

D9 - FINAL REPORT

Promoting inclusive coaching



Co-funded by
the European Union


PARTNERS



Through a diverse partnership, A Fairer Coaching project contributes to the key priority of the Erasmus+ Sport Programme, “Inclusion and diversity in all fields of education, training, youth and sport”, specifically addressing the Horizontal Priority in the field of Sport “Promoting education in and through sport – promoting the quality of coaching and staff”.

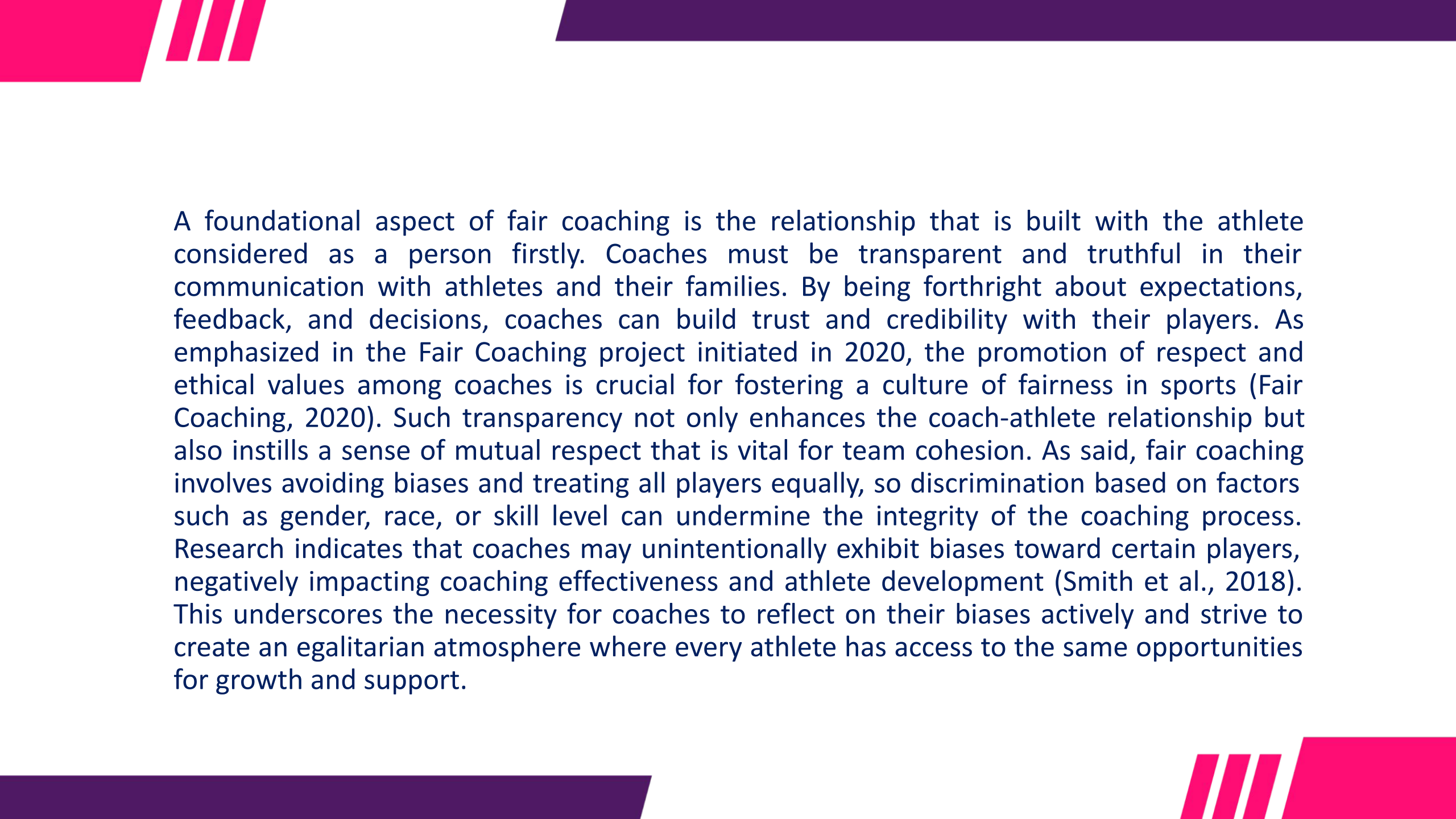



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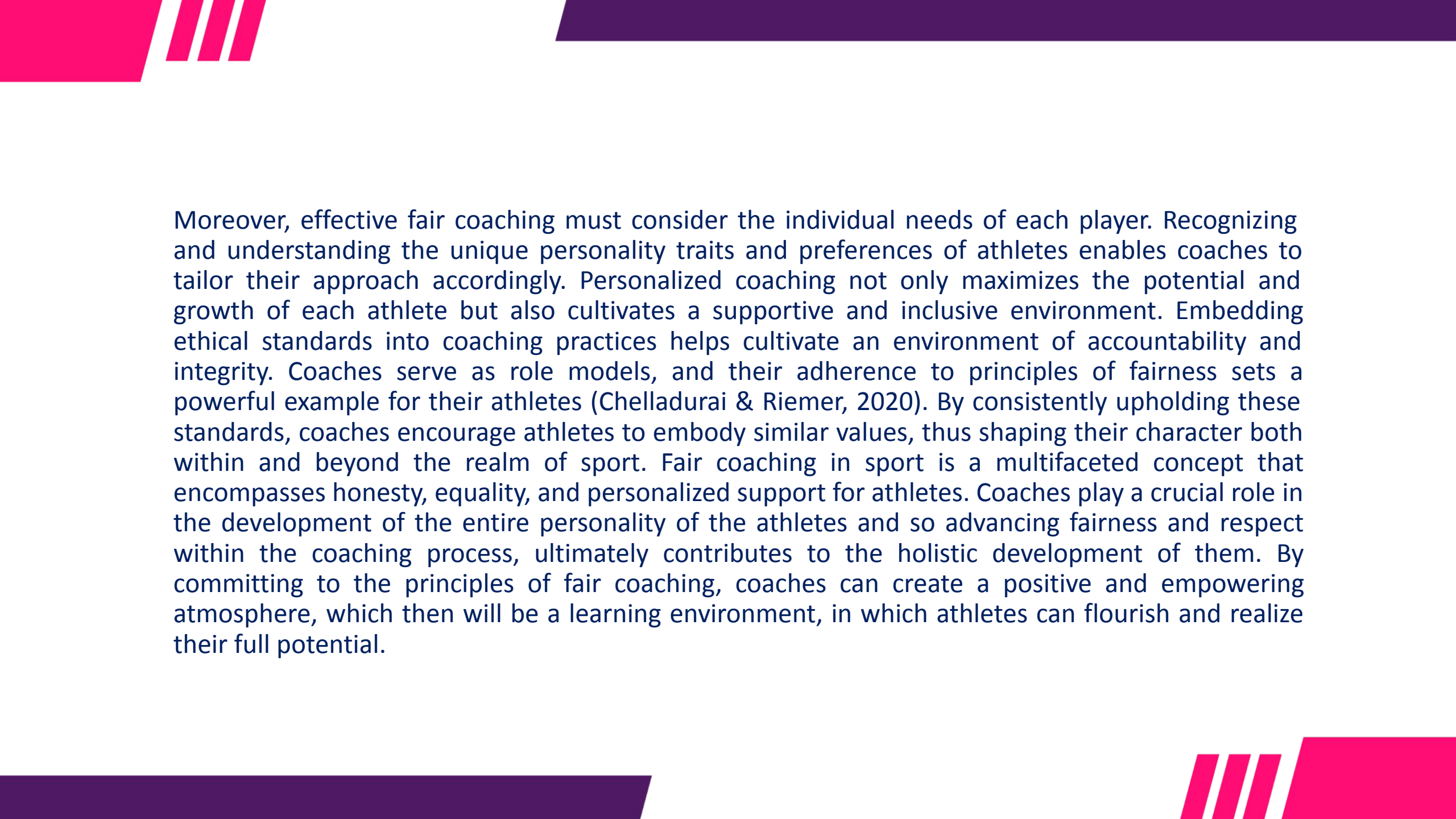

Introduction from the Partnership







A foundational aspect of fair coaching is the relationship that is built with the athlete considered as a person firstly. Coaches must be transparent and truthful in their communication with athletes and their families. By being forthright about expectations, feedback, and decisions, coaches can build trust and credibility with their players. As emphasized in the Fair Coaching project initiated in 2020, the promotion of respect and ethical values among coaches is crucial for fostering a culture of fairness in sports (Fair Coaching, 2020). Such transparency not only enhances the coach-athlete relationship but also instills a sense of mutual respect that is vital for team cohesion. As said, fair coaching involves avoiding biases and treating all players equally, so discrimination based on factors such as gender, race, or skill level can undermine the integrity of the coaching process. Research indicates that coaches may unintentionally exhibit biases toward certain players, negatively impacting coaching effectiveness and athlete development (Smith et al., 2018). This underscores the necessity for coaches to reflect on their biases actively and strive to create an egalitarian atmosphere where every athlete has access to the same opportunities for growth and support.





Moreover, effective fair coaching must consider the individual needs of each player. Recognizing and understanding the unique personality traits and preferences of athletes enables coaches to tailor their approach accordingly. Personalized coaching not only maximizes the potential and growth of each athlete but also cultivates a supportive and inclusive environment. Embedding ethical standards into coaching practices helps cultivate an environment of accountability and integrity. Coaches serve as role models, and their adherence to principles of fairness sets a powerful example for their athletes (Chelladurai & Riemer, 2020). By consistently upholding these standards, coaches encourage athletes to embody similar values, thus shaping their character both within and beyond the realm of sport. Fair coaching in sport is a multifaceted concept that encompasses honesty, equality, and personalized support for athletes. Coaches play a crucial role in the development of the entire personality of the athletes and so advancing fairness and respect within the coaching process, ultimately contributes to the holistic development of them. By committing to the principles of fair coaching, coaches can create a positive and empowering atmosphere, which then will be a learning environment, in which athletes can flourish and realize their full potential.



As a good practice, in a sort of metacognitive experience, to implement the project of constructing the educational course of “A fairer coaching”, regular online meetings between all the EU partners as well as transnational meetings have been done: these meetings served to create the full training program (and e-course) for coaches, to strengthen communication, allowing for candid discussions on performance, expectations, and areas for improvement, thereby reinforcing a sense of fairness and inclusion between us as partners of the project and as the core of the e-course designed for EU coaches. All partners of the project came up with the belief that fair coaching is a holistic concept that encompasses effective communication, self-reflection, ethical principles, and motivational fairness, all aimed at fostering an environment –intended as a learning environment first– where every athlete can thrive and succeed as a person in the first place; this belief helped to identify six areas of educational needs for coaches which are the structure for the high quality “A Fairer coaching” training program for European coaches, that we believe represents the most representing outcome of this inspiring European Cooperation.

Achievements from A FAIRER COACHING partnership

AFC is a collaborative partnership that aims at increasing **equality, inclusion, diversity and fairness of coaching** in the European sports system by promoting an inclusive and equal overall model of coaching, empowering coaches themselves and specifically those who work with young athletes and youth sectors, as well as sport organizations and institutions to work towards this objective and, therefore, a more balanced coaching system in Europe

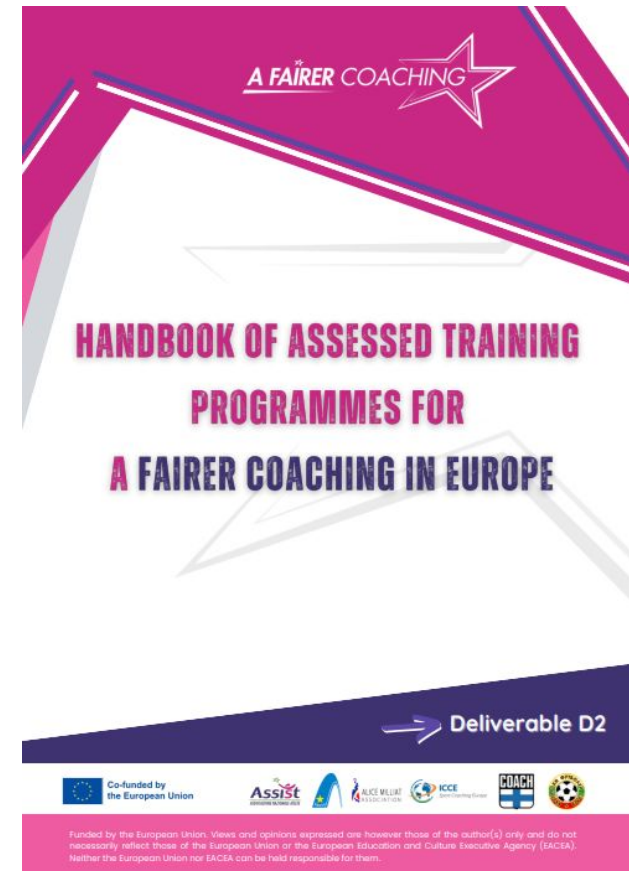
Through combined actions of **capacity building, awareness raising and networking** among coaches, sport organizations, sport society, the project wants to enhance cooperation among coaches and organizations that represent and employ them to improve their impact in overcoming inequalities and distortions that still persists in this role, ensuring a positive representation of coaching and increasing the quality of education offered to the coaching system in Europe.



Achievements from A FAIRER COACHING partnership

The first step of the cooperation has created a Handbook of assessed training programs for a Fairer Coaching in Europe, starting from the EU countries and partners involved in the partnership, completed by an overview of successful experiences in advancing equality and women athletes' rights on basic issues.

The handbook has been realized involving partner organizations, coaches and their organizations, including sport federations, to produce a map of the most inspiring training programs for coaches in Europe that helped us design our AFC program.



Achievements from A FAIRER COACHING partnership

Partners together with participants, coaches and their organizations, have identified 6 MAIN TOPICS to focus their work to develop the training tools:

- 1) *A holistic coaching mindset – the foundation of fair coaching*
- 2) *Relationship and Communication - Coaching and Power*
- 3) *Positive Coaching Behaviour: Creating a positive motivational climate*
- 4) *Responsibility and safety*
- 5) *Equality, Diversity and Inclusion*
- 6) *Rules & Regulations*



Achievements from A FAIRER COACHING partnership

engso-education.eu/wp-content/uploads/courses/fairer-coaching/content/#/

"A Fairer Coaching" eLearning course

START COURSE

A FAIRER COACHING

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Assist ASSOCIAZIONE NAZIONALE ATLETE

COACH

FIFA

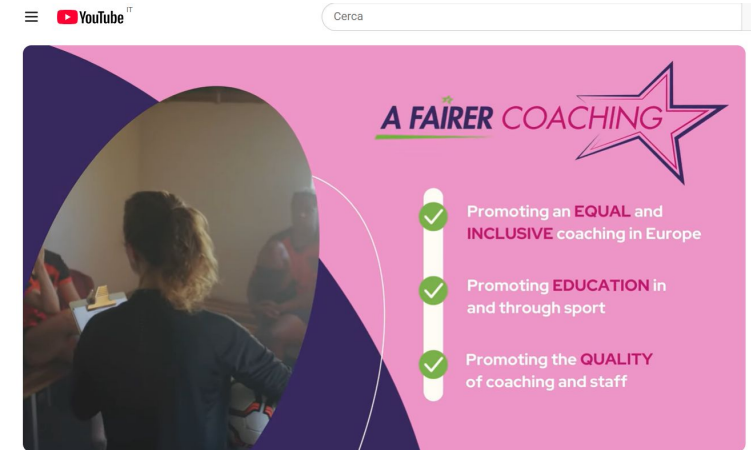
ALICE MILLIAT ASSOCIATION

ICCE Sport Coaching Europe

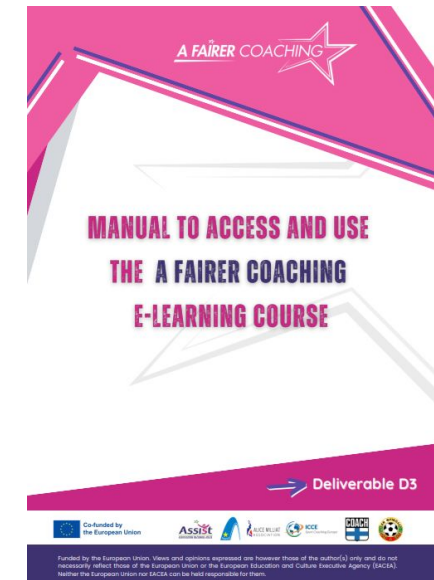
Achievements from A FAIRER COACHING partnership

Partners have developed the AFC contents for coaches through different learning formats, with the idea of offering quality contents adapting to different coaches' needs and availability of time and learning. AFC produced a multi-lingual e-learning course, hosted by ENGSO e-learning platform to ensure sustainability and wider impact. The course is introduced and supported in its acces and use by:

- ✓ *a brief multilingual manual*
- ✓ *a multilingual video tutorial*



AFC Video tutorial/promotion of the platform - English



Achievements from A FAIRER COACHING partnership

The educational tools have been tested with beneficiaries during several dedicated activities:

- ✓ Transnational training by BFU, involving 18 coaches from partner organizations' countries
- ✓ National workshop for UEFA licenced coaches in Sofia (BG), in Septembr 2025, involving 19 football coaches
- ✓ National training workshop in Pisa (IT), in March 2025 during the international sitting volley Champion Cup, involving 41 participants, coaches and athletes
- ✓ National workshop to test the e-learning in Tampere (FI), in November 2024, involving 19 coaches
- ✓ National workshop for young coaches, in Helsinki (FI) in February 2025, involving 10 under 30 coaches
- ✓ National workshop for women coaches in Paris (FR), in July 2025, involving 14 women coaches

Achievements from A FAIRER COACHING partnership



Achievements from A FAIRER COACHING partnership

Two transnational webinars allowed to widen the impact on coaches and their organizations:

- ✓ *Why Diversity in Coaching Matters?*, September 2025,
- ✓ *Beyond the Game: Coaching for Fairness & Inclusion*, February 2025

#BEACTIVE 10 YEARS
EUROPEAN WEEK OF SPORT
23-30 September

A FAIRER COACHING

TRANSNATIONAL SEMINAR

Why is diversity in coaching important?

European discussion to amplify voices of women and coaches with disabilities

SEP 24 | 16 CET

Meet our speakers

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TRANSNATIONAL WEBINAR

FEB 21 | 13-14 h CET

Beyond the Game: Coaching for Fairness & Inclusion

GUEST SPEAKERS

- Alice Bruni (ASSIST)
- Antonella Bellutti (ASSIST)
- Sari Tuunainen (Finnish Coaches Association)
- Paul Ryan (Irish Wheelchair Association)
- Ombeline Berteaux (Association Alice Milliat)
- Sergio Lara-Bercial (ICCE)
- Alessia De iulis (ENGSO)

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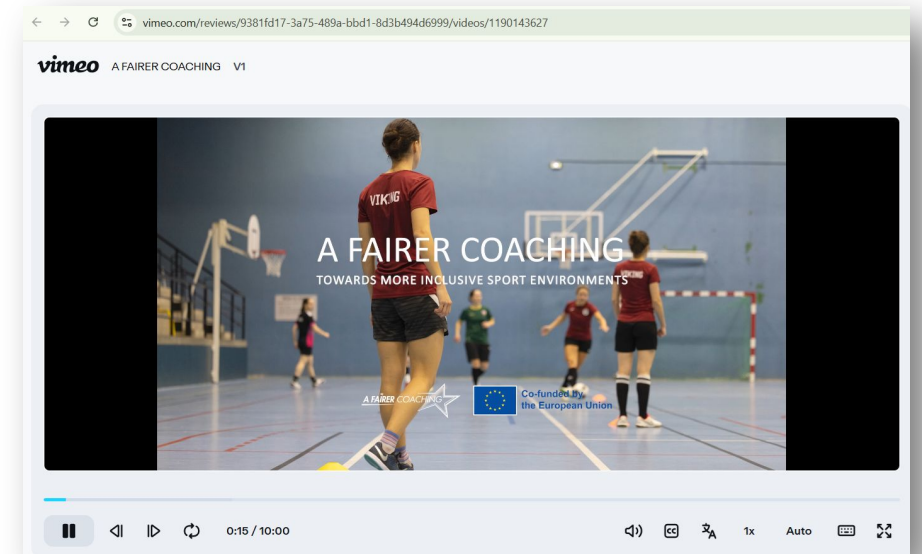
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Meet our speakers

Achievements from A FAIRER COACHING partnership

An European storytelling campaign has been developed to spread the concept and aims of A Fairer Coaching among a wider audience of coaches and sport persons. As highlighted in the Campaign's toolkit, this activity produced:

- ✓ *12 videos of inspiring coaches, summed up in the final AFC storytelling video*
- ✓ *Digital and paper tools displaying messages of A Fairer Coaching online through social media and during events*
- ✓ *A digital booklet that collects the stories of our testimonial coaches*



Achievements from A FAIRER COACHING partnership



Reflections and recommendations from AFC's experience

Partners agree that the main finding after this 30 months collaboration partnership working on the idea of promoting a fairer coaching for the European sport system is the need to **establish a shared European Fair Coaching Baseline** that sport bodies and member states can align with.

The baseline should cover:

- ✓ safeguarding and safe sport capacity (prevention, reporting pathways, response standards, support)
- ✓ equity and inclusion as enforceable practice (non-discrimination, participation and progression)
- ✓ competence expectations for coaches and coach developers (including para/disability coaching competences and gender equality competences)
- ✓ organisational accountability (minimum governance, training coverage, annual reporting)

Reflections and recommendations from AFC's experience

Mainstream para/disability sport coaching as core competence

Treat para/disability sport coaching as a core competence across coach education pathways (not only as a specialist add-on), reflecting AFC's focus on disability/para sport.

EU-level expectations should encourage:

- ✓ baseline competences for all coaches (accessibility, reasonable accommodations, adapted communication/feedback, safe participation, inclusive session design)
- ✓ coach developer capacity to embed and assess these competences in curricula
- ✓ practical implementation support (accessible learning materials, mentoring, placements, adaptations in training environments)

Reflections and recommendations from AFC's experience

Advance gender equality in coaching through structural measures

Support gender equality in coaching as both:

- ✓ **representation** (increasing the share of women across coaching levels and leadership), and
- ✓ **retention and progression** (career pathways, working conditions, safety, visibility), in line with AFC's objective to increase the number and quality of women coaches.

EU-level actions can include:

- ✓ funding and guidance for mentoring, networks, leadership development, and coaching placements
- ✓ explicit measures for safe working environments (including anti-harassment practice and trusted reporting)
- ✓ expectations for women's representation in coach education staff and decision-making structures

Reflections and recommendations from AFC's experience

Monitoring and a European learning loop

A practical EU minimum indicator set can include:

- ✓ athlete experience (annual anonymized measures of safety, inclusion, fairness, and trust in reporting/response processes)
- ✓ gender equality in coaching (representation across levels; progression/retention measures where feasible)
- ✓ para/disability coaching capability (training coverage; adoption of accessibility and accommodation practices)

Fund implementation and scaling (not only development)

Prioritize “adopt and implement” funding so that proven tools and materials are embedded across clubs and federations:

- ✓ training at scale (coaches, coach developers, leadership)
- ✓ implementation support (templates, mentoring, change management)
- ✓ accessibility improvements and reasonable accommodations in everyday sport settings
- ✓ targeted support for women's coaching pathways and safe working environments

**JOIN OUR NETWORK TO
PROMOTE A FAIRER COACHING
IN EUROPE.**

**TOGETHER WE CAN
CONTRIBUTE TO A FAIRER,
MORE EQUAL AND INCLUSIVE
EUROPEAN SPORT SYSTEM.**

THANK YOU ERASMUS+ SPORT!



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