

Voices of Change: Amplifying Stories in Sport GVP *BY CARDET*



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The world of sport is a powerful platform for storytelling, offering individuals and communities a stage to express identity, challenge norms, and inspire transformation. Across Europe, sport is not just about physical competition; it is a tool for amplifying underrepresented voices and fostering inclusive communities. Supported by the European Commission, various initiatives aim to elevate these stories, using sport as a vehicle for social change.

Sport has long been recognised for its capacity to bring people together, transcend boundaries, and foster unity. [The European Week of Sports](#) (EWoS), an annual initiative supported by the European Commission, champions this mission. Through its slogan **#BeActive**, EWoS has engaged over 71 million participants across 42 countries, showcasing the capacity of sport to break barriers and connect individuals across generations and social backgrounds ([European Week of Sports return with joy, resilience, intergenerational themes](#). (n.d.). Sport).

Real-life stories from EWoS exemplify how sport can empower voices from marginalised communities, enabling them to express resilience and joy despite adversity. The event's focus on intergenerational themes further emphasises sport's role in bridging generational divides, fostering a sense of belonging across all ages.

The [#HealthyLifestyle4All initiative](#), which runs parallel to EWoS, further amplifies the voices of change by promoting physical activity across different socio-economic groups. This EU-driven programme tackles rising concerns about obesity and physical inactivity in Europe, especially among underserved communities. Through this initiative, sports are being promoted as a fundamental right for all, transcending limitations of age, gender, or physical ability.

This initiative highlights inspirational stories from diverse participants who use sport to overcome personal challenges, advocate for social justice, and promote mental and physical well-being.

Additionally, initiatives like the "**Voices for Change**" programme use sport as a way to encourage dialogue on gender based violence (GBV), providing platforms where refugees can safely share their stories. This empowers not only individuals but also communities to challenge the status quo, making sport a vital arena for combating violence and promoting gender equality ([Culture and Creativity](#)).

Building on these initiatives, the Preventing Gender Based Violence in and through Sport (Sport GVP) project further amplifies this mission by developing concrete tools and resources to combat GBV in sports settings. By fostering cooperation across borders, **Sport GVP** promotes awareness and proactive prevention strategies to ensure that sports environments across Europe are free from violence and discrimination. For more information on these efforts, visit sportgvp.eu.

References

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