.

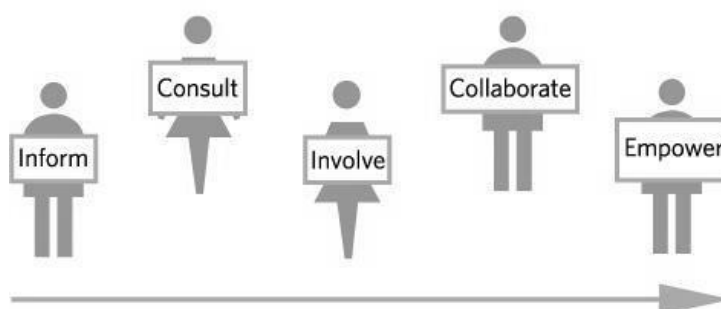
Participatory approach to planning and decision making has also been underlined as essential in the practices and recommendations by the major international organizations and institutions (the EU, UN agencies, World Bank and others), as well as by researchers in the field (Fung and Wright 2001; Fischer 2006; King, Felty and Susel 1998).

The increasing amount of social and economic challenges faced by public authorities require the development of new approaches and solutions allowing to take advantage and put in synergy the resources and knowledge possessed by multiple stakeholders that a sole actor does not possess (Scharpf 1999). In this respect, some authors underlined the essential contribution of public participation to the improvement of public policies mobilizing “ordinary knowledge” as a mean to solve collective problems that “professional social inquire” is not able to address effectively and efficiently (Lindblom and Cohen, 1979). In this context, non-hierarchical decision-making and policy implementation taking into account citizen opinion and values are of particular importance allowing for engagement of various and relevant to the issue actors as well as greater flexibility and adjustment (Scharpf 1999) while strengthening their sense of ownership.

2.2 Participatory processes by the intensity of participation

The International Association for Public Participation have identified several levels of public participation distinguished by the intensity of citizen involvement, so-called “participation spectrum” presented below (2007).

Figure 2. Spectrum of participation





Source: Davies and Simon (2013), Engaging citizens in social innovation. A short guide to the research for policy makers and practitioners

Information represent the lowest level of participation focused on providing citizens with impartial, transparent and balanced information on the decision-making process. It aims at improving their understanding of the issues at stake and possible solutions while trying to change their view or push for a consensus. Information process is top-down: from decision-makers to citizens, enterprises and etc. with various tools that can be employed for informing communities such as informational campaigns, use of social ad traditional media, social/sustainability or gender budgets and others.

Consultation implies the process of obtaining of public feedback on specific issue, solutions, decisions or analyses engaging those affected by public decision. It is still at lower level of participation ladder, but, unlike information, it is *reactive* requiring public engagement that allows to include relevant local knowledge, or engage political, social and economic resources into decision-making. Such tools as survey, focus groups, opinion polls and citizens' groups can be employed for obtaining relevant information.

Physical activity and Sport for women aged 55 to 70+

Taking into consideration continuous growth of the 55 to 70+ age group of population in Canada which is expected to increase in the next 20 years and recognizing created by this phenomenon economic pressure on the healthcare system, Canadian Association for the Advancement of Women and Sport and Physical Activity (CAAWS) proposed a specific programme addressing the problem of inactivity of this age group's women.

With this objective in mind, Public Health Agency of Canada financed Physical Activity for Women 55-70+ Programme launched in 2005. Taking into consideration the specific characteristics of this age group, the coordinators opted for participatory approach in the development of the programme in order to tailor existing general services and activities to the needs of women of this age group. The main goal during the first year of implementation was to gather information in order to understand the main barriers and potential solutions to women 55-70+ inactivity. First of all, "Environmental scan" assessing the Canadian and international programmes, services, policies and research related to women 55-70+ and physical activity was conducted. Second, cross-country survey was implemented in order to understand the needs of women 55-70 around physical activity and sport as well as what communities were doing to address this need.

During the 2006, 38 focus groups were organized in 10 communities across the country involving active 55-70+ women, less active 55-70+ women and relevant community stakeholders. Based on this experience, CAAWS developed a Guidelines for "Organizing Focus groups and Community Consultations" where it highlighted the advantages of using focus groups for "...obtaining in-depth responses to an issue; creating an environment where people feel comfortable participating; and, providing opportunities for deliberation and debate. Additionally focus groups are easy to organize given the small group size and limited human and financial resources needed"²⁷.

Using the information collected through the Environmental scan and the Cross-Canada focus groups, the following programme years were focused on developing resources for various practitioners in the field for assisting in increasing physical activity levels, raising awareness on the importance of physical activity for women 55-70+ through advocacy initiatives; disseminating findings through the community workshops and evaluating future impacts of the programme on increasing physical activity opportunities for women.

²⁷ http://www.caaws.ca/e/wp-content/uploads/2017/08/organizing_factsheet-E.pdf

Further information on the Programme is available <http://www.caaws.ca/women55to70plus/about-women-55-to-70-program/>

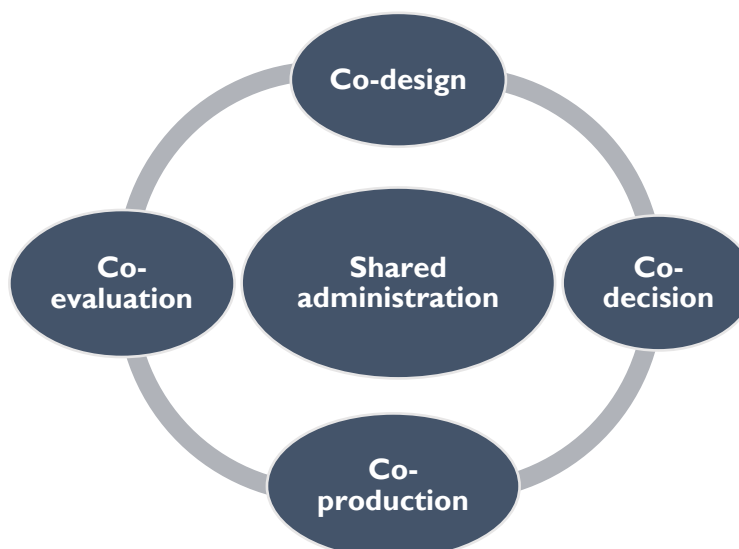
Focus group reports describing procedures and findings can be downloaded <http://www.caaws.ca/e/wp-content/uploads/2017/08/2007-FocusGroupReportWomen55-70.pdf>

Guidelines on how to organize focus groups and community consultations http://www.caaws.ca/e/wp-content/uploads/2017/08/organizing_factsheet-E.pdf

Within the context of the current Framework the levels of involvement, collaboration and empowerment are going to be grouped into a **community active engagement**. These levels are considered to be the highest levels of participation, while some authors recognize community active engagement as the only form of true participation: “meaningful participation” (Wills, 2012), “authentic participation” (King and Feltey, 1998) and “genuine participation” (Innes and Booher, 2004).

Community active engagement varies from involving citizens directly to ensure their main concerns and interests are understood and included into the public policy processes (**involvement**) to cooperation with citizens at all the stages of policy elaboration in order to define various policy options and to select the most relevant solutions (**collaboration**) and reach the highest level of participation placing final decision-making into citizens’ hands (**empowerment**) (Davies and Simon, 2013). At the core of these participation levels is the logic of establishing and developing direct relational processes with public involving them as active users contributing to the decision-making process, policy implementation or evaluation. It is based on the partnership and equal involvement and exchange between public bodies and communities. It, thus, implies partial transfer of responsibilities and decisional power to the public while allowing to improve public policies and reduce implementation costs. Community active engagement contributes to the emergence of so-called “co-shared administration” or participation of communities in all the policy cycle phases.

Figure 2. The co-shared administration



Source: EC (2015), Quality of Public Administration - A Toolbox for Practitioners, <http://ec.europa.eu/social/main.jsp?catId=738&langId=en&pubId=7757&furtherPubs=yes>

The rationale behind *co-design* processes consists in the involvement of extra-institutional actors (particularly citizens) in public policies formulation and design of public services. This allows to assess and

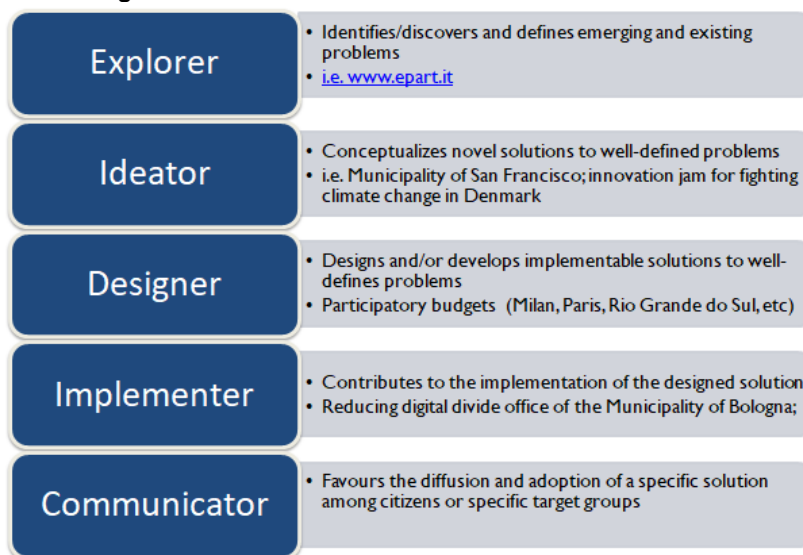
integrate community needs developing relevant to the interests of all the stakeholders' interventions, contributing to the improvement of public policies, fostering inclusiveness and generating additional resources and/or cost reduction. Such participatory tools as town meetings, citizens' advisory groups, consensus conferences, participatory budgeting and others can be employed within the co-design process.

At the core of *co-production* processes is "citizenship contribution" to the design and management of policies and public service delivery implying their outsourcing to "responsible citizen users" directly affected by the decisions (Pestoff, 2009; Pestoff, Brandsen and Verschuere, 2013). Co-production processes become especially relevant in the context of austerity measures where local government encounter new challenges and social needs while facing public resources constraints.

Co-evaluation process envisages active involvement of citizens-beneficiaries in the evaluation of public policies, programmes and projects building their capacities to critically assess and produce data while creating new power balance between both actors.

Citizens can play distinctive roles in the co-shared administration as described in the figure below:

Figure 3. Citizens' roles in the co-shared administration



Source: Nambisan and Nambisan, 2013

It is clear, therefore, that in the context of current social change and challenges with increasing pressure on local authorities in terms of capacities and resources, the adoption of innovative and inclusive approach is essential. Public involvement will allow not only to develop significantly more relevant to the needs of target group policy interventions, but also to take advantage of various kinds of local resources (human, material, financial etc.), reducing costs, reinforcing social cohesion and strengthening sense of ownership and trust.

3 SW-UP expected results and activities

Keeping these important considerations in mind, the Framework of analysis presented below was elaborated focusing on: 1) identifying the types of activities/programmes/policies developed for promoting physical activities among women in urban environment with specific attention to the tools and strategies employed for ensuring their participation in development, implementation and evaluation; 2) describing how implementation of these specific activities supposed to contribute/contributed to the achievement of foreseen results and goals allowing, eventually to classify identified practices as promising or good.

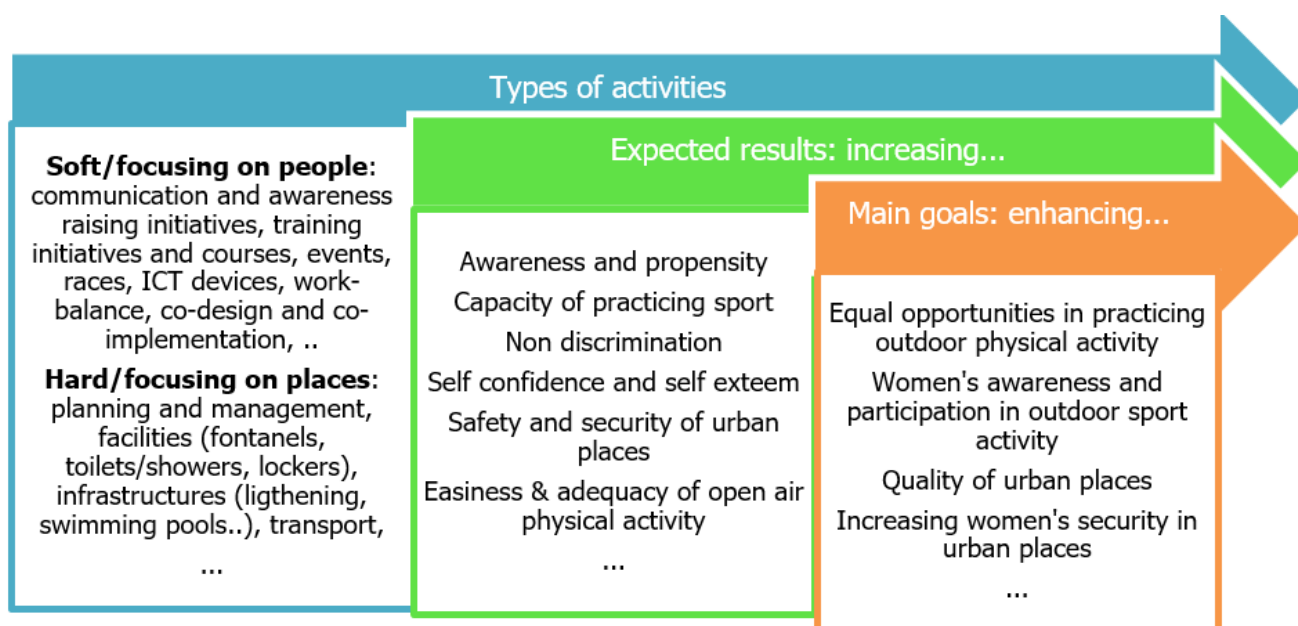


Figure 1 A preliminary framework analysis: activities, expected results and main goals

In detail, the main expected results of the project are:

- *Innovative gender/urban/sport policies at European and local level.* The SW-UP findings will contribute to designing more innovative and integrated policies bringing together the interplays of gender equality issues, sport policies and urban policies, both local and European. The project will provide a deeper knowledge of the behaviours and perceptions of women related to outdoor physical activities, the availability of a number of good practices, and direct exchanges of information and ideas among partners. This will aim to a joint drafting of Guidelines on how to enhance women's participation in outdoor sports, and indirectly in better-targeted initiatives to this end. The promotion of participatory processes bringing together local institutions, stakeholders and citizens will contribute to increase citizens' confidence in the action of policy makers and stakeholders as well as their interest in being part of the policy process.
- *Structured dialogue and shared policies for sport and gender equality at European level:* the creation of the "SW-UP" Community of Practice will contribute to creating a structured dialogue at European level among policy makers, stakeholders and experts from different EU MS, under the coordination of an umbrella association (ALDA network).
- *Increased women's participation in outdoor sports/physical activity in urban places,* and in particular of some specific categories of women (e.g. mothers, disabled, elderly, etc): the project foresees a



series of outdoor pilot actions targeting women that will contribute to increasing women's participation in outdoor sports/physical activity in the participating cities.

- *Active living together in an era more and more characterized by “virtual lifestyles” by creating a pleasant and safe urban environment where to practice outdoor sports.* The promotion of outdoor sports/physical activity events and other participatory events will favour people, and in particular women, of different ages and social statuses to communicate and will create opportunities for an increased social cohesion.
- *A permanent platform for exchanging tools, practices and ideas:* the SW-UP platform and SW-UP Community of Practice will ensure a durable exchange of information, tools of analysis and policy tools that will continue after the project termination. The Alda's well-established cooperation network will allow the maintenance and increase in the number of policymakers/stakeholders joining the SW-UP Community of Practice and their cooperation also after the project termination.
- *The creation of different tools* (SW-UP platform, survey, catalogue of good practices, roadmap of actions at local level, guidelines for women friendly urban environments for outdoor sports/physical activity) *and of the SW-UP Community of Practice* will contribute to disseminate knowledge and experiences to other policy makers and stakeholders not directly involved in the project. This will contribute to increasing their capacities and knowledge on how to create women friendly urban environments for outdoor sports/physical activity and enhance women's participation in such sports/physical activity through participatory evaluation and participatory planning processes. Furthermore, the existence of these tools and the fact that they have been already applied by relevant cities in EU MS (capital/cities of sports) will enhance other cities to apply the same processes in their own cities, resulting, thus, in better and more innovative policies for gender equality into sports.

In order to reach the above mentioned results, the following activities will be implemented.

No.	Activity and venue (including Transnational Project Meetings, Intellectual Outputs and Multiplier Sport Events)	Description of activity
WP1	Be connected. Building the SW-UP Community of practice	<p>Task 1.1 Development of the SW-UP Platform: building up of the online SW-UP platform</p> <p>Task 1.2 Development of the SW-UP Analytical framework: drafting of the methodological framework of the template of the online survey and of the template for collecting good practices</p> <p>Task 1.3 Networking: exchange of knowledge, information, experiences during the project on different topics related to women and physical activities in urban places</p>

No.	Activity and venue (including Transnational Project Meetings, Intellectual Outputs and Multiplier Sport Events)	Description of activity
WP 2	Get inspired. Survey and good practices	<p>Task 2.1 Development of the SW-UP online survey: how, when and where do people practice outdoor physical activity? What prevents and what enhances sport activities of women in urban places?</p> <p>Analysis and comparison of results among five partner cities (Corbetta, Granollers, Ramnicu Sarat, Guimares, Sofia); sentiment analysis of the open questions. Presentation of the results during SW-UP Steering Committee meetings and during the SW-UP multiplier sport events.</p> <p>Task 2.2 Development of the Catalogue of Good Practices</p> <p>Collection of good practices on initiatives enhancing outdoor sports/physical activity for women, with a particular focus on those regarding women friendly urban environments for such sports/physical activity; analysis of good practices; development of the SW-UP Catalogue of good practices and its inclusion on the online SW-UP platform. The Catalogue of good practices will be presented during the Steering Committee meeting and will be disseminated to other policy makers and stakeholders during the Multiplier Sport events.</p> <p>* the collection of good practices will continue during the project and after the project termination. The online survey will be available for all the cities interested in the analysis.</p>
WP3	Be involved. Pilot actions	<p>Task 3.1 Designing and implementing a Pilot Programme of actions for enhancing outdoor sports/physical activity for women and women friendly urban environments for such sports/physical activity</p> <p>Based on the knowledge gathered in the previous tasks, partners in the five cities (Corbetta, Granollers, Guimares, Ramnicu Sarat, Sofia) will design a Pilot programme of actions for enhancing outdoor sports/physical activity for women and women friendly urban environments for such sports/physical activity. Actions will also include participatory initiatives (world cafés, participatory walks, etc) to collect women's and men's views on how to design women friendly urban environments to enhance outdoor sports/physical activity for women.</p> <p>Partners will implement at least 2 of the actions included in the Pilot Programme.</p> <p>Task 3.2 Participatory assessment and inclusion of the pilot actions in the database of good practices</p>

No.	Activity and venue (including Transnational Project Meetings, Intellectual Outputs and Multiplier Sport Events)	Description of activity
		<p>The pilot actions will be assessed involving participants and stakeholders according to the participatory evaluation methodology. The report will include a section dedicated to the assessment of Pilot programmes implemented in the five cities and a transversal analysis of findings.</p> <p>The results of participatory assessments will provide valuable information for drafting the Roadmap for actions at local level and the SW-UP Guidelines for promoting outdoor sports/physical activities for women in urban places.</p> <p>Task 3.3 Roadmap for actions at local level for enhancing women's participation in outdoor sports and women friendly urban environments for outdoor sports/physical activity</p> <p>Based on the actions implemented in the Pilot Programme and the results of the Participatory assessment, partners will design a Roadmap for actions at local level, which will include a set of operational indications to increase women's participation in outdoor sports/physical activity and concrete actions.</p>
WP 4	Communication and dissemination	<p>Task 4.1 Based on the knowledge gathered in WP 1, 2 and 3, the project partners will draft the SW-UP Guidelines for promoting outdoor sports and physical activities for women in urban places and women friendly urban environments for such sports/physical activity.</p> <p>Task 4.2 Communication and dissemination events</p> <p>A project Communication, dissemination and exploitation plan will be drafted at the beginning of the project. The Plan will also include a section dedicated to the Communication and dissemination plan at local level that will be further integrated once the Pilot programmes are defined.</p> <p>Communication activities include: definition of the project communication, dissemination and exploitation strategy, definition and design of the project visual identity, drafting of project newsletters, communication of all project activities implemented by the project through the partners' and support partners' communication channels (websites, newsletters, social media, etc), drafting and realisation of the project communication materials (banners, leaflets, gadgets, etc).</p> <p>Dissemination activities will include 7 multiplier sport events at national and European level.</p>



No.	Activity and venue (including Transnational Project Meetings, Intellectual Outputs and Multiplier Sport Events)	Description of activity
WP 5	Project management, monitoring, evaluation	<p>Task 5.1 Project management, monitoring and coordination will ensure physical, financial and procedural advancement of the project outputs and timetable, in line with the proposal. This activity will be realised throughout all the project duration.</p> <p>Task 5.2 A final project evaluation will be realised after the termination of the project's activities in order to assess the achievements, draw lessons and set the pathway and cooperation arrangements for the prosecution of the Community of Practice and its activities after the project termination.</p>

The chapters below include the survey questionnaire and the good practices methodology whose results will be used in the drafting of Pilot Programmes.

3.1 Survey questionnaire

To the citizens (18+) of [RELEVANT CITY],

We invite you to complete a questionnaire about **outdoor recreational physical activities and sports, especially for women**. It is part of the larger SW-UP project aimed at enhancing women's participation in outdoor sports and physical activity in urban areas in several member states of the European Union (Bulgaria, France, Italy, Netherlands, Portugal, Romania, Spain).

By completing the questionnaire you will contribute to providing knowledge on barriers to practicing outdoor sports and physical activities especially for women and to designing women friendly urban environments for outdoor physical activity/sport.

Questions focus on whether you participate in (outdoor) physically activities/sports and on perceived motives and barriers to become or remain active in outdoor activities.

Your answers are important, even when you do not consider yourself as an active person. Please try to answer all questions. Completing the questionnaire will take less than ten minutes. The survey is completely anonymous.

Thank you for your cooperation.

If you have questions about the questionnaire please contact [Name local contact]. [Telephone number and email].

Please click [here = link] to start the questionnaire.



Sincerely,

SW-UP

[Name senior manager local partner]

Dr. Agnes Elling, Mulier Institute for research on sports, policy & society

1. What is your age?
 - ☐ 16 – 25
 - ☐ 26 – 35
 - ☐ 36 – 45
 - ☐ 46 – 55
 - ☐ 56 – 65
 - ☐ 65 – 75
 - ☐ 75+
2. What is your gender?
 - ☐ Man
 - ☐ Woman
3. In which city do you live?
 - ☐ Corbetta
 - ☐ Granollers
 - ☐ Guimarães
 - ☐ Ramnicu Sarat
 - ☐ Sofia
 - ☐ Other, namely _____
4. What corresponds best to your own current household situation?
 - ☐ I live with my parent(s)/guardian(s)
 - ☐ I live on my own/
 - ☐ I live in a student apartment
 - ☐ I live with a partner/spouse without children
 - ☐ I am a single parent and live with my child(ren)
 - ☐ I live with a partner/spouse with child(ren)
 - ☐ Other, namely _____
5. [Select if Q6 – answer 4/5] What is the age of the youngest child?
— —
6. What is the highest level of education you completed?
 - ☐ I never followed any education
 - ☐ Primary education



- ☐ Secondary education
- ☐ Secondary vocational education
- ☐ College/university (bachelor/master degree)

7. How would you describe your social position at the moment? Choose the answer that most applies to you.

- ☐ I am a pupil/student
- ☐ I am part time employed
- ☐ I am full time employed
- ☐ I am a housewife/houseman
- ☐ I am unemployed
- ☐ I am incapacitated
- ☐ I am retired
- ☐ Other, namely...

8. Are you active in recreational physical activities/sports? Please keep an average week of the last twelve months in mind.

- ☐ No, never/hardly
- ☐ Yes, 1 to 3 times a month
- ☐ Yes, 1 to 2 times a week
- ☐ Yes, 3 times a week or more

9. [Select if Q8 – 1] What are the reasons that you are not physically active (anymore)? [more answers possible]

- ☐ I do not like physical activity and sports
- ☐ I am physically active enough during my daily activities
- ☐ My parents did not stimulate me to be active
- ☐ My doctor does not allow me to do so
- ☐ My partner does not support me
- ☐ I have no one to be physically active with
- ☐ My friends prefer other activities
- ☐ I have little time because of study/work
- ☐ I have little time because of family obligations (e.g. child care)
- ☐ It is too expensive
- ☐ There are no suitable sports places close to where I live
- ☐ I am too old
- ☐ I am not able due to poor health/disability



10. [Select if Q8– 2-4] Are you member of a fitness centre or sports club?

- ☐ No
- ☐ Yes only fitness centre (commercial)
- ☐ Yes, only sports club (voluntary association)
- ☐ Yes, both fitness centre and sports club

11. [Select if Q10– 2-4] Do you participate mainly in indoor or outdoor sports/physical activities?

- ☐ Indoors (e.g. fitness centre, sports hall)
- ☐ Outdoors (e.g. sports fields, tracks, parc, street, etc)
- ☐ Both indoors and outdoors

12. Why are you active or would you like to become more active in (outdoor) recreational physical activity/sport? [More answers possible]

- ☐ to improve or maintain my health
- ☐ to learn/improve skills
- ☐ to lose weight
- ☐ to build/maintain an attractive body
- ☐ to relax
- ☐ to meet new people
- ☐ to be active with family/friends
- ☐ recommendation of doctor/physical therapist
- ☐ to be (more) outside
- ☐ to enjoy the environment
- ☐ Other:
- ☐ None of these reasons [single option]

13. Please indicate which of the following barriers you experience regarding *outdoor* recreational physical activity/sport [More answers possible]

- ☐ I am not interested in being active outdoors (anymore)
- ☐ I never participated in outdoor physical activities/sports before
- ☐ I had negative experiences in the past
- ☐ I am afraid that I get injured or hurt
- ☐ I feel insecure about what others think of my body
- ☐ I do not have someone to go with
- ☐ I am afraid of annoying behavior such as being called names or aggression
- ☐ It is not common for girls and women in my community to be physically active/sport outside
- ☐ I feel unsafe at the (route to) places where I would like to be active



☐ It conflicts with my religious beliefs

☐ Other:

☐ None of these barriers [single option]

14. [Select if NOT Q12 'none of these reasons' OR Q14-1] How important are the following conditions for you to remain or become more active in outdoor recreational physically active/sport [1-5 options; 1 lowest importance – 5 highest importance]

☐ Facilities close to my home/work

☐ Well maintained facilities

☐ Facilities adequate to both men's and women's needs

☐ Aesthetic outdoor sports/physical activities areas

☐ Safety of outdoor spaces and facilities (e.g. adequate lightning; emergency facilities, etc)

☐ No/low costs

☐ Day time training/guidance opportunities

☐ Having someone to go with

☐ Good guidance of activities (e.g. certified coaches)

☐ Women only training groups/activities

☐ Specific activities for elderly

☐ Other specific programmes (e.g. for young mothers)

☐ Other (specify):

15. Could you give us any suggestion on how to improve women's participation in outdoor sports and recreational physical activity?

16. Are you aware of any good examples of initiatives aimed at favouring women's participation in outdoor sports and recreational physical activity?

3.2 Good practices

3.2.1 What is a gender equality good practice?

As stated in EIGE's Action Plan on Good Practices in the Field of Gender Equality and Gender Mainstreaming, the concept of "good practice" aims at identifying "relevant examples, approaches and experiences, in the European Union and Member States, useful to support the implementation of gender equality policies and directives, in practice." According to EIGE (2013) "a good practice is not necessarily exhaustive or perfect. Rather, it represents an **available solution to a specific problem in the light of the available resources and working environment in the given context.**"



Good practices are practices that not only “work well” in terms of actions, methods and strategy, but they also contribute to the implementation of gender mainstreaming. They document the transformational aspect of gender mainstreaming - the impact that integrating gender equality issues has - in terms of changes to goals, strategies, actions, and outcomes thereby producing sustainable, long lasting effects in terms of gender mainstreaming objectives.

The concept of “good practice” refers to: “any experience/initiative displaying techniques, methods or approaches which function in a way, and produce effects and results coherent with the definition of gender mainstreaming, which are considered to be particularly effective in delivering gender mainstreaming as a transformative strategy, and, therefore, deserving to be disseminated and proposed to other organisational contexts.”

According to EIGE (2013), good practices are practices that (1) have been working well (the practice is finished, or at least shows substantial achievement attributed to the practice itself); (2) can be replicated elsewhere; (3) are good for learning how to think and act appropriately; (4) are embedded within a wider gender mainstreaming strategy; and (5) show effective achievement in terms of advancement of gender equality and/or reduction of gender inequalities.

In the context of the SW-UP project, good practices refer to *practices (i.e. projects, programmes, policies, other initiatives, methodologies, etc), implemented by administrations or other stakeholders, that promote women friendly urban design and sport or physical activity actions/services/tools for women in urban places and have achieved relevant results in terms of enhancing their involvement in sport/physical activity and that are transferable and replicable.*

3.2.2 Which are the main selection criteria?

The main selection criteria are:

- *Relevance* for the project purpose (i.e. enhance women’s physical activity in urban spaces);
- *Effectiveness*: practices that show effective achievement in terms of enhancing women’s physical activity in urban spaces, especially through an improved urban environment. This means that practices have achieved an observable and demonstrable result in promoting women’s participation in outdoor sports.
- *Transferability and replicability* (i.e. features of the good practice can be reproduced elsewhere). In analysing the transferability and replicability of good practices particular attention will be paid to the success factors that have to be taken into consideration (extrapolated) in order to ensure the success of the practice when replicated elsewhere and to the interplay between these factors and context conditions.
- *Learning potential*, i.e. “good practices that facilitate learning, generate valuable lessons and provide innovative examples that are relevant for future forms of dissemination and transferability in other contexts” (EIGE, 2013). In the context of the project, learning potential refers to the provision of knowledge/concepts to be used for developing new ideas on how to enhance women’s participation in outdoor sports especially through improvement in the urban environment and/or creation of specific services, programmes, etc.

In collecting good practices, particular attention will be paid to practices focusing on:



- The *quality of the environment* (such as dedicated infrastructures or enlightenment);
- The *participation of specific categories* (e.g. young; mothers; disabled; elderly);
- *ICT or other devices favouring safety and social activities*;
- The *enhancement of women's motivation in practicing outdoor activity*; etc.
- *Specific methodologies adopted to take into account and include women's perceptions and views*, such as participatory actions or dedicated workshops *as a basis for initiatives of enhancement of urban places dedicated to sport*.

3.2.3 Template for collecting good practices

Title of the practice	
Who :	<ul style="list-style-type: none"> • Practice leader; specify if public or private actor • Partnership: if available, specify if the practice is implemented in partnership and with whom
Where	Place of implementation
What	Type of practice (see categories above)
When	Specify the implementation period
Description of the practice	Brief description of: <ul style="list-style-type: none"> • Reasons for selecting the practice • Main problem tackled by the practice • Objectives of the practice • Activities foreseen by the practice
Outcomes	Brief description of the outputs and results of the practice
Lessons learnt	<ul style="list-style-type: none"> • Analysis of the main success factors and obstacles/risks faced by the practice to be taken into consideration in transferring/replicating the practice elsewhere. • Main lessons learnt for the SW-UP project (e.g. main obstacles to women's participation in outdoor sports, elements to be considered in the design of pilot programmes, etc)
Resources	Bibliography used