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2018 Women and Sport Trophy Winners

WORLD WINNER

Ranked World Winner: Eczacibasi Sports Club - Turkey

Eczacibasi Sports Club in Turkey has had a long-standing tradition of success since its establishment in 1966. Originally founded as a basketball, volleyball and table tennis club, the organisation decided to focus its resources exclusively on women's volleyball in 1996, the first sports club in Turkey to do so. The team was selected due to its outstanding achievements at the time, including 17 consecutive National Championships (20 overall) and a silver medal in the European Cup, which set it apart in its ability to spread a positive message for women and thus increase the potential to inspire positive social change. The team is ranked as one of the top three in Europe today, and success has continued at the club, making women's volleyball one of the most popular sports for millions in Turkey.



The growth in popularity is clearly visible in the membership numbers at the club itself, with the volleyball programme capable of accommodating 350 girls a year in 1990, compared to 1,870 in 2017. This meant that, by the end of 2017, the club had trained close to 11,000 licensed volleyball players. Indeed, Turkey's General Directorate of Sports reported that the number of licensed players in Turkey shot up by 182 per cent from 2007 to 2017, moving from 55,000 to over 154,000. This expansion was further propelled forward as the Future Spike programme was established, aiming to encourage girls to take up sport while also training future generations of skilled volleyball players. In its first year, it had three campuses in Istanbul, while it now runs 10 across Ist, Izmir, Bodrum, Antalya and Corlu, with plans to have 30 schools in 11 provinces by 2021. This would reach over 5,000 girls.

The push to encourage girls to get into sport and improve their lives is not restricted to players. The club currently has nine women in its administration positions, representing just under half of the total (47 per cent). Furthermore, 22 of its 55 trainers and campus coordinators in the Future Spike programme are women (45 per cent), with the club looking to increase this number by recruiting from the new young talent pool brought in by the programme.

AFRICA

Ranked first for Africa: Ms Rachel Muthoga - Kenya

A former human rights lawyer, Ms Rachel Muthoga is the Executive Director of "Moving the Goalposts Kilifi" (MTG) – an NGO that uses a child-centred approach and football to build confidence, leadership and self-esteem in vulnerable girls and young women; with the aim of achieving a more inclusive and peaceful world where girls' and young women's full human rights are promoted and protected.



Prior to taking up her current position, Ms Muthoga served as the Kenyan coordinator for an international development agency which focused on ending sexual violence against girls and women.



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MTG currently works with almost 6,000 girls and young women. Its programme involves:

- ✓ using football as a tool to teach leadership skills on and off the field of play;
- ✓ training girls to be coaches, referees and field leaders to run these programmes;
- ✓ providing peer education on sexual and reproductive health and rights, including individual and group counselling;
- ✓ working with communities, parents and local stakeholders to involve the wider community and try to ensure that participants are safe not just during the programme, but also away from the field of play, thus improving the position of girls within communities; and
- ✓ delivering economic empowerment sessions (training, making savings, educational activities, career guidance) to build girls' capacity to become self-sufficient.

Ms Muthoga's organisation MTG contributed to providing education and raising awareness on gender issues. Her work is considered a best practice, and has been recognised by several organisations including UNICEF, Women Win, the ILO and Beyond Sport, among others.

AMERICAS

Ranked first for the Americas: Ms Chandra Crawford - Canada

Ms Chandra Crawford is the President and founder of Fast and Female, a not-for-profit organisation founded in 2005 with the goal of changing the culture around girls in sport. Its mission is to keep girls healthy, happy and active in sport at least through their teens, so that they can acquire a foundation to be healthy and active and get hooked on athletic lifestyles for the rest of their lives. Fast and Female's vision is "a positive, empowering environment for girls in sport". Its mantra is "spread the love", which is all about sharing the love of sport, physical activity and female empowerment with others.



Ms Crawford was inspired to create this organisation after a 10-year-old girl said that she didn't like being a girl because they don't get to do fun things like skateboarding, and instead have to worry about their appearance. As well as fighting against gender stereotypes, she also wants to change statistics such as girls dropping out of sport at six times the rate of boys in their early teens (Enoksen, E. 2011), with the top reason for their withdrawal from physical activity being the feeling of a lack of social belonging. For this reason, the organisation hosts fun-filled, non-competitive events across North America.

Since 2008, Fast and Female has grown to reach over 3,000 girls (aged 8-18) annually and has inspired them with its team of athlete ambassadors and sports experts. A total of 250 ambassadors from 25 different sports have joined Fast and Female, including Olympic and international-level athletes, coaches, mountain guides, high-performance fitness trainers and others. In addition to reaching and educating girls, Fast and Female also offers parents and coaches seminars given by various experts in youth sport development.

Ms Crawford is a former cross-country skier who competed at the Olympic Winter Games Vancouver 2010 and Sochi 2014, and won the Olympic sprint at Torino 2006. She also achieved seven World Cup podium finishes. She herself is a fine example of the kind of role model she introduces to the girls participating at Fast and Female events, and wants the girls to develop self-confidence. "There are a lot of different ways to be a girl, the most important of which is to be yourself."



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ASIA

Ranked first for Asia: Ms Samar Nassar - Jordan

Ms Samar Nassar is a two-time Olympian swimmer who competed at the Olympic Games Sydney 2000 and Olympic Games Athens 2004. Following her competitive career, she decided to remain involved in sport, becoming a board member of the Jordan National Olympic Committee (JOC) for four years, pioneering various socially positive programmes.



Following her time with the JOC, Ms Nassar took the lead in Jordan's successful bid to host the FIFA U17 Women's World Cup. She then became CEO of the Local Organising Committee of the World Cup, which would represent the region's first-ever mega sports event for women. In this role, she did not limit herself to ensuring that the event would pass without a hitch, but used the wave of enthusiasm to drive interest and participation.

A host of events and programmes were organised to encourage young girls to take part in sport and to improve their social situation. The "Live your Goals" project in Jordan, for example, focused on grassroots development through a series of football festivals aimed at 6 to 14-year-old girls with the aim of improving their technical abilities. This programme alone has reached over 3,500 girls. A long-term project with a similar target audience is the public-school tournament for girls that Ms Nassar initiated. Looking to expand the reach of women's football in the nation and at youth level, the tournament extended to 44 schools, 460 girls and 48 teachers in its first year alone.

Another group that Ms Nassar has reached out to through her work is refugees. She established multiple football programmes for Syrian refugee girls at the Zaatari camp in Jordan, working in cooperation with several organisations including UN Women, the Asian Football Development Programme and FIFA. Three hundred of the girls involved were invited to the opening and closing ceremonies of the U17 Women's World Cup in order to inspire them to continue practising sport, and specifically football.

EUROPE

Ms Daina Gudzineviciute is a former international shooting champion who currently serves as the President of the National Olympic Committee of Lithuania, while also as a member of the Executive Committee of the European Olympic Committees. She became a national hero in Lithuania when she claimed gold in the first-ever women's trap shooting competition at the Olympic Games Sydney 2000, scoring 71 hits in the qualifying and hitting 22 out of 25 targets in the final. This was her nation's first gold at Sydney. She also managed first place in the 1989 World Championships, the 1988 Europe Championship, and the 2009 World Cup in San Marino, while competing at a further four Olympic Games – Atlanta 1996, Athens 2004, Beijing 2008, and London 2012.



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As President of the National Olympic Committee of Lithuania, Ms Gudzineviciute has used Olympic Day to encourage girls and women to participate more in sport and physical activities. While the event initially only offered athletes the chance to try out five sport disciplines, under Ms Gudzineviciute's leadership, it became more inclusive, giving many more people the chance to try out all the Summer



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Olympic disciplines. The number of participants and visitors has dramatically risen, from 2000 in 1990 to 20,000 in 2017. She also organised the

LTeam Winter Olympic Festival, which has taken place every year since 2014 with the aim to bring more attention and popularity to winter sports in Lithuania.

Ms Gudzineviciute has aimed to inspire youth with a series of events, including the Olympic Village. Each year, schoolchildren from across Kaunas city are invited to take part in a week of activities at the Olympic Village, with each day dedicated to a specific Olympic value. The children have the opportunity to take part in different sport disciplines and even to talk to the nation's most recognisable athletes, including Ms Gudzineviciute herself.

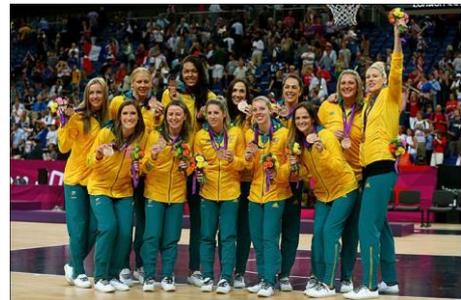
2014-2017 was Chair of the Gender Equality in sport Commission of the EOC.

OCEANIA

Ranked first for Oceania: Ms Lauren Jackson – Australia

Former athlete Ms Lauren Jackson, Commercial Operations Manager and President of the Women's Union of the Australian Basketball Alliance is recognised for being a great women's basketball pioneer in Australia.

Ms Jackson made the senior National team at the age of sixteen and has an impressive twenty years career leading her generations and inspiring future generations of Basketball players nationally and internationally. She has played in many countries and continents, and has left a lasting impression wherever she played.



Ms Jackson established the "Lauren Jackson Basketball Academy" to provide young Basketball player the opportunity to gain additional skills and experience which would assist them to define their future career and study option. She was appointed an Ambassador for the Basketball Australia's Junior Development programme "Aussie Hoops".

Ms Jackson's profile has allowed her to champion the cause of women, particularly helping to assist victims of rape and domestic violence. In 2014, she became a Gender Equality Champion for UN Women Australian. In 2015, she was awarded National recognition as an Officer of the Order of Australia for her work in Basketball, as well as her off-court work with rape and domestic violence services and gender equality.

In coaching, she regularly conducted Basketball clinics. She has also inspired many women administrators. As President of the Women's Union of the Australian Basketball Alliance, she is working with Basketball Australia to assist with athlete's transition into the community, the workforce and the business world; also helping them to get the necessary education. She has inspired many young women to take up administrative and leadership positions.

In the media, she has always spoken out against derogatory statements and racial or homophobic attacks by sports players. She is passionate about raising awareness of racial and sexual discrimination in sport and in the society more generally.