

Social Inclusion of Women for Better Life Through Sport



Deliverable D1.2: Dissemination Plan

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www.rs4women.com

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Role	Date	Contributor(s)	Approved/Comment
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EXECUTIVE SUMMARY

The "Social Inclusion of Women for Better Life Through Sport" (RS4Women) project is a pioneering initiative to leverage the universal language and appeal of sports to foster social inclusion, enhance physical and mental well-being, and empower women across diverse communities. This project underscores the belief that participation in sports can be a powerful catalyst for gender equality, providing women with invaluable opportunities for leadership, teamwork, and personal growth.

RS4Women Project presents the Dissemination Plan, a strategic roadmap developed within the Project Management and Coordination Work Package (WP1) to communicate project activities and engage stakeholders effectively.

The plan aims to:

- Ensure comprehensive communication of project activities.
- Engage diverse stakeholders in the RS4Women initiative.
- Promote awareness of gender equality and social inclusion through sports.
- Maximize project impact through strategic communication channels.

The RS4Women Dissemination Plan is a comprehensive strategy to strategically enhance the project's impact and outreach. It begins with a meticulous identification process of target groups, focusing primarily on women from diverse communities. Additionally, key stakeholders such as local authorities, sports organizations, universities, NGOs, and media outlets are also identified as crucial partners in amplifying the project's messages. To further extend the reach and impact of the project, the dissemination plan includes a series of interviews and features with major newspapers and national TV channels. These interviews serve as a platform to highlight the project's objectives, activities, and achievements, creating widespread awareness among the general public. Additionally, these media engagements help foster partnerships with influential entities and individuals who can contribute to the success of the project. Moreover, the plan incorporates a variety of communication tools and channels to maximize outreach and engagement. This includes the deployment of social media campaigns, press releases, newsletters, and community events. Through these efforts, the strategy aims to stimulate dialogue among target groups, fostering a deeper understanding and appreciation of the project's goals.

Overall, the RS4Women Dissemination Plan is a multifaceted approach that leverages various communication strategies to ensure the project's objectives are effectively communicated and its impact is maximized. This integrated communication approach is designed to resonate across diverse audiences, ensuring widespread dissemination of the project's key messages and fostering a supportive ecosystem for social inclusion and women's empowerment in sports.



ABOUT THE RS4Women

The project aims to support the psychological and physical development of women aged 18–35 with little or no sports background and retired women over 60, to contribute to their lifelong education and to be good role models for other women. The concept of promoting sport and ensuring inclusiveness at the same time, which is one of the most important building blocks of Erasmus+ projects, is implemented in the RS4Women project.

The Specific Objectives are;

- Preventing 60+ women from disconnecting from social life,
- Integrating 60+ women into the community through contact with young women and local people,
- To help learners feel proud of completing this specialized training by increasing their confidence and self-esteem,
- Nurturing and encouraging optimism,
- To make participants feel part of a wider community,
- Increasing the quantity and quality of social connections, reducing social isolation and feelings of loneliness,
- An improved readiness to try new things,
- Integration and added value to the European project by working with EU member states.



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1. INTRODUCTION

Dissemination is the strategic process of conveying information regarding the project's quality, relevance, and effectiveness to key stakeholders, as defined by the European Commission. It entails a continuous effort aimed at promoting the project and its outcomes to a broader audience beyond the project consortium. This includes raising awareness about the project's objectives, activities, and achievements, as well as addressing the needs it seeks to fulfill. Additionally, dissemination activities facilitate the utilization of project outcomes by encouraging stakeholder engagement in new initiatives, participation in existing activities, and sharing of results within their networks.

The Dissemination Plan serves as a dynamic document outlining and directing activities, subject to flexibility and adaptation as the project progresses.

The process of dissemination unfolds across three distinct yet concurrent phases:

- Awareness raising
- Dissemination
- Exploitation

Initially, awareness-raising efforts aim to introduce the project, define its vision and mission, and establish its visual identity and communication tools. Subsequently, dissemination activities focus on informing stakeholders about project results as they are achieved, fostering networking opportunities, and highlighting key achievements. Finally, the exploitation phase seeks to encourage the continued use of project outcomes, ensuring sustainability through stakeholder involvement. By integrating these activities, the project can maximize its impact and longevity. Dissemination occurs at a general level, aimed at providing global visibility to project results and enhancing the project's profile at the EU level and a partner-based level, tailored to each partner country's specific context and needs. Local partners play a pivotal role in driving dissemination efforts within their respective regions, leveraging support from local innovation stakeholders and higher education institutions to enhance project outreach and engagement.

Communication and Dissemination will be an ongoing activity throughout all stages of the project, spanning from month 1 to month 12. In this section, we will detail how RS4Women has structured the various components of its dissemination and communication plan and the strategies we will employ to secure effective communication outcomes.



2. ANALYSIS OF CURRENT SITUATION

Before initiating the RS4Women communication strategy, given its status as a nascent project without an established audience, a valuable first step involves evaluating the communication tools and platforms utilized by RS4Women partners. This assessment will inform us about which channels have proven most effective for our partners, thereby guiding the selection of RS4Women's channels in a way that leverages the strengths of our partners' existing networks.

The initial phase of the analysis entails comprehending the foundational framework provided by the communication resources of the project partners, notably their websites, newsletters, and social media platforms as delineated in Table 1 and Table 2, respectively.

TABLE 1: WEBSITE AND NEWSLETTER

Partner	Website	Average visit/month	Newsletter	Subscriptions
ASC	Yes	3500	-	-
AUTH	Yes	3.6 million	Yes	15432
Accademia IRSEI	Yes	621	Yes	146

TABLE 2: SOCIAL MEDIA PLATFORMS

Partner	Linkedin	Followers	Instagram	Followers	Twitter	Followers	Youtube	Followers	Facebook	Followers
ASC	Yes	24	Yes	3844	-	-	-	-	Yes	716
AUTH	Yes	112.000	Yes	7508	Yes	7489	Yes	14000	Yes	48586
Accademia IRSEI	Yes	320	Yes	236	Yes	10	Yes	2	Yes	431



3. TARGET GROUPS AND BENEFICIARIES

To attain optimal outreach and engage our audience effectively, it is essential to grasp the identity of our audience: who precisely are the individuals we must communicate with? Consequently, all communication endeavors will be directed toward these stakeholders, who constitute our target groups for the communication activities.

RS4Women will focus on the following stakeholder groups, without precedence, as its pertinent target audiences, emphasizing tailored messages that align with the specific needs of each audience.

- **60+ Women and Young Women:** Direct communication with these primary participants is crucial. Tailoring messages to their interests, challenges, and preferences ensures engagement and active participation in sports programs.
- **Family Members and Caregivers:** Especially important for 60+ women, family members, and caregivers can play a pivotal role in encouraging and facilitating participation in sports activities. Messages may focus on the health benefits and social opportunities provided by these programs.
- **Educational Institutions:** Schools and universities can be instrumental in reaching young women through sports programs, clubs, and events. Communication can also be directed toward educators and administrative staff to foster support systems within these institutions.
- **Researchers:** Researchers are essential for contributing to and disseminating the project's findings within academic and professional spheres, enriching its evidence base and enhancing its visibility and impact.
- **Community and Senior Centers:** Organizations that frequently interact with 60+ women and young women, offering a range of activities and services. They can be crucial partners in disseminating information and encouraging participation.
- **Sports and Fitness Professionals:** Coaches, trainers, and instructors who specialize in or are interested in working with these demographics. Communication can include training materials, workshops, and seminars aimed at equipping them with the skills to effectively engage 60+ women and young women in sports.
- **Healthcare and Wellness Professionals:** Doctors, physiotherapists, nutritionists, and other health professionals who can influence the decisions of 60+ women and young women regarding physical activity. Communication efforts may involve sharing research, benefits, and guidelines for safe participation in sports activities.
- **Policy Makers and Community Leaders:** Influential figures who can advocate for the development and support of sports programs tailored to these groups. Communication with this group could focus on the societal, health, and economic benefits of engaging 60+ women and young women in sports.



4. RS4Women VISUAL IDENTITY

The visual identity of RS4Women is strengthened and enhanced by its distinctive and meaningful logo. Complementing this, a modern and streamlined video presentation has been developed, along with standardized templates for official documents and presentations used throughout the Consortium.

4.1. LOGO



FIGURE 1: MAIN LOGO



FIGURE 2: OTHER VERSIONS OF THE LOGO

4.2. TEMPLATES OF PRESENTATION AND OFFICIAL DOCUMENTS

The project has developed templates for presentations and official documents, establishing a visual identity that all partners are expected to follow. These templates adhere to the project's color scheme and chosen font, aiming to ensure consistency and easy recognition of all RS4Women materials.



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5. ONLINE PRESENCE

RS4Women's digital footprint is established through the development of a website, engagement on social media platforms, distribution of newsletters, and a promotional video presentation, all of which are detailed further below.

5.1. PROJECT WEBSITE

The RS4Women's website serves as the primary platform for showcasing project outcomes and activities, in addition to acting as a live repository for all project-related publications, printed materials, and media productions.

RS4Women's website is designed and conceived as a central platform for the online dissemination and communication activities to be conducted by the consortium. Its purpose is to provide an in-depth overview of the project's objectives, activities, and consortium partners, along with hosting a video library linked to social media tools, thus enabling website visitors to stay informed about the latest news and progress of the project.

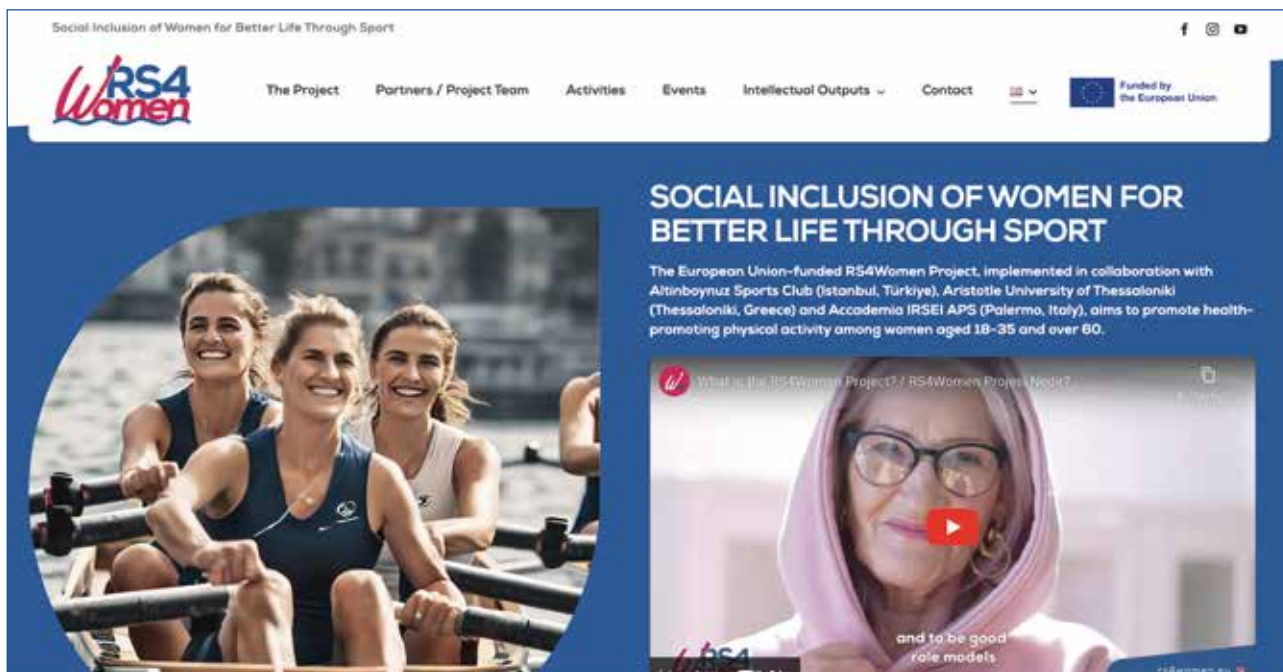
The RS4Women website, launched in March 2024, serves as the project's digital anchor, providing a modern and dynamic platform for project content and communication efforts. It plays a central role in the dissemination strategy, continuously updated and enhanced to ensure its relevance and effectiveness as the project advances. The social media section, prominently located on each page, serves as a hub for RS4Women partners and participants across various platforms, showcasing real-time project activities, findings, and events.

Ensuring the website is optimized for mobile devices is crucial, allowing visitors to easily access and share content from their smartphones and tablets. The project's website content is available in English, Turkish, Greek, and Italian. For more precise information about the project website, please refer to D2.2.

The following image outlines the structure of the project's website: It includes the project logo, project name, a page offering a summary of the project, an application form, and main sections tabs (The Project, Partners/Project Team, Activities, Events, Intellectual Outputs, Contact us), and connection to social media accounts.



5. ONLINE PRESENCE



Website information architecture and navigation:

- To facilitate navigation, a menu bar could be incorporated along the bottom of each page. Additionally, a search feature at the top of the page should be provided to allow visitors to quickly search across the website.
- **Home page:** Provides a concise overview of the project, including the full title and key objectives. The participant application form will also be included in this section before the project commences. Features a news section displaying three news excerpts with accompanying images, as well as a flash news section showcasing three excerpts without images and providing links to social media pages (Instagram, Facebook, YouTube).
- **The Project:** This section explains what the RS4Women project is and its objectives. Additionally, under this section, the Project Management, Communication, and Quality Plan, as well as the Dissemination Plan, are published in sub-tabs.
- **Partner/Project Team:** Displays logos and names of all project partners, and the project team's photos and information with a distinction made by country including flags from each country. Visitors can click on each partner's website link to be directed to their website page in a new window.

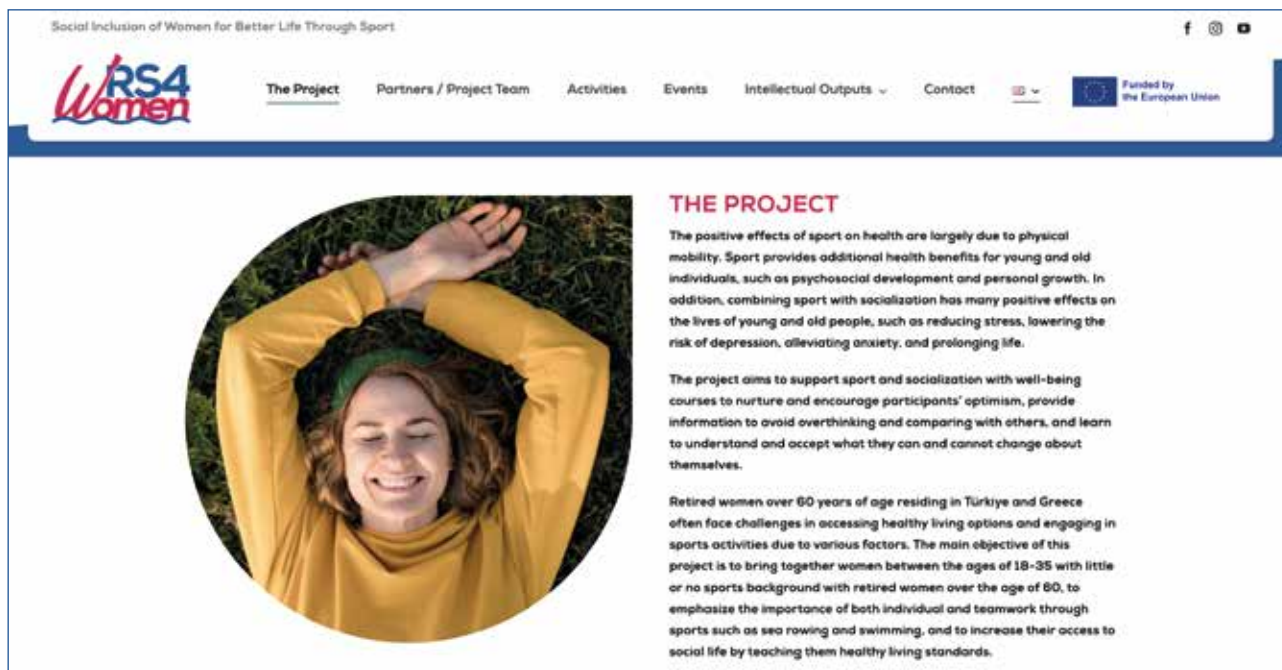


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5. ONLINE PRESENCE



- **Activities:** Within the framework of the project, all planned activities (well-being, rowing, Pilates, swimming) will be shared with explanations, accompanied by photos taken from the activities. It allows for uploading photos, videos, and documents (Word/PDF/PPT/Excel, etc.).
- **Events:** The page is designed to display the schedule and reporting of key project events. It will feature a 'news' style function for posting articles about past events, with the ability to upload photos, videos, and documents in various formats (Word, PDF, PowerPoint, Excel, etc.)
- **Intellectual Outputs:** Devoted to publishing project results, with the option to upload/download various document formats (Word/PDF/PPT/Excel, etc.) with explanation in each 5 tabs.
- **Contact Us:** Includes contact details of the Project Coordinator for inquiries, along with a contact email address and postal address.

RS4Women Project website is available at the following address: www.rs4women.com

Google Analytics is utilized to track and analyze visitor behavior and performance on the RS4Women website continuously, allowing for the easy evaluation of its impact and the provision of accessible statistics.



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5. ONLINE PRESENCE

5.2. SOCIAL MEDIA

In complement to the project's official website, social media platforms will function as channels for disseminating information regarding events and achievements. They will also facilitate discussions and engagement with researchers, stakeholders, and university staff.

Given the imperative for streamlined, expedient, and cost-effective communication to effectively disseminate information and heighten public awareness, social media platforms emerge as pivotal components of our online communication strategy. It is noteworthy that these platforms not only facilitate interpersonal exchanges, fostering proximity and engagement, but also present novel opportunities for informing both citizens and stakeholder groups.

Social networks offer valuable tools for maintaining ongoing interaction with project stakeholders, sustaining interest in project initiatives and events, and sharing significant accomplishments.

The primary objectives of utilizing social media include

- Disseminating project information, activities, and results;
- Expanding the reach of RS4Women;
- Facilitating the exchange of experiences;
- Fostering highly interactive dissemination efforts; and
- Analyzing audience feedback to refine the communication strategy.

5.2.1. INSTAGRAM

Instagram serves as a dynamic platform for the RS4Women project, offering a visually engaging way to share the project's goals, achievements, and activities. Through the use of captivating visuals, interactive stories, and hashtags, it can reach a wide audience, foster community engagement, and promote discussions around women in research. The platform's features, including live sessions, direct messaging, and analytics, provide unique opportunities for real-time interaction, feedback, and insights into audience engagement. Utilizing Instagram, RS4Women can effectively communicate its message, build a supportive network, and enhance visibility for the important cause of supporting women in the research field.

An Instagram account has been created for RS4Women: [@rs4women.eu](https://www.instagram.com/rs4women.eu)



5. ONLINE PRESENCE

5.2.2 FACEBOOK

Facebook serves as a crucial communication channel for the RS4Women project, enabling outreach to diverse communities, including the 60+ demographic. With its broad user base and varied features, Facebook allows RS4Women to share project updates, events, and resources effectively. The platform's groups and page features facilitate community building and engagement, while targeted advertising options enable reaching specific age demographics, including users aged 60 and above. Additionally, features like live video streaming and event creation provide opportunities for real-time interaction and participation. By leveraging Facebook, RS4Women can foster meaningful connections, raise awareness, and engage with a wide range of stakeholders, including older adults, in advancing gender equality in research.

5.2.3. YOUTUBE

YouTube serves as a powerful tool for the RS4Women project to engage with a wide audience by sharing video content that educates, inspires, and informs about the project's objectives and activities. This platform allows for the dissemination of impactful stories, and project updates, making complex information accessible and engaging. By leveraging YouTube's vast network and multimedia capabilities, RS4Women can reach beyond academic circles into the wider community, connecting with individuals who share an interest in supporting and advancing women for sports in research. This approach not only broadens the project's reach but also fosters a deeper understanding and engagement among a diverse audience.



6. PROJECT VIDEOS

To effectively promote the project, at least three videos will be produced using modern communication methods and shared on the RS4Women YouTube channel and website. These videos will not only strengthen the project's online presence but also provide information about the main activities and significant outcomes during events where the RS4Women project is presented. The first video, focusing on the project's scope, objectives, and key challenges, is currently in production and scheduled for release in M2 2024. The second video, highlighting progress made in the project and featuring excerpts from activities, as well as participants' experiences, is slated for delivery in M6. Finally, a technical video summarizing the project's key results will be produced to detail the project's achievements at the end of the process.

7. PROMOTIONAL EMAILS

RS4Women will create and dispatch Information/Promotional emails targeted at various project stakeholders to notify them about significant events. These emails aim to capture the attention and interest of their audience with compelling messaging. To achieve this objective, each promotional email will feature the visual identity of the RS4Women project, including its logo, color scheme, and layout. Additionally, all partners are encouraged to circulate these Information/Promotional emails throughout their respective networks.



8. MEETING WITH STAKEHOLDERS AND MEDIA OUTLETS

Partners will conduct consultations with stakeholders to facilitate dissemination and long-term strategy planning. Direct, face-to-face interactions are considered crucial for enhancing visibility and sharing information, encompassing both formal and informal gatherings. These informal, flexible, and interactive sessions with stakeholders are as valuable as formal discussions, as they allow partners to receive immediate feedback and suggestions. The objective is to identify and engage various stakeholders who are keen to support the project's initiatives. Additionally, partners will collaborate with media outlets, newspapers, and other relevant platforms to amplify the project's reach and impact.

9. LOCAL EVENTS

Local Events are crucial for raising awareness and disseminating knowledge within institutions. Partners believe that such local activities not only have the potential to promote the work conducted within the project but also to encourage other Universities, Sports Clubs, or NGOs outside of the Consortium to implement changes within their institutions. This will ensure the sustainability of the RS4Women initiative beyond its immediate scope and duration. Partners will invite representatives from their respective institutions to national and regional events to promote RS4Women.



10. INTERNATIONAL / FINAL CONFERENCE

At the end of the project (December 2024), a final conference will be organized in hybrid. The Final Conference (100 participants) will aim to present and disseminate the project's results; to place these results into a broader perspective (EU and Higher Education policies, sports policies, local government policies, social responsibility policies); and to reflect on the sustainability of the project's outputs.

11. SCIENTIFIC PUBLICATIONS

A scientific publication resulting from the activities of the RS4Women project is anticipated. This publication aims to reach other scientists and contribute to the accumulation of knowledge in the field.

The ideals of the RS4Women project are in complete harmony with the Open Science philosophy and its inclusive framework for accessible science. Specifically, we will ensure:

- Scientific articles arising from RS4Women results will be published in a journal indexed in the Journal Citation Reports, with international circulation and an impact factor; these articles will be published under Open Access (OA) schemes, in line with European Commission (EC) guidelines;
- Code and related data will be made public whenever possible, subject to data protection issues and upon receiving positive feedback from the Data Protection and Ethics Advisory Board (DP-EAB);
- Early access to research results will be provided by publishing the outcomes as preprints in open repositories. Wherever possible, "green" OA will be preferred, with full-text documents made available on the project's website and other online channels, as well as on the partners' websites and Twitter/LinkedIn.



12. DISSEMINATION INDICATORS

Qualitative and quantitative indicators assist in measuring the efficacy of the dissemination plan, while, in parallel, determining the influence of the RS4Women project's results. Also, this approach can help achieve the project's objectives and adjust the strategy, when and if needed.

Qualitative indicators:

- Improved practical skills of participants
- Feedback and satisfaction with the quality of the training courses by the trainers and participants
- Feedback from the stakeholders, measured by the project's partners

Quantitative indicators:

- Number of participants in both the rowing and aquatic activities
- Several relevant sports organizations, Universities, NGO's and stakeholders participated in the events
- Number of formal and informal meetings with stakeholders
- Number of persons involved in the project's activities from less developed regions
- Number of persons attending the final conference
- Number of persons attending the local promotional events
- Number of unique visitors and downloads throughout the life of the RS4Women program, and all web materials (YouTube, Videos)
- Number of followers likes, shares, and comments on project social media posts



13. CONCLUSION

The dissemination plan for the RS4Women project is a well-structured strategy that focuses on maximizing the project's impact and long-term sustainability. The plan utilizes a variety of communication channels to engage a broad range of stakeholders, from academic institutions and researchers to policymakers and the general public. The commitment to Open Access and Open Science philosophy ensures that the project's findings and innovations are accessible to all, fostering collaboration and knowledge sharing.

As the RS4Women project moves forward, its dissemination activities will not only showcase the project's contributions to the field but also inspire further projects, research, dialogue, and action in the Erasmus+ Sports field. Through its dissemination activities, the RS4Women project aims to play a pivotal role in driving social change and promoting a more inclusive and equitable society.

The project team is committed to implementing this dissemination plan effectively, ensuring that the project's findings and innovations reach the widest possible audience and have a lasting impact on the field. The team is confident that the dissemination strategy will contribute significantly to achieving the project's overall objectives and creating a lasting legacy in the Erasmus+ Sports community.

ANNEXES

ANNEX 1: DISSEMINATION LOG

Partner nr.	Partner short name	Date of the event	Place of the event	Type of activity	Description	Organizer	Main type of audience	Other types of audience	Dissemination level		Countries addressed
									N° of copies/ participants	Level	



ANNEX 2: EVENT REPORT

Name of the event:

Type of event: (Training Week, Conference, etc)

Date:

Venue Number of participants:

Type of participants: (policy-makers, HEIs managers, teachers, etc)

Programme of the event: (insert the link to the webpage of the event)

Attachments: (List of Participants, Presentations, Background Documents) ,

Brief overview of the event and of the issues addressed in the event

Contribution of the Partner Attending the Event

Key messages, outcomes, recommendations

ANNEX 3: INDIVIDUAL PARTNER MEETING WITH STAKEHOLDERS REPORT

Date:

Venue Meeting with:

Evidence of the meeting (if any): (a picture, a signed document, video/audio recording, etc.)

Brief overview of the meeting

Main issues discussed during the meeting

Recommendation from the Stakeholder



Social Inclusion of Women for Better Life Through Sport



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