Route to succes – Theory of Change

ACTIVITIES

Education and training
- Training female and male athletes to become inspiring leaders.
- Athlete Education & Leadership seminars.

Advice and guidance
- Collaboration with sports federations and clubs in developing policies to address barriers in each sport.
- Developing and testing interventions in different sports environments (elite & grassroots).

Campaigns and storytelling
- Storytelling by role models through (social) media and at events.
- Actions and campaigns aimed at parents, coaches, and administrators.
- Media and visibility campaigns promoting gender equality.

Research and monitoring
- Collecting data and stories to support redesign and measure impact.

Lobbying and collaboration
- Influencing policymakers, funds, and sports organizations.
- Linking social impact to the commercial and brand goals of partners.

INPUT
- Expertise in sports & social impact.Network of athletes, sports federations, and social organizations.
- Research and data on gender equality, participation, and leadership.
- Financial resources and communication support from partners, funds, and subsidies.

OUTPUTS

Number of (potential) athletes reached through role model programs, clinics, and seminars.

Number of athletes trained in leadership and awareness programs.

Sport-specific interventions developed and implemented in collaboration with federations.

Campaigns and events aimed at the social environment and the public.

Policy documents and practical guidelines developed for clubs and federations.

SHORT-TERM OUTCOMES (EFFECT LEVEL)

Women, men, boys, and girls experience greater self-confidence and self-direction.

Men and women see and recognize diverse and visible role models in sports and beyond.

The social environment (parents, coaches, teachers) understands the impact of stereotypes and encourages equal opportunities.

Sports clubs and federations take concrete steps toward a gender-equal and safe sports environment.

Partners in sport integrate gender equality into their policies and programs.

LONG-TERM OUTCOMES (IMPACT LEVEL)

INDIVIDUAL – Belief in opportunities
Women, men, boys, and girls believe in their own opportunities in the (sports) world and act accordingly.

SOCIAL ENVIRONMENT – Support voor equal opportunities
Families, coaches, teachers, and peers create a supportive context in which stereotypes are actively broken down.

SOCIETAL STRUCTURES – Policies for gender equality
Sports federations and partners in sport implement active policies on gender equality and related leadership development.

IMPACT AMBITION DREAM

""SAM contributes to a redesign of the playing field into a (sports) world where gender equality is self-evident."

(IMPACT) RESEARCH – DATA COLLECTION - EVIDENCE

INPUT & ACTIVITIES

OUTPUTS

SHORT-TERM OUTCOMES (EFFECT LEVEL)

LONG-TERM OUTCOMES (IMPACT LEVEL)

IMPACT AMBITION DREAM