

D5.2 COMMUNICATION AND
DISSEMINATION TOOLS AND MATERIALS

Whistle

Women's
Healthy and active lifestyle
Is **T**hreatened by
verbal sexual harassment:
Let's stop CATCALLING in sport



Co-funded by
the European Union



Partners



Project Reference

Acronym: WHISTLE

Title: "Women's Healthy and active lifestyle Is Threatened by verbal sexual harassment: LEt's stop CATALLING in sport"

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Partnership

Lead Partner:

P1 USMA CASELLE ASD – Italy

Partners

P2 Si può fare cooperativa sociale, Italy

P3 Municipality of Padova, Italy

P4 KEAN, Greece

P5 VOLLEYBALL Federation Greece

P6 Actividades Alternativas, Spain

P7 Fondatzia Kurazh/Courage foundation, Bulgaria

P8 Spor Elçileri Derneği, Turkey

P9 Fundacja Instytut Partnerstwa Strategicznego- , Poland

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Deliverable Scope (as in the DoA):

D5.2 is the collection of all the communication materials produced during the project by all the partners: they include at least: flyers, poster, brochure, social network, press folder, contents for pps' web pages, Languages: English, some materials are also produced in partners' national languages Format electronic (can be printed only if necessary for events) but can be also displayed on walls Estimated number of pages: of the brochure 16 for other materials: NA n. of publication: NA



Partners involved in the elaboration of the document

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History of changes

Rev. n.m	Date	Changes
Rev.1.0	2nd March 2024	Elaboration of the first draft
Rev 2.0	16 th March 2024	Elaborating the main structure and contents
Rev 3.0	18 th April 2024	Presentation to draft to all partners and gathering contributions
Rev 4.0	24 th April 2024	Last changes
Rev 5.0	30 th April 2024	Final version

Target group of the deliverable

The target groups of the deliverables are the project partners. Here they can find:

- project scope and governance structures
- executive plan to implement the project consistency with the Grant Agreement
- methodological elements for data management and ethics
- links to management tools and procedures

This document is a **livable tool** to be updated during project implementation:

https://drive.google.com/drive/folders/1EK_3OGINbMuKxaxusbNKefaucNWQfuzy?usp=sharing

CREDITS AND DISCLAIMER

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Dissemination level

PU		Public
PP		Restricted to other programme participants (including the Commission Services)
RE		Restricted to a group specified by the consortium (including the Commission Services)
CO		Confidential, only for members of the consortium (including the Commission Services)



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PROJECT SCOPE

There is no sound more than a whistle that can be associated with team sports. It should be a matter solely for the referees. Unfortunately, in many circumstances it is not.

If a man whistles at a woman who is running or biking on the street or makes a too explicit joke, it is not a compliment and, in many cases, it is perceived as real harassment, in which psychological violence is carried out. This phenomenon, better known as Catcalling, is growing and significantly affects many women who no longer feel free to train or do physical activities in public spaces or dropout from sport. It is often trivialized and declassified as mere appreciation without any intention of harassment. However, words and gestures, which are not required in most cases, do not please, but betray strongly sexist behaviour.

Catcalling is not a new phenomenon, the novelty lies in the fact that in recent years there has been talk of it, women's movements have been born. Catcalling is not only something that just happens to female runners or cyclists on the streets; it also affects organized sport, even if there are not copious evidence about it; BUT the lack of data does not mean the lack of the problem. The lack of data is much more due to the fear of reporting, the absence of a support system specifically designed for women who practice sport, the shortage of information within sports clubs, the lack of awareness of catcalling as a subtle and devious form of gender-based violence. In this scenario, WHISTLE increases knowledge to better understand the phenomenon, particularly in the organized sports; it educates sport clubs practitioners, women associations and local authorities providing them with tools to detect the problem and to take the right measures to support VSH victims. Specific activities directly address 150+ women, who are engaged both to share stories, and take part in pilot empowering programs. A creative awareness campaign on the effect of catcalling on women participation in sport is strategically developed to impact the larger group of males, coaches, sport professionals, managers, and fans. The main outcome can be resumed in the WHISTLE ADVISE SYSTEMs (WAS) established at 30+ sport clubs: here women can find proper support, to react and counter any VSH that could occur. The WAS continue over the end of the project in collaboration with stakeholders and will contribute to ensure a more equal participation in sport and physical activity, in the long run.

The main SCOPE of the WHISTLE project is to prevent and fight Verbal Sexual Harassment (VSH) in sport, as this male behaviour has a negative influence over women's practice of sport being one of the causes of female dropout from organized sports and one of the barriers that limits women to practice outdoor physical activity.



PART 1 COMMUNICATION STRATEGY

The project aims to support activities that empower women and increase public awareness while also developing a shift in the behaviours of men who view catcalling as a praise. Effective communication strategies and powerful awareness campaigns were necessary to bring about a shift in behaviour. All partners received communication strategies and resources during the project's execution. Partners also periodically gave WP-5 leaders access to all country-specific results and materials for additional mainstreaming and communication. The strategy is built around the goals of the particular project, with an emphasis on involving participants in its major tasks and emphasising the importance of sharing the outcomes with key stakeholders, other organisations, and the general public in addition to guaranteeing public recognition of European Union funding.

Communication general objectives & specific tools

The following list connects project specific objectives, with communication specific aims.

1. Developing a smart and smooths internal communication both among partners staff involved directly in the project implementation and towards partners' staff not directly working in the project, but that can be engaged in specific task and in the follow up. Related to SO1 QUALITY AND TIMELY IMPLEMENTATION
 - ✓ Emails: Emails have been a great tool, not only for internal communication within the consortium but also for communicating with stakeholders.
 - ✓ Drive folder: In the DRIVE folders there is access to all project results, including all materials and tools developed by WP5 leaders for the communication and dissemination tasks.
2. Engaging experts and testimonials in sharing knowledge to achieve the SO2. (Communicating and promoting the call for stories). Related to SO2 UNDERSTANDING + KNOWLEDGE:
 - ✓ Testimonies
 - ✓ Interviews
 - ✓ Podcasts
3. Communicate to engage women, women associations, women athletes in empowerment activities, in sport and multiplier events. Related to SO3a EMPOWERING
 - ✓ #PICAWHISTLE call for stories and campaigns
 - ✓ Events and promotion



4. Communicate to the sport and coaching communities in order to engage them to test project tools and to transfer them the project outcomes (educational and self-learning resources). Related to SO3b EDUCATING

Sports and coaching communities engaged

- ✓ WAS posters
- ✓ Events
- ✓ Emails
- ✓ Webs
- ✓ Social media channels

5. Communicate to engage people in the WHISTLE awareness campaigns. Related to SO4 AWARENESS.

Awareness campaigns and events

- ✓ Events
- ✓ Webs
- ✓ Press
- ✓ Social media

Stakeholders and target groups

The project main stakeholder organizations are:

1. Sport clubs practicing outdoor sports
2. Sport clubs practicing indoor sports
3. Women association
4. Women rights association
5. Fans association
6. Public authority
7. Police/security organizations

The project target groups are the following

- a. Young female athletes in organized settings
- b. Women practicing open air (runners, cyclists...)
- c. Coaches of female team + Trainers female sports
- d. Sport managers
- e. Public authorities and policy makers
- f. Women and civic associations managers and staff
- g. Psychologists
- h. FANS at grassroots level in elite
- i. Public of Female matches
- j. Men in general



Communication approaches

Choosing the right message to convey in a communication can be difficult since, even with a fixed project scope, different targets require different messages to reach them more effectively and have the right kind of impact.

The target groups reached, along with the means and techniques employed, are made clear in the table below. The message is in line with the project scope and is customised for the target audiences.

Target groups	Actions	Channels
Young female athletes in organized settings	Communicating with female athletes to help them better comprehend what catcalling and verbal self-harm (VSH) are and how they might impact both their athletic performance and overall well-being. Give them the necessary support and give them the freedom to respond; Encourage them to summon the bravery to share their story and to use the WAS network to get the support they need as well as participate in awareness campaigns.	<ol style="list-style-type: none"> 1. Campaign WAS posters 2. Campaign #shareyourwhistle 3. Testimonies communication on the web 4. Interviews 5. Podcasts 6. Awareness raising events
Women practicing open air (runners, cyclists...)	Reduce the fear to participate in the campaigns and talk about the problem and report it, as well as encourage them to inform others about the activation of the WAS network at the city's sports clubs and associations, sometimes also using techniques of counter-impact storytelling.	<ol style="list-style-type: none"> 1. Campaign WAS posters 2. Campaign #shareyourwhistle 3. Testimonies communication on the web 4. Interviews 5. Podcasts 6. Awareness raising events
Coaches of female teams + Trainers female sports	The goal of communication is to raise awareness and comprehension of the potential effects of compliments directed towards an athlete's physical appearance or overall athleticism, outside of the realm of sports. Make them aware that there is a difference between words that motivate and inspire and those that are offensive and have a negative impact on the mental health of females who participate in sports, especially at the amateur and grassroots levels.	<ol style="list-style-type: none"> 1. Whistle Advice System, including brochure and posters. 2. Trainings; including all materials.



Sport managers	Raise awareness of the negative impacts of catcalling on self-esteem and dropout rates in both sports and life. Encourage them to ratify the Whistle Charter and the associated policies for women's and children's safety. They should also establish a network of women's organisations and civic associations to support athletes in the event that they encounter a VSH or SH situation while competing. Provide them with the resources they need to educate the sports staff about VSH and catcalling.	<ol style="list-style-type: none"> 3. Whistle Advice System, including brochure and posters. 4. Trainings; including all materials.
Public authorities and policy makers	To monitor VSH in urban settings while strengthening ties between women, civic associations, and local security agencies. Involve cities and PA in creating a customised awareness campaign on VSH and catcalling during scheduled sporting events.	<ol style="list-style-type: none"> 1. Awareness raising events. 2. Press. 3. Conferences.
Women and civic associations	Raising awareness among women and civic associations and facilitating networks with sports clubs.	<ol style="list-style-type: none"> 1. Social media. 2. Awareness raising events. 3. Whistle Advise system. 4. Conferences.
Psychologists	To get professional feedback and involve them in story analysis, and encourage their involvement in sports clubs, especially at the grassroots level where this physiological support is lacking owing to a lack of funding or lack of knowledge of its necessity.	<ol style="list-style-type: none"> 1. Whistle Advise System. 2. Trainings. 3. Conferences. 4. Awareness raising events.
FANS at grassroots level in elite	We must convey to them that there is nothing insignificant about what they perceive to be a compliment or a frivolous approach in order to alter their habits and behaviours. It does, in fact, have an effect on the recipients and is perceived as a kind of violence that is still far too underappreciated despite having the potential to significantly alter girls' and women's physical psychology.	<ol style="list-style-type: none"> 1. Sports events. 2. WAS posters at sports clubs. 3. Social media. 4. Awareness raising events.
Public of Female matches	We talk about changing the way that sports cheering is done. Whistles are all that are needed unless they are obviously meant to be sporting. Any remarks on physical	<ol style="list-style-type: none"> 1. WAS posters. 2. Social media.



	attributes, sexual orientation, or movement should be avoided. No more jokes or remarks that aren't requested	<ol style="list-style-type: none"> 3. Awareness raising events. 4. Sports events.
Men in general	We would contact men generally, especially those in the sports industry, including fans; however, we also utilise communication to reach those who are unaware that catcalling has a significant negative impact on victims of violence against women.	<ol style="list-style-type: none"> 1. Surveys. 2. Interviews. 3. Podcasts. 4. Awareness raising events. 5. Trainings. 6. Social media. 7. Press.

PART 2 COMMUNICATION RESULTS

Results related to WP2

T2.1 Defining a join method to collect stories and generate new female movement in sport to counter VSH	<p>The task includes the collection of stories, for which is planned a call for stories. Both subtasks require communication activities, such as: publishing the call for stories, promoting, and sharing online surveys, inviting directly targets to collaborate.</p> <p>Channels: partner website, social media, direct communication</p> <p>Main Approach: Call to action</p>
T2.2 Elaborating a REPORT " IMPACT of SVH on female participation in sport"	<p>See D2.2</p> <p>Main Approach: Facts and figures dissemination</p>

The strategy of the WP5 leaders has been to achieve greater visibility and therefore greater participation and awareness of the issue has focused on the following aspects:

1. Presenting the project, surveys and interviews in a professional way, with a neat image and respecting EU guidelines at all times.
2. Sharing the aims and the survey itself among our wide network of contacts, including clubs, athletes and other stakeholders, through emails, messages and calls.
3. Promote the networks and the website for greater visibility of our aims in order to widen our network of stakeholders and encourage them to participate through regular publications.
4. Do intensive research and contact people who may be potentially interested in participating in our research, through direct messaging on social media. Eventually, the objective of contacting stakeholders through social media has helped us to make the project known to a larger number of people and to raise awareness of the problem and the project's objectives among the general public.
5. Sharing the stories. This encourages others to share theirs and raises awareness in general terms.



Results related to WP3

T3.1 Elaborating THE WHISTLE POSITION PAPER (WPP) including recommendations	Communicate to local stakeholders to invite them to share opinion and position to elaborate the WPP. Communicate to local stakeholders to invite them to sign the WPP Main Approach: networking + storytelling + Facts and figures dissemination
T3.2 Arranging EDUCATIONAL RESOURCES for sport educating communities	Communicate to involve coaches and sport clubs' practitioners to invite them to take part at initiative (pilot courses) necessary to test EDU resources Communicate to transfer EDU resources to the wide sport coaching community Main Approach: Training and empowering
T3.3 Setting up the WHISTLE ADVICE SYSTEM (WAS) network	Communicate with sport clubs to stimulate them to take part in WAS, opening advice points at their clubs. Communicate with women association to collaborate with sport clubs of the WAS providing them with necessary support and advices in the long run Main Approach: Training and empowering

As part of the strategy to promote the methodology created to combat verbal sexual harassment in sport, also called the Whistle Advice System, Actividades Alternativas developed a very professional layout for both the brochure and the poster.

The brochure contains all the information condensed in an easy-to-download-and-print document with illustrations and very easy to read. The document is available here:

https://drive.google.com/file/d/1M6wWkFdXOQdyE6Kk-CteTt8PSGMtjywg/view?usp=drive_link

The poster summarises the main strategies when addressing Verbal Sexual Harassment at your sports centre. The following steps were taken:

1. With the support of the experts from Si puo fare and their WAS method, ACAL drafted a very short text that could summarise the advice for victims and witnesses of VSH in sport.
2. Several layouts for the poster are created.
3. All partners agree on one poster to be translated.
4. Poster is translated.
5. All translated posters are published on the web and promoted on social media.

Results related to WP4



T4.1 Developing an online awareness campaign	Communicate to promote podcast and infographics, Communicate to promote campaign Main Approach: Storytelling + Counter narrative
T4.2 Developing impacting and unconventional awareness campaigns	Communicate to engage participants at awareness events at sport clubs Communicate to engage participants at urban sport events Main Approach: Call to action + Storytelling + Counter narrative

All partners provided at least 1 interview for the series of WHISTLE podcasts. Ultimately ACAL took care of the layout and published the interviews on both ivoox and youtube. ACAL also prepared and promoted all the interviews and podcast on the web and social media.

Just like for every other news, ACAL prepared an appealing description for each of the events, also selected the photos and most interesting videos to share on social media and made sure were presented in a professional and interesting way, in order to engage big audiences.

Results related to WP5

T5.1 Arranging COMM. and DISS and Mainstreaming plan CDP	D5.1 Communication dissemination and mainstream plan	Project Logo Project Templates
T5.2 Implementing Communication activities	D5.2 Communication and dissemination tools and Materials	flyers, poster, social network, press folder, contents for pps' web pages infographics lessons learned brochure,
	D 5.3 Social media +website + Posts and articles published	website social media channels cover for e-paper (deliverable for public dissemination and other written report for dissemination) awareness movement report
T5.3 Organizing and realizing Dissemination Multiplier Events		Minutes, pictures, agenda, poster See list of events



As stated in the proposal, leaders from WP5 provided all partners with clear instructions for promotion, all materials provided were also translated by all the partners and adapted by ACAL in order to be used in all languages. Logos, templates and all visual material for dissemination and communication within the consortium, including layout for deliverables have been provided by leaders of WP5 and are always available in the DRIVE folder.

WP5 events have been published and promoted on WHISTLE's web and social media

Dissemination, mainstream, and strategy for follow up

OUTCOMES that will continue to produce effects after the end of the project:

- OER for empowering women in sport and to educate coaches and fan communities: these resources will be transferred to interested parties for free use. If used by other subjects outside the project partnership OER produce impact and effect beyond the project end. To facilitate this effect, we will produce OER in English and in partner' national language
- WHISTLE CHARTER and related annexes (women and child protection policy: model for sport clubs + Code of conduct): these tools are promoted to sport association and relevant stakeholders who are invited to undersign the charter. As well as to adopt the code of conduct. Sport managers outside the partnership will promote the charter at their club and in their network of relationship thus to ensure a further multiplier effect of the charter, we expect to reach and inform 100 clubs about the issues stimulating them to organize a territorial network to provide women with proper support in case of VSH in sport.
- WHISTLE ADVICE SYSTEM based on agreements amid sport clubs, women associations and local authorities: this is the most important outcome that must continue after the end of the project, as it is itself an instrument to continue to offer help to women harassed in sport and to empower them. The system should be replicated in organizations outside the partnership. This is the main challenge. To this scope, we will work to reinforce local networks and promote charity events to collect funds

Follow up resources and Synergies with other EU funds

Partners commit themselves to continue to promote the need to stop VSH in sport, they will work with their staff and own resources, they are aware about funding opportunities: in Italy for example there are several bank foundations who work to support social and sport initiatives, as well as in Europe there are public authorities who contribute to sport local events and support sport clubs at grassroots clubs. The idea is also leveraging on sponsors who are particularly sensitive to initiatives of social value and of great media impact, these could support the replication of awareness campaigns during sport events.

The topic of the project is particularly consistent with the CERV programme, so it will be possible to capitalize results in new projects and new networks.

At the end of the project the partner will arrange jointly a memorandum of understanding to ensure their commitment to continue to share practices, problems and opportunities connected with the problem of sport integrity and respect



Awareness campaign strategy

A series of awareness campaigns are planned to support the WHISTLE movement creation, to promote a change in behaviors and to empower women to tackle catcalling in sport.

The first type of campaign, which aims at reaching as many audiences as possible; including Followers on social media, stakeholders, and audience in general, are developed around the following #concepts:

- #shutyourwhistle
- #shareyourwhistle.
- #Letsendverbalsexualharassmentinsport.
- #womeninsport
- #sport
- #nomoreverbalsexualharassmentinsport
- #WHISTLE
- #sportvalues
- #nomorecatcalling

A second phase of the campaign that wishes to empower, educate, and inform on a deeper level includes interviews, results and promotion materials that wish to not only educate but describe specific Instructions for everyone to combat verbal sexual harassment in sport. These include short movies, reports with interviews, video testimonies and tools.

PART 3 STRATEGIES: tools, channels, and materials

Project Logo

Instruction and files to use the project logo are available here

<https://drive.google.com/drive/folders/1-2sjLYCxSvTNZgaa5Mp7-dTqVw03eNXN?usp=sharing>



Logo variations

Vertical / horizontal



On black or dark background



Logo Slogans



†



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Website

A well-designed website helps target groups easily find what they are looking for.

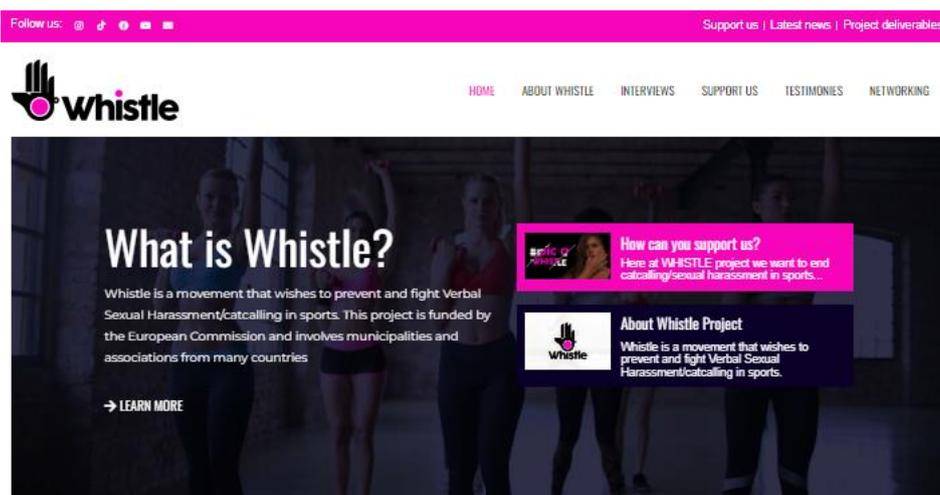
The Whistle website was arranged by WP5 leader.

The web site was arranged following these principles:

- > First impressions are very important. When people arrive on your website, you have about 5 seconds to convince them to stay.
- > Keep it simple. What do you want to tell the visitor about on each page? Too much information on a page ends up being confusing.
- > Clear and logical navigation. It should be simple for your users to navigate and find what they are looking for.
- > Be personal. Use photographs of people and testimonials from happy target groups to build trust.
- > Limit color palette. Professional looking websites tend to use 2-4 colors.

The website design has been shared during the TPM1 KOM on 27th June 2022. On the basis of the next scheme the website will be developed





HOTTEST STUFF NOW



The main website menu includes:

Home > About WHISTLE

Who we are: partners logo, website, contact mail

- Results/Project library > deliverables for public dissemination, e-papers
- Events
- Support us
- Project deliverables
- Latest news
- Testimonies (For sharing experiences)
- Networking (Tools)
- The partners (Description and links)

The Footer includes:

- Credits,
- Follow us: links to social media and
- EU logo and disclaimer

The website remains active and alive after the end of the project for a minimum of 5 years, and over. Resources for follow up are ensured by WP5 Leader

Social Media

Suggestions for posting



Suggestions for social media posts

- 1
- 2
- 3

Pictures

- 1 Influencer volunteers photos campaign, posted by them and reposted by Whistle
- 2 Project flyers, poster, agenda...
- 3 Pictures of events

AT LEAST ONE POST PER WEEK/PER ASSOCIATION ON 2 OR MORE OF THE 4 (FACEBOOK, INSTAGRAM, TIK TOK, YOUTUBE)



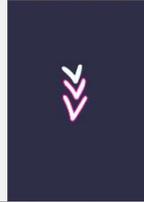


PROJECT COLORS, TIPOS AND LOGOS

- 1
- 2
- 3

Videos

- 1 Interviews. Women in general/victims/experts
- 2 Influencer/Volunteers video campaign: Including testimonies, short videos mentioning our slogan and any other.
- 3 Videos of events and performances.



• All volunteers/Influencers/Experts/Victims have to sign the 'image rights agreement'



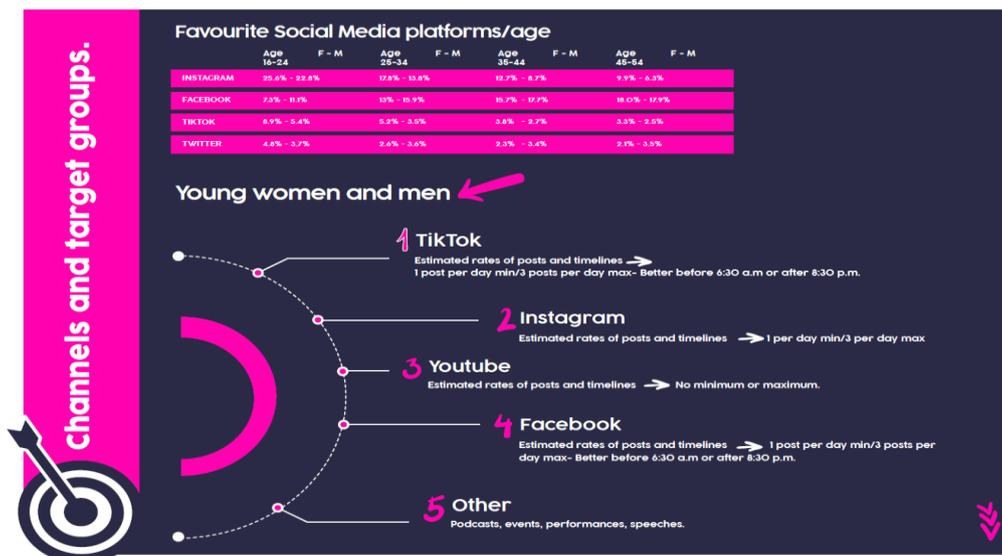


Figure 1. channels and target groups a.

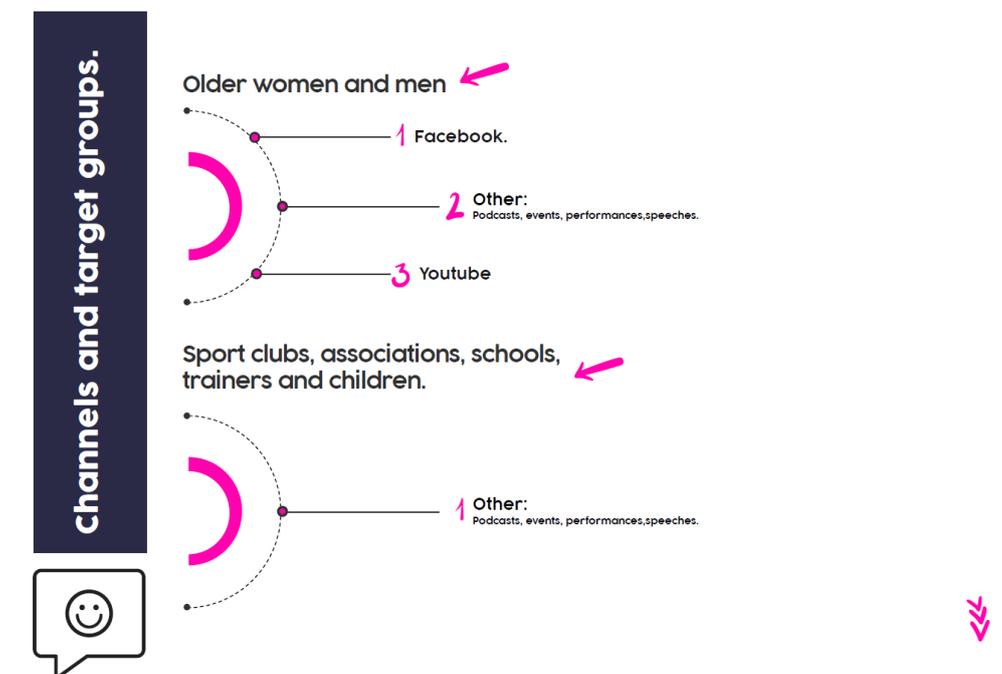


Figure 2. Channels and target groups b.

Social media can be used also for CALL TO ACTION and online SURVEY as in the example here after



HAVE YOU EVER FELT...

UNCOMFORTABLE OR UNSAFE WHILE DOING OUTDOORS PHYSICAL ACTIVITY?



Some examples and insights of WHISTLE's social media



Reel insights

Todos sabemos lo que es el acoso sexual pero ¿...
February 23 · Duration 0:40

2,324 63 5 -- 3

Overview

Accounts reached	1,048
Reel interactions	--
Profile activity	0

Reel insights

Reach

1,048
Accounts reached

6.6% Followers 93.4% Non-followers

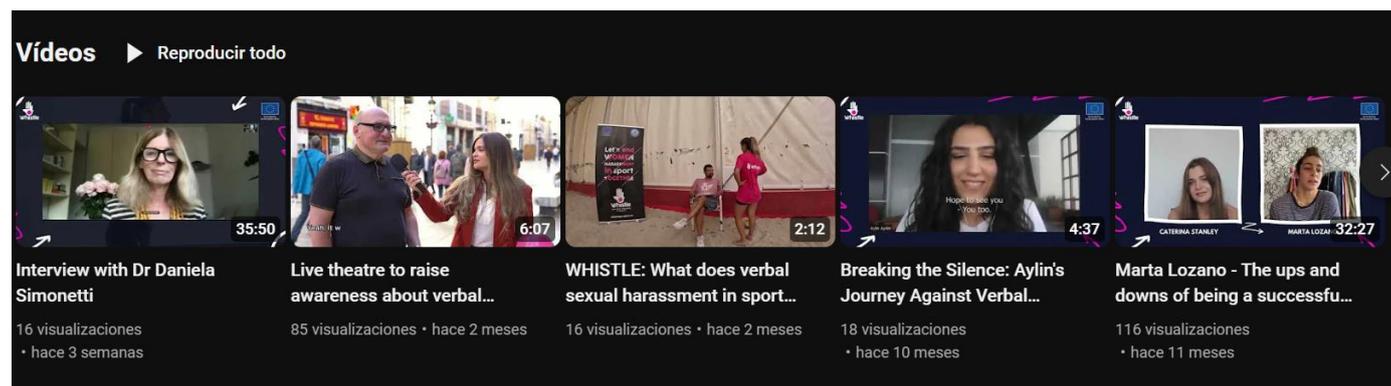
Plays	2,275
Initial plays	1,246
Replays	1,029
Watch time	5 hr 39 min 22 sec
Average watch time	16 sec

Audience retention

Videos

Videos are created to share the project scope and ambition, to call for participants, to tell project stories and to share results.

<https://www.youtube.com/@whistleproject1453>



Videos ▶ Reproducir todo

Video Title	Duration	Views	Posted
Interview with Dr Daniela Simonetti	35:50	16 visualizaciones	• hace 3 semanas
Live theatre to raise awareness about verbal...	6:07	85 visualizaciones	• hace 2 meses
WHISTLE: What does verbal sexual harassment in sport...	2:12	16 visualizaciones	• hace 2 meses
Breaking the Silence: Aylin's Journey Against Verbal...	4:37	18 visualizaciones	• hace 10 meses
Marta Lozano - The ups and downs of being a successfu...	32:27	116 visualizaciones	• hace 11 meses



Events

The project includes a set of events developed to achieve specific project objectives and to introduce project results and deliverables to interested parties, as well as to enlarge the local network cooperating to prevent and counter VSH in sport, capitalizing on project deliverables and committing themselves to sign the WHISTLE charter.

The pictures on the right summarise some of the events organised.

<https://whistleproject.eu/news/>

Podcast

The aim of the series of podcasts is to find new ways to broaden WHISTLE's audience, by sharing stories, experiences, tools and techniques to combat VSH and catcalling in sport. The podcast included some experts like journalists, coaches and athletes and achieved good numbers in terms of audience of all kinds.

https://www.ivoox.com/podcast-the-whistle-project-podcasts_sq_f11725270_1.html

Publication:

Project deliverables for public dissemination

All the project deliverables, media and communication materials were made freely available and promoted through open licenses without limitations.

Free access to all deliverables in the E+ results platform will be ensured by all partners as well as on the web (for all those public ones).

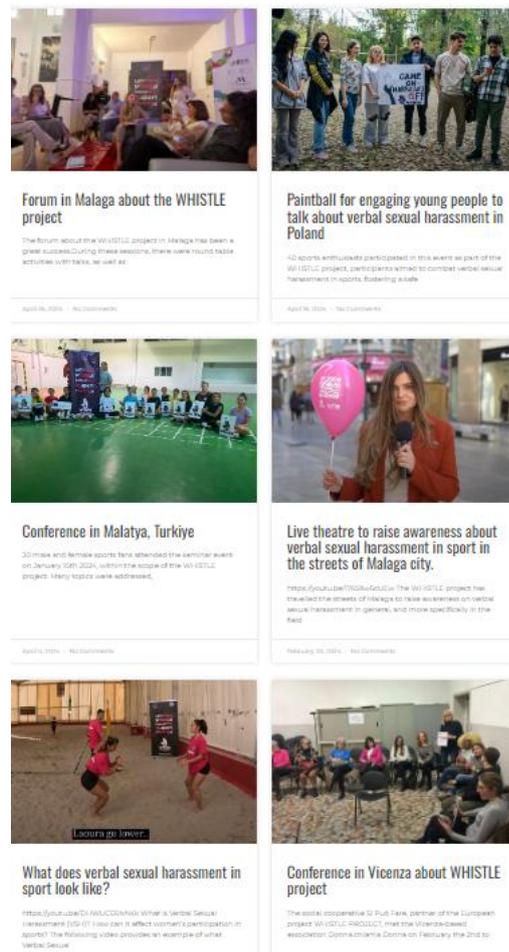
Open access

In case of scientific articles are (added and) published partners ensure to use open access platform and to report related data in the SEDIA reporting platform.

GDPR

In any project activity, but especially for events or newsletter subscription, partners have to respect the General Data Protection Regulation (EU) 2016/679 that came into force on 25 May 2018.

GDPR main principles



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- Transparency and purpose limitation: only the data necessary for your purpose must be requested and the latter must be clearly indicated;
- Data minimisation: you should request only the necessary data (e.g. you don't need to request for phone number for the registration to a newsletter);
- Consent evidence: the consent should be explicit and you should be able to prove the consent of the people you have personal data from. NB: absence of an answer = no consent;
- Access and withdrawal: people must be able to access their personal data and withdraw from a database (even a not published database) at any time.

Who is responsible?

The institution responsible for the compliance with the GDPR is the institution hosting the data. Concerning the projects, this means that one project partner institution is responsible for the newsletter contacts (the one who store them), and that the WP5 Leader shares with other partners the responsibility for the content of the website.

Partners are aware that:

No personal data or list of participants to events can be published on website, or social network.

It is important to make sure that you ask only for the e-mail (and possibly name or surname for personalization) and that people give their explicit consent (for example by ticking a box). On the registration page.

The newsletter subscription should have a double opt-in method: once they have filled the subscription form, people receive an opt-in confirmation email, and click the link to confirm. It includes a "unsubscribe" link in your newsletter as well.

It is important to ask only for the minimum necessary information (e.g. is the postal address really needed?) for events registration

It is necessary to ask specifically for all necessary consent (e.g. "Do you accept your details to be included in the participant list distributed at the event?"),

Partners are normally not supposed to store the personal information after the event; therefore it would be advisable to delete it. It is of course possible to offer in the registration form the subscription to the project newsletter. List can be conserved only for project reporting issues, attendances must be informed Partners should delete all personal information if the concerned person asks you to.



ANNEXES

Annex 1 Graphic tools

The project logo has been discussed, shared and approved during the TPM1 on 27th June 2022.



Different versions

- With no title
- With complete title of the project
- Published on white background
- Published on black background
- Use of logo in slides, poster, report, website

and rules for using the logo are available and kept up to date in the following folder

<https://drive.google.com/drive/folders/1-2sjLYCxSvTNZgaa5Mp7-dTqVw03eNXN?usp=sharing>



Proposal 03

Visual identity

Logo marks → Symbol
Easy to share
take a picture with your hand up

Logo identity

Sample of project graphics

Poster / flyers / social media

Visual identity

whistleproject.eu

#shut
YOUR
WHISTLE

Whistle
Stop Verbal Harassment in Sport

MOTO PROPOSALS
Stop verbal Harassment in sport

Flyer example

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ouis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

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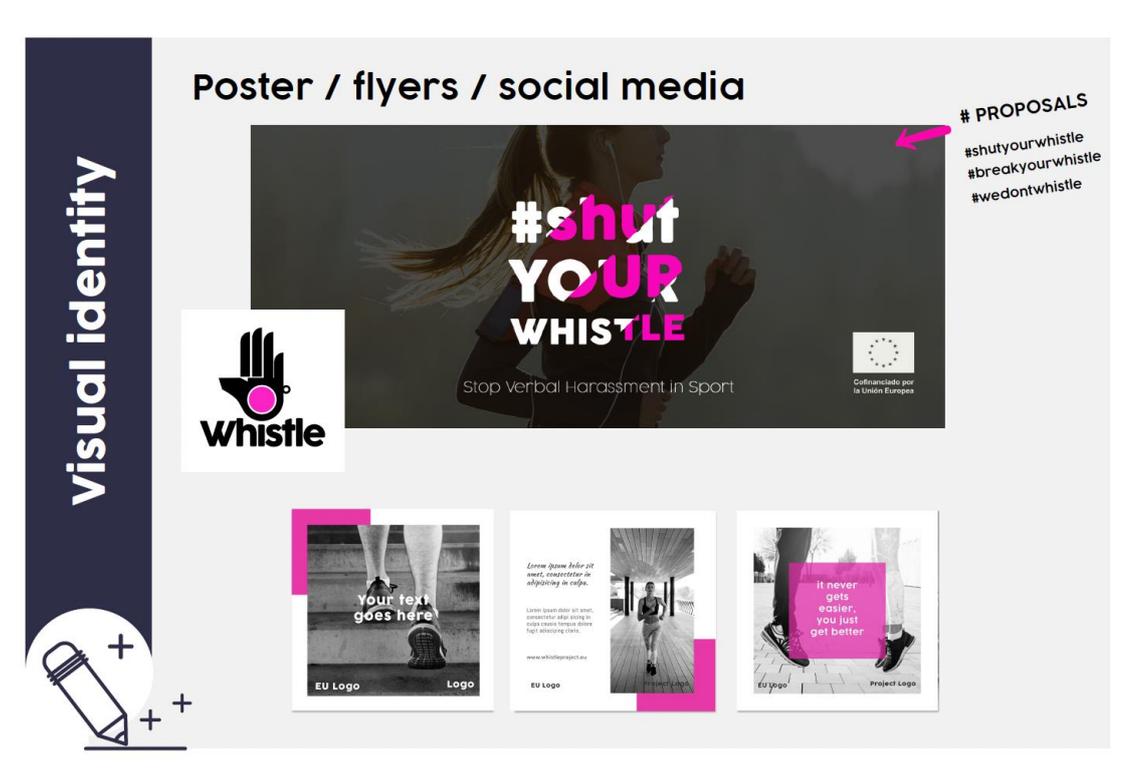
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ouis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis.

Logo marks → Symbol
Easy to share
take a picture with your hand up

Cofinanciado por la Unión Europea

Whistle





EVENTS CHECK LIST

The following check list (*Ref Interreg ASP*) was provided to partners to help in events organization:

Clarify the purpose of your event	
Why are you holding the event? What is it meant to achieve? What messages do you want to communicate?	
Write down these objectives and have an exchange to ensure that all organisers agree with the plan	
Determine your target groups: For whom is the event?	
What are those people interested in? Will this event be interesting for them? Why?	
Which language does the majority of the target group speak? Is translation needed?	
Choose the format of the event	
Depending on the chosen format – on site, purely online, hybrid – further (technical) requirements and skills might be required, especially regarding live streaming and recording of the event.	
Select a date. Check for clashes with other more newsworthy events: political events, holidays, regular press briefings	
Put together a detailed plan as soon as you can and circulate it	



Roles to team members
Ensure all relevant colleagues and partners are behind the event and know what's expected of them
Keep them informed and committed
Schedule regular meetings or conference calls in advance for all people involved
Venue selection. Before researching suitable venues have some idea of
How many people you expect to attend;
How many rooms (including workshops or breakout rooms) are needed;
What kind of food you want (breakfast, lunch, dinner, cocktails, coffee breaks, water, etc.)
Choose a venue that is appropriate and accessible
Ask what is included in the price (e.g. Staff). Check whether you have to use venue's own caterers, equipment suppliers or can provide your own (it's often cheaper to provide your own)
Do you need on-site accommodation? If not, are there enough hotel rooms close by and do you need to provide a shuttle service?
Invitation
Develop concept as soon as you have venue and timings
Consider a save-the-date-e-mail if the official invitation is delayed
In the invitation: date, time, place, map, how to get there information, link to registration form, deadline registration form, contacts (e-mail; phone-number)
Send out invitations as soon as you can – the longer an event is in someone's diary the better. If necessary send a reminder closer to the date
Have a specific person to be in charge of maintaining invitation list and all replies
Remember to include all the necessary logos (project, organisers, EU)
Equipment
Assess what you need in terms of equipment – especially regarding technical equipment.
Liaise with venue as to what they have and what you can use
Presentations
Check projectors, lap-tops, screens



Connection cables, power sockets, transformers, adapter plugs
Get presentations in advance
Moderator / Presenter
Who will introduce the event, provide links between speakers, moderate a Q & A session, close the event?
Apart from the moderator, who else will speak/present during the event? Make sure all speakers are well aware of the programme and when they have to be present on stage.
Branding / Signage
Check what's required
Do you need to get it made or can you use existing materials (roll-up, posters...)?
Ensure that your event complies with the information and publicity requirements of the European Commission.
All events, public or private, require to display: the EU flag, the project logo and ERDF claim.
Ensure all spokespeople have names and organisation name displayed
Photography
Consider hiring a professional photographer according to event budget and importance.
Make sure all photography is captioned. Include names and titles of people in the shot (indicate left to right), along with the date and location
Most media, if interested in the story, will want a photo. Send a photo with your press release.
Take the chance to take pictures of the speakers, participants, project team, close-ups...
Have EU flag on display for event photos.
Equipment to take with you from the office
Name badges / place labels
Registration list Contact list of all suppliers
All information including receipts, confirmation of bookings
Project logo and extra EU flag if needed
Budgeting



Be thorough and stick to budget. Keep some contingency budget for emergencies
Be aware of public procurement procedures and the time needed to contract services within legal requirements.
Start a spreadsheet as soon as an event is planned – column for quotes, column for actual prices, etc.
Ensure eligibility of expenditure Keep track of all paperwork (emails, letters, quotes, contracts etc.)
Check suppliers' contracts before signature
Check invoices correspond to contractual agreement before payment
Meet and greet
Upon arrival, attendees should receive detailed instructions. This might include a welcome pack with: Name / budget Agenda / Map Press pack for media Contact details of participants.
On the base of the new GDPR regulation, remember to ask for explicit authorization to publish contact information upon registration.
Before the event
Tasks are allocated to all organisers: set up script or roadmap of all details of the event
Make a block pre-reservation at recommended accommodation that are included in practical information for participants
A couple of weeks before the event, participants receive a confirmation email with the final version of the agenda and practical information
All organisers are briefed to answer frequently asked questions
Speakers (and moderators) are briefed
All presentation are compiled and checked
Check technical equipment
All activities comply with the publicity requirements
Right before the event
A reception desk is available for registration with:



<p>Registration sheets</p> <p>Name badges arranged in alphabetical order</p> <p>Conference packs (if applicable)</p> <p>Place labels and water are available for speakers</p> <p>Conference room equipment is checked: Laptops with presentations Multimedia projectors and screen</p> <p>Cable and electricity sockets</p> <p>Microphones, sound system;</p> <p>persons available for handing out microphones</p> <p>Air conditioning and lights</p> <p>There are recycle bins in the conference room</p>
After the event
Event documents (including if relevant a report or summary of the event outcomes) and photos are uploaded to your website
Feedback questionnaire and thank you notes sent to all participants and guests
Conclusions made based on feedback forms and debriefing
All costs and fees are taken care of

ANNEX 2 Press releases

Press release template was provided to all partners as well as instructions, including:

1. Headline
2. Subheader / Lead
3. Dateline
4. Body
5. Quote
6. Company info (boilerplate)
7. Logo
8. Media contact information

The template can be downloaded in the DRIVE folder dedicated to such purpose.



PROYECTO WHISTLE EN LA CIUDAD DE MÁLAGA



DOMINGO 17 DE ENERO DE 2023

¿CÓMO AFECTA EL ACOSO CALLEJERO A LA HORA DE HACER DEPORTE?: ESCENA TEATRALIZADA EN VIVO POR LAS CALLES DE LA CIUDAD

La Asociación KEAN Actividades Alternativas a través del proyecto WHISTLE que cuenta con la financiación de la Unión Europea convertirá el próximo fin de semana las zonas más emblemáticas de la ciudad en un escenario para mostrar la lacra del acoso callejero y cómo afecta al día a día de muchas mujeres, más en concreto en este caso el proyecto WHISTLE quiere visibilizar el acoso que se sufre al hacer ejercicio al aire libre.

Esta escena de teatro en plena vía pública incluirá un actor y tres actrices, de la productora malagueña Abriendo Caminos, un elenco que recorrerá algunas de las calles más emblemáticas de la ciudad de Málaga mostrando una situación nada común y muy chocante en la que un grupo de mujeres, interpretadas por las actrices María Belén Perrone, Nuria Goman y Alba Dannet persiguen y acosan verbalmente al personaje interpretado por el actor, también malagueño, Agustín Cascón.

Este tipo de situaciones, por desgracia, si son comunes a la inversa, causando gran incomodidad en muchas mujeres que quieren hacer ejercicio al aire libre y que, según datos de la investigación primaria del proyecto se sienten muy incómodas, hasta el punto de elegir cuidadosamente su atuendo para "intentar no llamar la atención". Las mujeres entrevistadas también evitan salir a primera y última hora, cuando no hay luz por calles poco transitadas. Este tipo de acoso en muchos casos favorece o causa el abandono total de la actividad.

La escena pretende crear conciencia social entre los viandantes en la propia ciudad pero también a nivel nacional e internacional. Es por eso que paralelamente se filmará y se hará un pequeño reportaje con entrevistas para recoger las impresiones de ciudadanos y visitantes de la ciudad.




ANNEX 3 Editorial Calendar for Social Media

The editorial calendar is a living and open document.

It is managed and coordinated by the WP5 leader, and it also represents a monitoring and reporting tool.

Communication campaigns, news and post content are defined according to the progress of the project and the activities in progress. The calendar, managed through a shared folder and files in the project drive

https://drive.google.com/drive/folders/1-KEvZ_mrTyRvcnE78b3ujpmkUJfBPOiA?usp=sharing

(<https://docs.google.com/spreadsheets/d/1Jmq6d9rxgAOuuy9vCLIFFao8rdke70LclwJ1g4vCWcc/edit?usp=sharing>) focuses on social networks flows,



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ANNEX 4 Communication general objectives & specific tools

Emails: The following is an example of some of the emails used for communication with stakeholders.

!!!TU ASISTENCIA AL FORUM SOBRE DEPORTE E IGUALDAD HA SIDO CONFIRMADA!!!

Estamos felices de que formes parte de esta experiencia colaborativa en la que aprenderemos mucho unos de otros pero también habrá tiempo para el entretenimiento.

Fecha: jueves 25.04.2024

Hora: 17:00 - 19:30

Dirección: La Noria, Centro de Innovación Social

Av. Arroyo de los Ángeles, 50

29011- Málaga



Drive folder: The DRIVE folder is very well structured and includes all the results, tools and materials.

Web: <https://whistleproject.eu/>

Instagram: <https://www.instagram.com/whistleproject.eu/>

Interviews: <https://www.youtube.com/@whistleproject1453>

Podcasts: https://www.ivoox.com/podcast-the-whistle-project-podcasts_sq_f11725270_1.html

Events: <https://whistleproject.eu/news/>

WAS: <https://whistleproject.eu/whistle-advise-system/>

Testimonies:



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ANNEX 5 WAS poster

LET'S CREATE A SAFE SPACE:

NO

VERBAL SEXUAL HARASSMENT ALLOWED!

WHAT IS VERBAL SEXUAL HARASSMENT OR CATCALLING?

Verbal sexual harassment affects many women in sports and outdoor activities, ranging from annoying comments to serious advances.

→ WHAT TO DO IF YOU EXPERIENCE IT YOURSELF?

- 1 SPEAK TO A SUPERIOR - YOUR TESTIMONY CAN HELP OTHERS.
- 2 COLLECT EVIDENCE - TEXTS OR VIDEOS IF SAFE.
- 3 CONTACT THE POLICE OR WOMEN'S HELPLINE IF IN DANGER.
- 4 EXPRESS DISCOMFORT WITHOUT ARGUING.

→ WHAT TO DO IF YOU WITNESS HARASSMENT?

- OFFER HELP TO THE VICTIM
- COLLECT EVIDENCE DISCREETLY
- INFORM A SUPERIOR AND PROVIDE YOUR TESTIMONY
- CALMLY VOICE YOUR DISAPPROVAL TO THE HARASSER WITHOUT ESCALATING.

If you feel in danger you can call the European Union's helpline for victims of violence against women: **116 016**

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All other languages are also available on the web: <https://whistleproject.eu/whistle-advise-system/>

ANNEX 6 WAS brochure



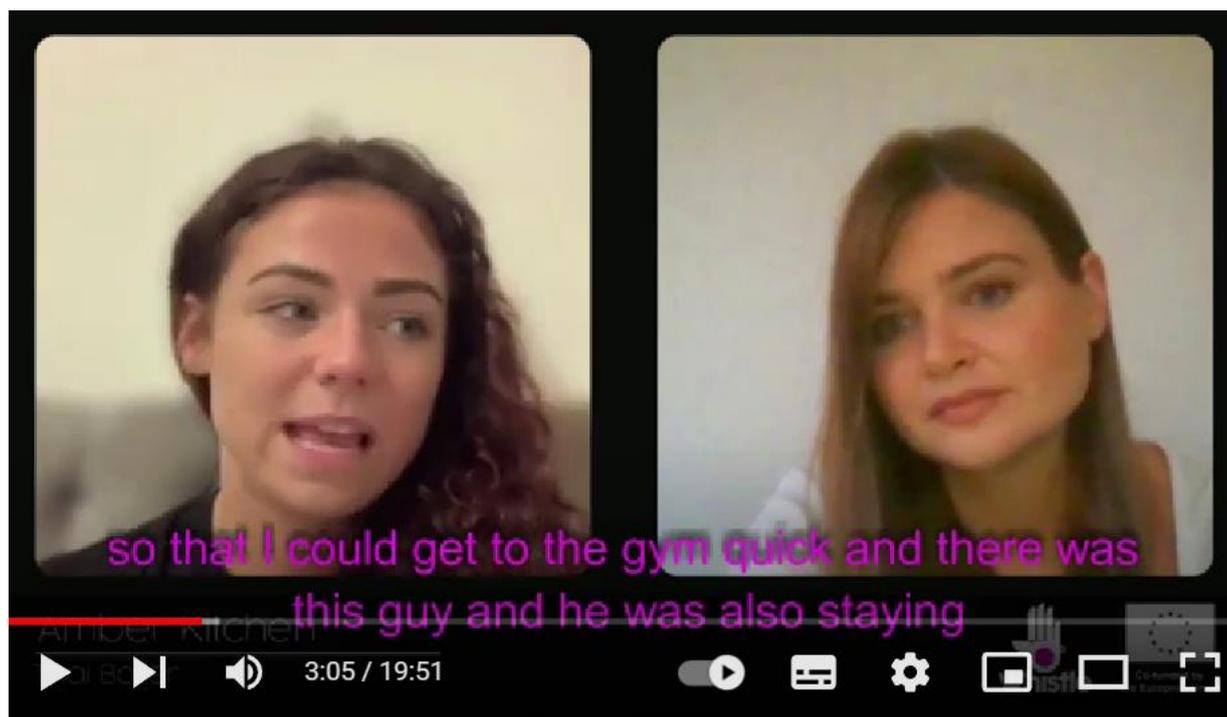
ANNEX 7 Podcasts

The podcast series created for WHISTLE is a strategy devised to raise awareness of the issues by targeting a wide range of audiences, especially people who are active on social media, who have an interest in the topic or in podcasts and interviews in general. The podcasts are available on Ivoox and the interviews are posted on WHISTLE's youtube account. In addition to this, there has been an intensive promotion on social media with small shorts and periodical publications with the content of the social media to promote their visibility. The purposes and results of the WHISTLE podcast series are described in the deliverable 4.2 available at the following link: <https://whistleproject.eu/wp-content/uploads/2024/04/Deliverable-4.2-WHISTLE.pdf>

Among the people interviewed for this international podcast series are sports personalities such as Amber Kitchen: , Marta Lozano, Nadia Mladenova, as well as gender experts and sports journalists with research expertise on gender issues and harassment in sport such as Daniela Simonetti.

Amber Kitchen: <https://www.youtube.com/watch?v=4QTL1NWaDdA>





ANNEX 8 Deliverables on the web

Taking into account the usefulness that these can have for potential stakeholders, all public deliverables of the project are easily accessible on the website by clicking on the "deliverables" tab:

<https://whistleproject.eu/project-deliverables/>



- ➔ DELIVERABLE 2.1 METHOD AND TOOLS TO DETECT VERBAL SEXUAL HARASSMENT STORIES
- ➔ DELIVERABLE 2.2. IMPACT OF VSH ON FEMALE PARTICIPATION IN SPORT AND ACTIVE LIFESTYLE

The scope of this Deliverable is to report stories and surveys analyzed about the impact of sexual verbal harassment and catcalling on female participation in sport and outdoor training.



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ANNEX 9 Other press publications

NOVARAOGGI - GIORNALE DI ARONA
VENERDI 18 NOVEMBRE 2022

23

VERGANTE ARONESE

LESA La terza edizione dell'iniziativa è stata presentata nella sala dell'ex Società Operaia dalla fondazione Coraggio/Courage

Torna sul lago la staffetta «Wings» contro la violenza sulle donne

dazione Coraggio/Courage Foundation che opera su progetti Erasmus Sport. «Nel 2020 abbiamo lavorato con una campagna online - ha detto Veleva - poi appena abbiamo potuto uscire tra la gente ci siamo attivati per effettuare le nostre staffette di sensibilizzazione con fiaccola, supportati dai Comuni e da tantissime persone del lago Maggiore. Un grande lavoro è stato svolto nelle scuole e a vari livelli, come ad esempio nel campo dello sport e del teatro, coinvolgendo allievi che hanno ideato cose originali, come ad esempio le sagome di donne uccise».

La relatrice ha poi illustrato il percorso dell'associazione che lavora con fondi finanziati a livello europeo per sensibilizzare sulla tematica della violenza contro le donne, e che nel 2022 amplia l'attività con un altro

progetto intitolato "Stop Whistle. Stop alla violenza verbale sulle donne Erasmus più sport". Significativo l'intervento di **Giorgio Pierrucci**, che ha parlato come nello sport si educi al rispetto dell'altro partendo dal coinvolgimento dei più bravi per aiutare i compagni meno capaci. La storia della data del 25 novembre è stata poi raccontata da

Marcell Silverio. Nel 2021 hanno partecipato i Comuni di Lesa, Nebbiuno, Massino Visconti, Melna, Angera, Ranco, Ispra, Arona, Dormelletto, Castelletto Ticino e Sesto Calende. Per la terza edizione si aggiungeranno quelli di Borgo Ticino, Varallo Pombia, Taino e Stresa.

I protagonisti della presentazione alla sala dell'ex società operaia di Lesa della terza edizione dell'iniziativa

Maria Grazia Todesco

November 22, 2022

Whistle at Giornale di Arona



November 21, 2022

Whistle at DC News

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FDI
Forum sobre Deporte e igualdad
 25.04.2024 17:00 - 19:30
 La Noria, Centro de Innovación Social
 Plazas limitadas
 Incripciones

FDI – Forum sobre Deporte e Igualdad

Fecha: 25.04.2024
 Hora: 17:00 - 19:30

Dirección La Noria, Centro de Innovación Social
 Av. Arroyo de los Angeles, 50. 29011 - Málaga

Si quieres compartir ideas, experiencias y aprendizajes en un evento totalmente gratuito en el que se harán actividades dinámicas y se ofrecerá un catering, así como obsequios para todos los asistentes, regístrate ya en el Forum sobre Deporte e Igualdad que se celebra este jueves 25 de abril en La Noria de Málaga.

¿Qué es FDI?

FDI es un evento colaborativo en el que participan expertos en diversas áreas como deporte, género, educación e innovación social. Es un evento financiado por la Comisión Europea y que se celebra con motivo de dos proyectos internacionales de tipo Erasmus + sport. Por un lado el proyecto WHISTLE, que se centra en prevenir y combatir el Acoso Sexual Verbal (ASV) y el denominado "catcalling" o acoso callejero en el deporte. Por otro lado el proyecto AMELIA, que busca favorecer la creación y adaptación de espacios urbanos para la práctica del ejercicio físico y, en consecuencia, la mejora de la salud ciudadana.

¿En qué consiste el evento?

Se trata de un evento muy dinámico en el que hablaremos de deporte e igualdad, pero sobre todo pasaremos un buen rato con actividades muy dinámicas en las que generaremos nuevas ideas y crearemos sinergias. También disfrutaremos de catering para todos los asistentes, así como un pequeño obsequio de agradecimiento por la asistencia.

La entrada es libre y gratuita, aunque las plazas son limitadas por lo que el registro debe hacerse online en el siguiente enlace <https://asociacionkean.com/tdi-forum-sobre-deporte-e-igualdad/>

Es muy importante incluir la dirección de correo electrónico en el registro para que podamos confirmar asistencia. Este correo solo se empleará para dicho fin.

[+ Añadir Google Calendar](#)

[Exportación - iCal / Outlook](#)

FECHA
Abr 25 2024

HORA
5:00 pm - 7:30 pm

LOCALIZACIÓN
 La Noria
 Web
<https://www.malaga.es/tenorla/>

CATEGORÍA
 Eventos gratuitos(o casi)
 FORMACION

COMPARTIR ESTE EVENTO

[f](#) [x](#) [g](#) [v](#)



Padova IL GAZZETTINO	Quotidiano	Data	15-05-2023
		Pagina	1+9
		Foglio	2 / 2

leri la 14. edizione della manifestazione benefica lungo le vie del centro storico. Molto applaudite le Ugo, campionesse di Dragon Boat. Opera live di Caroli

Serpentone in rosa con oltre 4.600 donne

LA CORSA

Nonostante il maltempo annunciato, Prato della Valle è tornata ieri a tingersi di rosa per la Pink Run, la corsa-camminata benefica di 8 chilometri lungo le vie del centro storico riservata al pubblico femminile. Sono 4603 le donne che hanno ritratto il ricco pacco corsa da 15 euro e indossato la t-shirt ufficiale rosa creando un autentico fiume monocoloro nel centro cittadino. La 14. edizione della manifestazione solidale è la più ideale da Antonio Quatili, e portata avanti con grande passione dal figlio Michele con il fondamentale contributo di volontari e sponsor, negli anni ha devoluto a 10 progetti benefici seicentomila euro. La raccolta fondi per il 2023 è destinata a due onlus: l'Admo Padova "Roberto Rosolen" - Associazione Donatori Midollo Osseo per quanto riguarda il progetto dei Medici Associativi Admo di raddoppiare gli iscritti al Registro nazionale dei donatori di midollo osseo; la seconda è l'Ail Padova, l'Associazione Italiana contro le leucemie-linfomi e il mieloma.

SUL PALCO

Sul palco davanti al logo di Santa Giustina, animato per tutta la giornata da Radio Pterpan,

la vice ufficiale Elisa Barzon ha presentato alle donne che hanno portato la loro testimonianza a favore delle onlus coinvolte quest'anno. Per l'Admo, ha parlato Alice, colpita da leucemia nel 2018, e presente oggi grazie a un donatore israeliano; per l'Ail la professoressa Bini, direttore di Oncematologia Pediatrica insieme a un gruppo di dottoresse che hanno corso tutte insieme. Molto applaudite anche le Ugo, le atlete di Dragon Boat giunte nove in una importante gara in Nuova Zelanda per il **Club Nuoto di Padova** ha salutato la rotta platea l'assessore allo sport **Stefano Biondini**.

«Tra le novità molto apprezzate c'erano anche il Pink Biscio che girava per tutta la piazza e la gustosa Pink Frittella».

LA PARTECIPAZIONE

A partecipare anche un gruppo di ragazze cinesi alla prima partecipazione; molte dotine accompagnate dai fidei jagnoli e anche molte mamme con le figlie. «Sono qui con mia figlia Sofia di 10 anni che mi è scappata via ed è arrivata prima di me» ha detto Alessandra, 57 anni, padovana. «Sono la curatrice del Secco Garden alle Porte Contarine ed è stato un piacere vedere tutte queste donne correre anche all'interno del nuovo parcheggio che faceva parte del percorso».

«È la mia seconda Pink Run con

la pioggia - ha raccontato Rita, 26 anni, impiegata - Sono qui con le colleghe della mia azienda per un pomeriggio di team building e solidarietà». Tra i gruppi di runner più numerosi, partiti e tornati nella piazza più grande della città, c'è quello delle collaboratrici della Despar, partner principale dell'iniziativa per il settimo anno.

I COMMENTI

«Sono qui con 15 amiche con cui vado spesso a correre - ha rivelato Annalisa, 46 anni, barista di Polverara - è la mia dodicesima partecipazione, è bello essere qui oggi, ma anche dietro le quinte, perché ho fatto per anni la volontaria» - «Io ci vengo da 13 anni sin da quando si svolgeva a Masera - ha detto Lori, classe

1966, imprenditrice padovana - non mi sono particolarmente allenata ma l'importante era fare del bene». Tra le altre realtà presenti in Prato anche la Lilt Padova, il cui staff ha fornito informazioni sui corretti e sani stili di vita, e la Fondazione Forstia Onlus, in collaborazione con la Croce Rossa Italiana - Comitato di Padova, che ha effettuato visite gratuite di prevenzione. Ospite inamovibile dell'evento l'iconico "Pinkottiero" alto più di 2 metri (impersonato dal simpatico Rocky) che ha posato per centinaia di selfie. Caroli, l'artista italo-argentina Carolina Bianco, ha realizzato un'opera live dedicata a tutte le madri in concomitanza con la Festa della Mamma.

Paolo Braghetto
giornalista e scrittore



<p>il mattino di Padova</p>	<p>Quotidiano Data: 15-05-2023 Pagina: 19 Foglio: 1</p>
<p>Tra sport e solidarietà Successo per la manifestazione con 4.800 donne in corso. Tra loro la 82enne Angela Bogna: «Vedere tutte queste persone mi allunga la vita»</p>	
<h2 style="margin: 0;">Pink Run, la grande onda rosa colora il Prato</h2>	
<p>Daniela Gregorini</p> <p>L'onda rosa della 4.800 iscritte alla Pink Run ha invaso il centro storico di Prato. Le donne, di tutte le età, sono state da sempre protagoniste di tutto, visto che le nove edizioni hanno partecipato con il permesso di 20 o più paesi. Le iniziative di solidarietà e beneficenza.</p> <p>La maratona come sempre è stata da Prato della Valle, oltre a Santa Cristina, che poi è anche la meta finale. Due i chilometri di percorso alle donne - una attività di accompagnamento</p>	<p>per gli speciali come bambini e anziani domestici - tutti da poter usare a piedi di corsa lungo il centro storico per celebrare l'importanza della presenza femminile nelle attività sportive.</p> <p>Dalla sua fondazione nel 2010 per volere del podista fiorentino Quelli che l'idea la corsa con l'obiettivo di far crescere la rosa delle iscritte. La Pink Run ha permesso di coinvolgere oltre 445 mila donne, con i loro soldi destinati all'utilizzo per partecipare a iniziative non commerciali, anche quest'anno la quota di solidarietà è stata di 100 mila euro. Le iniziative comprendono: un diritto con gli elmi, gadget e assicurazione. Sarà l'evento più devoto alla promozione sociale e di solidarietà. Le iniziative più strutturate sono quelle di accompagnamento con sensori, volano e addebiamente "poco" anche che aderiscono a l'evento, quasi a sintonia con la base del successo di ogni edizione qui a Prato. La pioggia non ci ha mai fermati, e noi siamo per sostenere tutti i problemi per la 4.800 iscritte di partecipazione di quanto piace di fare. Sono stati i cari Michele Quelli promotore e il papà Arturo. Tra i primi sponsor dell'iniziativa c'è Decora, che oltre ad aver portato alla corsa una squadra di motoristi locali, ha anche pubblicato il Prato l'Iniziativa.</p> <p>È prevista su tutto il 17 estate, prevediamo da maggio di molte e non le mancherà la fatica su un terreno di podismo. In una di queste la Pink Run resterà senza paura, perché si tratta di una manifestazione che non ha paura di nulla e poi questa "movida rosa" non è un'attività di lavoro per le aziende e la comunità. Per partecipare ci si iscrive sul sito www.pinkrun.it o al numero 0574 444444. Per informazioni, si può scrivere a info@pinkrun.it.</p>
	
<p>Alcuni momenti di festa della Pink Run: in basso a destra Angela Bogna</p>	

