PROJECT FACTSHEET

Funded by the European Union

EqualPlay: Championing Gender Equality in Sports Policies



Duration: 01.01.2024 - 31.12.2026

Countries:
North Macedonia

EU contribution: € 330 413

Total budget: € 377 615

Implementer:
Olympic Committee of North Macedonia, Sport Social Solutions, Paralympic committee of North Macedonia, Macedonian Centre for International Cooperation

Website(s): mok.org.mk/

Social media:
instagram.com/mkd_olympic_team?igsh=MXJtNWtyOWNlc25xN Q==, instagram.com/sport_solutionsmk?igsh=czBxd3l3N3V3MHJl, facebook.com/share/1DwwK1WRKw/?mibextid=wwXIfr, facebook.com/share/1CZvwgotCV/?mibextid=wwXIfr, facebook.com/share/1HjBJVUDFr/?mibextid=wwXIfr

Project description:

The “EqualPlay: Championing Gender Equality in Sports Policies” project aims to promote a more inclusive, safe, and gender-equal sports sector in North Macedonia. It addresses persistent inequalities in sports participation, leadership, and decision-making, particularly affecting women and girls, including women with disabilities. The project supports reforms that strengthen gender-responsive governance, improve safeguarding mechanisms, and encourage equal opportunities across the sports community.

Through cooperation with sports federations, public institutions, civil society organisations, and sports professionals, the project works to build institutional capacities for developing and implementing gender-sensitive policies aligned with EU standards. At the same time, it empowers women and girls through leadership development, mentoring, networking, and participation opportunities designed to strengthen their role in sports management and governance.

The project also promotes research, advocacy, and public awareness activities focused on preventing gender-based discrimination and violence in sports. By generating evidence-based recommendations and encouraging dialogue on equality and inclusion, the initiative contributes to long-term policy improvements and cultural change within the sports sector.

Expected results:
Overall, the project supports the creation of a safer, more accessible, and equitable sports environment where women and girls can participate, lead, and succeed on equal terms.

- Sports federations and relevant institutions adopt and apply gender-responsive policies and safeguarding mechanisms that improve accountability and inclusion.
- More women and girls, including women with disabilities, strengthen their leadership skills and actively participate in management and decision-making roles in sports organisations.
- Institutional capacities to prevent and respond to gender-based discrimination and violence in sports are improved through training, safeguarding officers, and reporting procedures.
- Research and policy recommendations on gender equality in sports support reforms and advocacy efforts at a national level.
- Public awareness and support for gender equality in sports increase through advocacy campaigns, media outreach, and public engagement activities.