

Social Inclusion of Women for Better Life Through Sport



D2.5: Project Output Booklet

Disclaimer: Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them



Funded by
the European Union

RS4Women, "Social Inclusion of Women for Better Life Through Sport", has received funding from the EU Erasmus+ Programme (2021-2027); ERASMUS-SPORT-2023, under the agreement No.101133376

www.rs4women.com

DELIVERABLE INFORMATION

Work Package	WP2: Increase the Inclusion and the Awareness of Disadvantaged Groups on Wellbeing, Coastal Rowing, Pilates and Swimming
Lead Partner	Altınboynuz Sports Club (ASC)
Main Author(s)	Nur ERADLI (ASC), Mehmet Fırat ÜNAL (ASC)
Dissemination level	PU
Due date	31/1/2025
Version	Draft Version by Nur ERADLI

Project Number	101133376
Project Acronym	RS4Women
Project Title	Social Inclusion of Women for Better Life Through Sport
Start date	1/3/2024
Duration	12 months
Call identifier	ERASMUS-SPORT-2023
Topic	ERASMUS-SPORT-2023-SSCP



Funded by
the European Union

RS4Women, "Social Inclusion of Women for Better Life Through Sport", has received funding from the EU Erasmus+ Programme (2021-2027); ERASMUS-SPORT-2023, under the agreement No.101133376

REVISION HISTORY

Revision	Date	Contributor(s)	Description
0.1	12/1/2025	Nur ERADLI (ASC)	First draft for internal review
0.2	14/1/2025	Mehmet Fırat ÜNAL (ASC)	To enhance the report's comprehensiveness, certain sections were expanded to provide more in-depth information and analysis.
0.3	14/1/2025	Athanasios Dalamitros (AUTH)	To enhance SWOT analysis part
1	15/1/2025	Nur ERADLI (ASC)	Final

QUALITY CONTROL

Role	Date	Contributor(s)	Approved/Comment
Internal Review	15/1/2025	Mehmet Fırat ÜNAL (ASC)	Approved
Final Quality Review	16/1/2025	Athanasios Dalamitros (AUTH)	Approved



Funded by
the European Union

RS4Women, "Social Inclusion of Women for Better Life Through Sport", has received funding from the EU Erasmus+ Programme (2021-2027); ERASMUS-SPORT-2023, under the agreement No.101133376

TABLE OF CONTENTS

Introduction.....	5
Project Overview.....	6
Project Partners	7
Project Objectives	8
Stages of the Project	9
Project Inception and Planning.....	9
Community Engagement and Needs Assessment.....	10
Program Design and Development	10
Implementation	12
Monitoring and Evaluation	13
Sustainability and Knowledge Sharing	14
Key Activities and Outputs	15
Workshops and Training Programs	15
Community Engagement Events	16
Research and Awareness Campaigns.....	16
Policy Advocacy	18
Success Stories	19
Challenges and Lessons Learned.....	20
SWOT Analysis	22
Future Directions.....	25
Acknowledgments.....	26



1) INTRODUCTION

The RS4Women project booklet serves as a comprehensive guide to understanding all stages of this transformative initiative. From its initial conception to its successful implementation and measurable outcomes, the booklet captures every essential detail of the journey. Designed with both clarity and depth, it offers readers an in-depth look at how the RS4Women project was brought to life and the impactful changes it has achieved.

This resource is more than just a record of activities; it is a tool for inspiration and innovation. By delving into the booklet, readers will gain valuable insights into the methodologies employed, the challenges faced, and the solutions devised. The activities showcased within serve as tangible examples of how creative approaches can drive meaningful change. These carefully documented steps not only highlight the project's success but also provide a framework that others can adapt and build upon.

One of the primary goals of the RS4Women booklet is to inspire new project ideas. By presenting detailed narratives and practical examples, it encourages individuals, organizations, and communities to think critically and creatively about how they can address similar social challenges. The transformative impact of the RS4Women initiative is evident throughout, serving as a testament to the power of sports as a tool for fostering social inclusion.

By sharing our journey, we aim to extend the reach of the RS4Women project's impact. This booklet is not just for those directly involved in the initiative but for anyone seeking to make a difference in their own community. It is an open invitation to learn from our experiences, adapt our strategies to different contexts, and replicate similar initiatives in ways that resonate with local needs and aspirations.

Ultimately, the RS4Women project booklet underscores the importance of collaboration, resilience, and innovation. By providing this resource, we hope to empower others to join us in building a more inclusive society through the unifying power of sports.



Funded by
the European Union

RS4Women, "Social Inclusion of Women for Better Life Through Sport", has received funding from the EU Erasmus+ Programme (2021-2027); ERASMUS-SPORT-2023, under the agreement No.101133376

2) PROJECT OVERVIEW

The Social Inclusion of Women for Better Life Through Sport (RS4Women), funded under the Erasmus+ Sports Action, is an innovative initiative that leverages sports as a catalyst for women's empowerment, social inclusion, and enhanced quality of life. The project specifically targets two demographic groups: women aged 18-35 with minimal sports background and retired women over 60 years of age. Through sea rowing and swimming activities, RS4Women promotes both individual achievement and team collaboration while working toward multiple objectives: fostering social inclusion, promoting intergenerational connections, enhancing women's access to social life, developing healthy living standards, breaking down gender-based barriers in sports, supporting mental health and well-being, and strengthening social cohesion. The project's core components include focused sports activities, individual skill development, team-building exercises, health and wellness education, and social integration activities. By emphasizing sustainability and utilizing sports as a universal language, RS4Women aims to create lasting change through increased sports participation among target groups, enhanced social inclusion, improved physical and mental well-being, and stronger community connections across diverse communities.



Funded by
the European Union

RS4Women, "Social Inclusion of Women for Better Life Through Sport", has received funding from the EU Erasmus+ Programme (2021-2027); ERASMUS-SPORT-2023, under the agreement No.101133376

3) PROJECT PARTNERS

The RS4Women project consortium unites a dynamic group of organizations dedicated to advancing social inclusion and empowering women through sports. Leading this collaborative initiative is Altınboynuz Sports Club from Türkiye, which serves as the project coordinator. With its extensive expertise in sports management and community engagement, Altınboynuz Sports Club plays a crucial role in steering and overseeing the project's activities.

Aristotle University of Thessaloniki in Greece, known for its academic excellence and research capabilities, is a key partner in the consortium. The university brings a wealth of knowledge and academic depth, significantly enhancing the project's educational and research components. Joining these efforts is Accademia IRSEI APS – Research Institute for Development, Economy, and Innovation from Italy, a prominent organization specializing in social research and development. IRSEI APS contributes its extensive experience and innovative methodologies in promoting social inclusion, adding valuable perspectives to the initiative.

Together, these consortium members combine their unique strengths and resources to maximize the impact of the RS4Women project. By leveraging their expertise and collaboration, they aim to empower women across all age groups to embrace healthier, more fulfilling lives through the transformative power of sports.



Funded by
the European Union

RS4Women, "Social Inclusion of Women for Better Life Through Sport", has received funding from the EU Erasmus+ Programme (2021-2027); ERASMUS-SPORT-2023, under the agreement No.101133376

4) PROJECT OBJECTIVES

The RS4Women project aims to: 1) increase access to social life and improve the physical and psychological well-being of women aged 18-35 and retired women over 60 through sea rowing and aquatic activities; 2) foster their personal development by promoting lifelong learning and cultivating self-confidence, optimism, and a sense of community; 3) prevent social isolation among older women by integrating them with younger women and the local community; 4) enhance participants' readiness to engage in new activities; and 5) collaborate with other institutions within the EU to maximize the project's impact.



Funded by
the European Union

RS4Women, "Social Inclusion of Women for Better Life Through Sport", has received funding from the EU Erasmus+ Programme (2021-2027); ERASMUS-SPORT-2023, under the agreement No.101133376

5) STAGES OF THE PROJECT

5.1) PROJECT INCEPTION AND PLANNING

The RS4Women project began with an in-depth exploration of the barriers that hinder women's participation in sports. This initial research phase involved collecting data from various communities, analyzing societal and cultural factors, and identifying key challenges such as lack of access to facilities, cultural stigmas, and limited awareness about the benefits of sports for women. By engaging with stakeholders and conducting surveys, the team was able to gather valuable insights into the root causes of these issues.

Following this research, the project team focused on establishing strong partnerships with both local and international organizations. These partnerships were carefully selected to ensure a diverse range of expertise and resources, including community outreach, sports management, and academic research. Collaborative agreements were formalized with sports clubs, educational institutions, non-profit organizations, and government agencies, creating a robust network to support the project's goals.

With the foundation laid, the next step was to develop a comprehensive strategic roadmap. This roadmap outlined clear objectives and milestones, providing a structured framework for the project's implementation. Key components included setting measurable targets for increasing women's participation in sports, designing inclusive programs tailored to different age groups, and creating monitoring and evaluation mechanisms to track progress. By aligning these elements, the RS4Women project ensured a focused and actionable plan to drive meaningful change.



Funded by
the European Union

RS4Women, "Social Inclusion of Women for Better Life Through Sport", has received funding from the EU Erasmus+ Programme (2021-2027); ERASMUS-SPORT-2023, under the agreement No.101133376

5) STAGES OF THE PROJECT

5.2) COMMUNITY ENGAGEMENT AND NEEDS ASSESSMENT

A comprehensive community engagement strategy was implemented to ensure the project's relevance and effectiveness. The project involves **Stakeholder Identification** by recognizing key stakeholders such as target populations, local sports clubs/organizations, non-governmental entities, institutions, and community leaders. **Data Collection** is conducted through focus groups to understand specific needs, interests, and barriers to sports participation within target communities, enabling the identification of potential participants and community leaders. **Community Dialogue** includes organizing meetings with the press and local government bodies to disseminate information about the project, gather feedback, and foster local support. **Communication Strategies** leverage a multi-channel approach, including social media, local media outlets, and word-of-mouth, to reach a broader audience and engage the community effectively. The initiative also focuses on **Enhanced Accessibility** by increasing access to affordable and accessible sports facilities and programs. It aims at **Overcoming Barriers** by addressing transportation and safety concerns that hinder women's participation. **Culturally Sensitive Programming** ensures inclusivity by tailoring programs to local cultural, social, and economic contexts. Efforts toward **Promoting Awareness** emphasize the health and social benefits of sports for women within target groups. Additionally, the project focuses on **Building a Supportive Environment** to encourage women's active participation in sports and **Addressing the Specific Needs of Older Women** by incorporating strategies for accessibility, health considerations, and social engagement.

5.3) PROGRAM DESIGN AND DEVELOPMENT

Designed training modules focused on skill-building and teamwork. These modules were meticulously crafted to cater to the diverse needs of participants, ranging from beginner-level sessions to advanced skill development programs. Specific modules included Rowing, Pilates, Swimming, and Well-being practices. Rowing sessions focused on building physical strength, coordination, and teamwork, while Pilates classes emphasized core stability, flexibility, and mindfulness. Swimming modules catered to all skill levels, promoting confidence in the water and overall fitness.



5) STAGES OF THE PROJECT

Well-being practices integrated across all sessions encouraged participants to balance physical activity with mental health strategies, such as mindfulness and stress management techniques.

Incorporated activities that promote physical and mental well-being. A holistic approach was adopted to address both the physical and emotional aspects of health. The program included physical routines tailored to varying skill levels, mindfulness exercises, and training on stress management and resilience. Each module, whether focused on rowing, Pilates, swimming, or general well-being, was designed to create a supportive atmosphere. These activities encouraged participants to explore their potential, develop a positive relationship with physical activity, and achieve personal growth.

Developed inclusive policies to ensure equal access for all participants. These policies were designed to remove barriers and create a welcoming environment for individuals from all backgrounds. Special attention was given to selecting a diverse group of women, ensuring representation from various age groups and backgrounds. Particular focus was placed on including women over 65 years old, many of whom were housewives or retired, and facilitating their integration with younger participants aged 18-35. This approach fostered intergenerational connections, mutual understanding, and a sense of community among all participants. Regular feedback sessions were conducted to assess the effectiveness of these policies and make necessary adjustments, ensuring that the program remained equitable and accessible to all.



Funded by
the European Union

RS4Women, "Social Inclusion of Women for Better Life Through Sport", has received funding from the EU Erasmus+ Programme (2021-2027); ERASMUS-SPORT-2023, under the agreement No.101133376

5) STAGES OF THE PROJECT

5.4) IMPLEMENTATION

The implementation phase of the project involved a multifaceted approach to ensure participants' engagement, learning, and sense of belonging. Training sessions were launched to introduce participants to new concepts and skills, while fostering a welcoming and inclusive environment. Accessibility was prioritized by making project staff reachable through social media channels and telephone, ensuring continuous support and communication. Mentorship was delivered through dedicated well-being sessions, complemented by the provision of written well-being documents to reinforce the participants' understanding and application of these practices. To further enhance their connection to the project, promotional materials were distributed, fostering a strong sense of belonging and commitment. Additionally, opportunities were created for participants to showcase their progress, allowing them to share their achievements with their families and loved ones, thereby strengthening their motivation and personal investment in the program.



Funded by
the European Union

RS4Women, "Social Inclusion of Women for Better Life Through Sport", has received funding from the EU Erasmus+ Programme (2021-2027); ERASMUS-SPORT-2023, under the agreement No.101133376

5) STAGES OF THE PROJECT

5.5) MONITORING AND EVALUATION

Conducted ongoing assessments to measure impact and identify areas for improvement. These evaluations were carried out at regular intervals, utilizing both quantitative and qualitative methods such as surveys, performance metrics, and participant feedback. The assessments aimed to ensure that the program remained aligned with its objectives, addressing any emerging challenges and optimizing the experience for all participants.

Collected testimonials and success stories to highlight personal transformations. Participants were encouraged to share their experiences, showcasing how the program influenced their lives physically, emotionally, and socially. These narratives not only celebrated individual achievements but also served as powerful tools for inspiring others and demonstrating the program's effectiveness. Special emphasis was placed on capturing stories from diverse participants, including older women and younger age groups, to reflect the inclusive and transformative nature of the initiative.

Compiled data for reporting and to refine future activities. All gathered information was meticulously analyzed and documented, forming a comprehensive repository of insights. This data was used to prepare detailed reports for stakeholders, highlighting key accomplishments, areas needing attention, and actionable recommendations. Additionally, these findings informed the planning and development of future activities, ensuring the program's continued growth and relevance.



5) STAGES OF THE PROJECT

5.6) SUSTAINABILITY AND KNOWLEDGE SHARING

The findings and lessons learned from the project were disseminated through **comprehensive reports** and **multimedia formats**, ensuring transparency and continuous engagement with stakeholders and the broader public via **social media platforms**. **Collaboration with Local Authorities** played a crucial role, with active partnerships established with local municipalities to advocate for inclusive sports infrastructure. Key deliverables included **detailed progress reports, wellbeing-focused teaching materials, participant survey analyses, and a peer-reviewed scientific paper**, providing a strong foundation for evaluating and sharing the project's impact.

To support **Scalability and Knowledge Sharing**, a range of **resources and toolkits** was developed and made publicly available, empowering other communities to replicate similar programs in their own contexts. **Public Engagement and Documentation** were prioritized through social media posts and videos that showcased the project's progress, highlighting participant enthusiasm and fostering broader community awareness and interest.

The **Sustainability of the Initiative** is evidenced by the commitment of Istanbul's Beyoğlu Municipality, which, inspired by the project's success, has continued to offer rowing classes to its 45 neighborhoods, serving approximately 260,000 residents. This demonstrates the project's long-term impact and its potential as a replicable model for other communities.



Funded by
the European Union

RS4Women, "Social Inclusion of Women for Better Life Through Sport", has received funding from the EU Erasmus+ Programme (2021-2027); ERASMUS-SPORT-2023, under the agreement No.101133376

6) KEY ACTIVITIES AND OUTPUTS

6.1) WORKSHOPS AND TRAINING PROGRAMS

The RS4Women project implemented a series of well-structured sessions to emphasize the critical role of sports in personal growth and social integration. These sessions not only highlighted the physical benefits of regular exercise but also underscored how participation in sports can enhance self-confidence, build resilience, and foster a sense of belonging within a community. Participants explored themes such as teamwork, leadership, and overcoming challenges through practical and engaging discussions.

The project delivered comprehensive skills-based training across various sports disciplines, catering to both team sports and individual activities. Specific training modules included rowing, Pilates, swimming, and well-being practices. Rowing workshops taught participants coordination and teamwork, while Pilates sessions focused on core strength, flexibility, and mindfulness. Swimming modules catered to participants of all skill levels, promoting water safety, fitness, and confidence. These programs were designed to be inclusive and adaptive, ensuring accessibility for women of all ages and abilities.

A significant component of the initiative was training local coaches and mentors to support the women participants effectively. These trainers were equipped with the necessary tools, techniques, and methodologies to guide participants in their sports journey. Special focus was placed on fostering a supportive and encouraging environment, where coaches could address the unique needs of different age groups, particularly older women and younger participants. This approach ensured that the mentoring extended beyond technical skills, incorporating emotional support and motivational guidance to sustain long-term engagement in sports.



Funded by
the European Union

RS4Women, "Social Inclusion of Women for Better Life Through Sport", has received funding from the EU Erasmus+ Programme (2021-2027); ERASMUS-SPORT-2023, under the agreement No.101133376

6) KEY ACTIVITIES AND OUTPUTS

6.2) COMMUNITY ENGAGEMENT EVENTS

Upon completion of the training sessions, a **celebratory event** was organized to showcase participants' achievements and foster community engagement. This event brought together participants, their families, local government representatives, and members of the media, providing an opportunity to highlight the participants' joy, progress, and accomplishments. The celebration also strengthened community support and recognition for the initiative.

In addition, **social media posts and videos** documenting the project's progress were made publicly accessible, enhancing transparency and expanding its reach. These materials not only celebrated the participants' development but also served as an inspiration for broader community engagement, encouraging others to join and replicate similar initiatives.



6.3) RESEARCH AND AWARENESS CAMPAIGNS

The RS4Women project implemented a multifaceted awareness campaign to amplify its message and reach a diverse audience. Social media platforms were pivotal in this effort, with targeted posts, videos, and testimonials highlighting the project's objectives and successes.



Funded by
the European Union

RS4Women, "Social Inclusion of Women for Better Life Through Sport", has received funding from the EU Erasmus+ Programme (2021-2027); ERASMUS-SPORT-2023, under the agreement No.101133376

6) KEY ACTIVITIES AND OUTPUTS

Platforms like Instagram, Facebook, and YouTube were utilized to share inspiring stories of participants, showcase training sessions, and provide updates on upcoming activities. These efforts created a vibrant online community, encouraging more women to engage with the initiative.

Local outreach campaigns complemented the digital efforts, ensuring inclusivity and accessibility for those less active on social media. Flyers, posters, and informational brochures were distributed in community centers, sports clubs, and public spaces to spread awareness about the project's offerings.

Special focus was on organizing informational meetings where local authorities and community members could learn more about the project and interact with its organizers and participants. These events not only increased awareness but also fostered trust and enthusiasm within the community, laying the groundwork for sustained engagement.

Finally, by publishing a research paper in a high-impact international journal this project will provide credible, data-backed evidence to support the campaign's claims, making it more persuasive to stakeholders, NGOs, sponsors, and policymakers.

Through these targeted campaigns, the RS4Women project successfully broadened its reach, inspiring women from various backgrounds to participate and benefit from its programs. Through these activities, the RS4Women project created a strong foundation for promoting social inclusion and empowering women to lead healthier, more fulfilling lives.



Funded by
the European Union

RS4Women, "Social Inclusion of Women for Better Life Through Sport", has received funding from the EU Erasmus+ Programme (2021-2027); ERASMUS-SPORT-2023, under the agreement No.101133376

6) KEY ACTIVITIES AND OUTPUTS

6.4) POLICY ADVOCACY

The RS4Women project serves as a compelling platform for advancing policies that enhance women's participation in sports while fostering inclusive and equitable communities. Its findings and successes provide a foundation for advocating increased national and international funding for community sports programs, particularly those targeting younger women and women aged 65 and above. The project also offers a replicable model for designing and implementing inclusive sports policies at local, regional, and national levels. By disseminating project outcomes to policymakers, advocating for the integration of sports into national health and well-being strategies, and fostering collaborations with key stakeholders, RS4Women seeks to contribute to a comprehensive policy framework that empowers women, promotes social inclusion, and supports broader societal equity. The successful incorporation of rowing classes into the Beyoğlu Municipality's regular offerings underscores the project's sustainability and demonstrates its capacity to drive lasting positive change within communities.



Funded by
the European Union

RS4Women, "Social Inclusion of Women for Better Life Through Sport", has received funding from the EU Erasmus+ Programme (2021-2027); ERASMUS-SPORT-2023, under the agreement No.101133376

7) SUCCESS STORIES

Gülten's Journey: Gülten, who lost her husband, was struggling with grief and loneliness. She decided to participate in an RS4Women project to regain a sense of purpose. Through activities like rowing and pilates, Gülten found solace and strength, overcoming her emotional hurdles. The program not only helped her improve her physical health but also provided the social support and sense of community she needed, allowing her to heal and rediscover joy in her life.

Ayşe's Transformation: After being diagnosed with breast cancer, Ayşe was determined to regain her strength. She joined a wellness program that included rowing and pilates. Despite the challenges of her illness, Ayşe found healing and empowerment through the program, improving her physical and mental well-being. She now feels stronger and more confident, serving as an inspiring example of resilience for others, especially women facing health challenges.

Local Impact: Around 120 women in Istanbul and Thessaloniki participated in sports activities, with many reporting improved mental health, physical fitness, and social connections. Following the successful completion of its training sessions, as evidenced by the tangible joy and evident positive impact observed at the final event in Istanbul, the RS4Women project demonstrated a tangible and sustainable outcome. The Beyoğlu Municipality of Istanbul subsequently integrated rowing classes into its offerings for female residents.



8) CHALLENGES AND LESSONS LEARNED

Cultural Sensitivity: The RS4Women project prioritized cultural sensitivity by tailoring its programs to address the specific cultural, social, and economic contexts of its diverse target groups. Activities and engagement strategies were designed to respect and align with local values, and norms, ensuring inclusivity and relevance for all participants. The project acknowledged and addressed barriers such as transportation and safety concerns that often hinder women's participation in sports. Additionally, special consideration was given to the unique needs of older women, incorporating accessibility measures, health-focused strategies, and opportunities for social engagement. By fostering an inclusive and supportive environment, RS4Women promoted a sense of belonging, empowerment, and community cohesion across cultural and generational divides.

Accessibility: A key challenge for the RS4Women project was ensuring that women from rural and remote areas could participate meaningfully, despite the lack of sports infrastructure and transportation barriers. Recognizing these limitations, the project adopted a multifaceted approach to improve access and engagement. The project prioritized creating locally adapted solutions by working directly with community stakeholders. This involved organizing activities in accessible locations such as community centers, open fields, and schools that were already familiar to participants. By meeting women where they were, RS4Women reduced logistical hurdles and made sports a tangible and approachable part of daily life.



Funded by
the European Union

RS4Women, "Social Inclusion of Women for Better Life Through Sport", has received funding from the EU Erasmus+ Programme (2021-2027); ERASMUS-SPORT-2023, under the agreement No.101133376

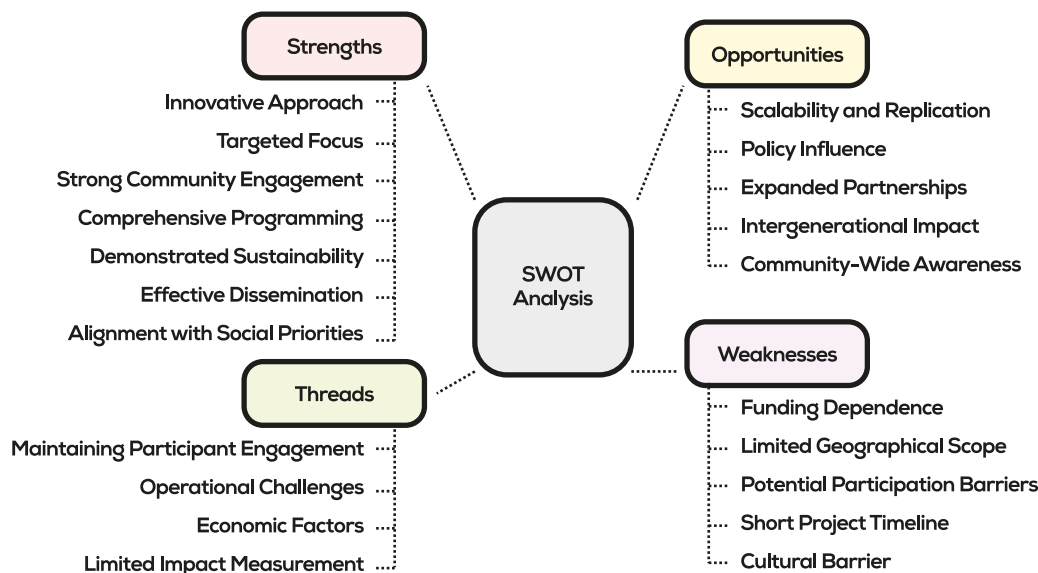
8) CHALLENGES AND LESSONS LEARNED

Sustainability: The project's success has led Istanbul's Beyoğlu Municipality, encompassing 45 neighborhoods and a population of approximately 260,000, to continue offering rowing classes to its residents, ensuring the initiative's lasting impact. This commitment highlights the integration of the project into local infrastructure and its potential for scalability. Moreover, many participants recognized the importance of maintaining an active lifestyle and expressed a strong interest in continuing sports activities independently. This shift in mindset among participants reflects the project's success in fostering sustainable behavioral change and its broader influence on promoting health and well-being within the community.

Financial Considerations: Financial considerations are essential for managing a successful project, especially when navigating an unpredictable economic landscape. **Establishing a Euro-denominated bank account** is crucial for simplifying cross-border transactions and reducing currency conversion costs. It ensures that both incoming and outgoing payments are processed efficiently, making international operations smoother. **Effective sourcing** is another key factor, as finding reliable suppliers and negotiating favorable contracts can directly impact cost management. Diversifying suppliers and leveraging technology, such as procurement platforms, helps businesses optimize their purchasing strategies and track price trends. Additionally, **obtaining the necessary documentation to secure VAT exemptions or reductions** is vital for minimizing costs, especially for cross-border transactions. Working with a tax consultant can help ensure compliance with local VAT laws and prevent potential penalties. **Navigating inflation and daily price changes** also plays a significant role in financial planning. To counteract inflationary pressures, businesses should adjust pricing strategies, lock in long-term contracts where possible, and track daily price fluctuations to make timely purchasing decisions. **Hedging against currency volatility** can further protect businesses from the impact of fluctuating exchange rates, particularly when dealing with multi-currency transactions. By addressing these financial considerations, companies can maintain stability, optimize resources, and ensure profitability in a fluctuating market.



9) SWOT ANALYSIS



Strengths

Innovative Approach: The integration of distinctive sports such as sea rowing and swimming with Pilates and wellbeing for women's empowerment and social inclusion presents a novel and efficacious approach.

Alignment with Social Priorities: The RS4Women project addresses global priorities such as gender equality and women's empowerment, aligning with EU Sustainable Development Goals.

Targeted Focus: The project effectively targets two key demographics: women aged 18–35 and those over 60, addressing the specific needs and challenges faced by these groups.

Strong Community Engagement: Collaborations with local municipalities, NGOs, and stakeholders ensure the relevance of the project, the support of the local community, and a profound understanding of the community's needs.

Comprehensive Programming: The integration of skill-building, wellness education, social integration activities, and cultural sensitivity within the program enhances its holistic impact and participant engagement.

Demonstrated Sustainability: The successful integration of rowing classes into the Beyoğlu Municipality's offerings exemplifies the project's long-term sustainability and its potential to generate lasting positive change within the community.

Effective Dissemination: The project's strategic use of multimedia, social media, public events, and project documentation effectively communicates its progress, outcomes, and impact to a wider audience.



9) SWOT ANALYSIS

Weaknesses

Funding Dependence: Reliance on external funding sources, such as the Erasmus+ program, creates a degree of vulnerability for the project's long-term sustainability.

Limited Geographical Scope: The initial focus on a specific geographic area may limit the project's overall reach and impact without further expansion efforts.

Potential Participation Barriers: Factors such as transportation, safety concerns, economic constraints, and cultural norms may hinder full participation by all target women.

Cultural Barriers: Persistent gender stereotypes in sports participation and leadership might limit engagement in certain local communities.

Short Project Timeline: The limited project duration may not be sufficient to achieve lasting behavioral change and ensure long-term engagement among all participants.

Opportunities

Scalability and Replication: The project's success provides a strong foundation for developing a replicable model that can be adapted and implemented in other regions or countries.

Policy Influence: The project's findings and successes can be utilized to advocate for policy changes at local and national levels that support inclusive sports infrastructure and women's participation in sports.

Expanded Partnerships: Collaborating with a wider range of organizations, institutions, and stakeholders can significantly increase the project's reach, impact, and resource base.

Intergenerational Impact: Leveraging the intergenerational connections fostered within the project can serve as a model for other initiatives aimed at bridging generational gaps and promoting social cohesion.

Community-Wide Awareness: Implementing targeted awareness campaigns to highlight the health and social benefits of sports participation can encourage broader community engagement and participation.



9) SWOT ANALYSIS

Threats

Maintaining Participant Engagement: Ensuring sustained participant engagement and motivation beyond the project's duration necessitates ongoing support mechanisms, innovative program adaptations, and the systematic removal of barriers that may hinder continued involvement. Long-term success requires strategies that foster a sense of ownership among participants and provide opportunities for continuous skill development and community building.

Operational Challenges: The project faces operational risks associated with ensuring consistent access to facilities, recruiting and retaining qualified trainers, and addressing logistical complexities inherent in program delivery. These challenges underscore the need for robust planning, resource allocation, and stakeholder collaboration to maintain smooth operations.

Economic Factors: The project's sustainability may be influenced by reliance on external funding sources and broader economic conditions, including economic downturns or inflation. These factors could constrain the project's budget, limit access to essential resources, and potentially reduce community participation.

Limited Impact Measurement: In terms of challenges in effectively measuring the long-term impact on inclusion and women's empowerment through sports, while this kind of program can yield acute visible benefits, assessing deeper, systemic changes (e.g., shifts in societal attitudes, broader inclusion in decision-making processes) remains complex.



10) FUTURE DIRECTIONS

The RS4Women project envisions a future that builds on its successes and adapts to emerging needs through the following directions:

- **Collaborating with Local Authorities:** The project aims to establish formal agreements with local authorities to enhance its outreach and accessibility. By leveraging local government support, RS4Women seeks to integrate its initiatives into broader community programs, reaching a larger audience and ensuring sustainability through regional partnerships.

- **Expanding International Collaborations:** To extend its impact beyond existing regions, the project plans to develop partnerships with international organizations in underrepresented and resource-constrained areas. These collaborations will help bring the program to new geographies and communities, particularly in regions where opportunities for women in sports are limited.

- **Promoting Sustainability:** RS4Women seeks to ensure the long-term impact of its initiatives by developing self-sustaining programs. This includes training participants to take on leadership roles as mentors or coaches, thus creating a ripple effect that empowers future generations of women.

- **Integrating Holistic Health Approaches:** Recognizing the interconnectedness of physical, mental, and emotional well-being, the project plans to incorporate more comprehensive health education components. These will address nutrition, stress management, and preventive healthcare, complementing the existing sports training modules



Funded by
the European Union

RS4Women, "Social Inclusion of Women for Better Life Through Sport", has received funding from the EU Erasmus+ Programme (2021-2027); ERASMUS-SPORT-2023, under the agreement No.101133376

11) ACKNOWLEDGMENTS

The RS4Women project was made possible through the collaborative efforts of a dedicated consortium of organizations committed to promoting social inclusion and empowering women through sports. The contributions of Altınboynuz Sports Club were instrumental in guiding and facilitating the project's activities, ensuring effective implementation and community engagement. The Aristotle University of Thessaloniki, Greece, renowned for its academic excellence and research expertise, enriched the project with valuable insights and academic rigor. Its contributions significantly enhanced the educational components of the initiative. Similarly, the Accademia IRSEI APS – Research Institute for Development, Economy, and Innovation from Italy brought its wealth of experience in research and development to further strengthen the project's impact. The Istanbul Metropolitan Municipality, through its Sports Istanbul Department, generously opened its facilities in Istanbul to support the initiative, while the Aristotle University of Thessaloniki extended the use of its facilities in Thessaloniki, welcoming participants and fostering a collaborative environment.

Thanks to the dedication and commitment of the project consortium, an inclusive and supportive environment was created for participants. The RS4Women project successfully promoted a sense of belonging, empowerment, and community cohesion, bridging cultural and generational divides and leaving a lasting impact on its participants and communities.



Funded by
the European Union

RS4Women, "Social Inclusion of Women for Better Life Through Sport", has received funding from the EU Erasmus+ Programme (2021-2027); ERASMUS-SPORT-2023, under the agreement No.101133376

Social Inclusion of Women for Better Life Through Sport



CONTACT

NUR ERADLI

Project Coordinator

RS4Women

rs4women.eu@gmail.com



Funded by
the European Union

RS4Women, "Social Inclusion of Women for Better Life Through Sport", has received funding from the EU Erasmus+ Programme (2021-2027); ERASMUS-SPORT-2023, under the agreement No.101133376

www.rs4women.com