What is ‘Coach Like a Women’ project?

• National ball games project in Finland
• Originally named ‘Women Taking Responsibility in Coaching’
• Focus on developing coaching and equality in coaching
• Sports: football (soccer), ice hockey, ringette, Finnish baseball, handball, floorball, basketball, volleyball, football, disability ball sports
• Other organisations: Finnish Coaches Association (leading), Ministry of Education (financing), Professional Coaches Association, Finnish Olympic Committee

ICCE 11th GCC Liverpool
31 July – 2 August
Sari Tuunainen

What is ‘Coach Like a Women’ project?

• Planning of project and meetings by sports started in autumn 2013 before IWG World Conference in Helsinki 2014
• Finances from ministry of education:
  — 1. phase 2014-2015
  — 2. phase 2016-2017
• On the side Erasmus+ SCORE project until end of 2016

Solid Goals

1. To empower former female athletes to continue their career as a coach and increase the amount of female coaches.
2. To encourage women to continue their career in other duties in their clubs or sport federations.
3. Support current female coaches to continue their coaching career.
4. To develop coaching skills and clarify the coaches’ path by mentoring former athletes, who want to move over to coaching.
5. To identify factors, that are characteristic for women coaches or women in other duties in sports. Increase and use research based knowledge.

Key Outcomes

• Co-operation
  — Committed people in every sports (1-2 persons), active participation in steering group
  • Communication / raising awareness
  • Sharing ideas and good practices
  • Collective planning of using finances best possible way
Key Outcomes

• Awareness
  – Project got yearly sports equality prize “Piikkarit” in December 2016

Piikkarit Prize on Tour

Key Outcomes

• Practical actions
  – Coaches Meetings Regionally and by Sport
  – Top Coaches Meeting(s)
  – From Athlete to Coach Educations
  – Mentor’s Educations
  – Group Mentoring

Coaches Meetings Regionally

Coaches Meetings by Sport (Handball)
Top Coaches Meeting

From Athlete to Coach Education

Mentor’s Education

Group Mentoring

Social Media and Contacts

- Facebook-page 'Valmentaa kuin nainen'
- #valmentaakuinnainen

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