

Breaking Barriers: Ethical Communication for Gender Equality in Paralympic Sports



Planned objectives of the project:

- Promote Ethical Communication in Paralympic Sports
- Support aspiring female wheelchair players
- Advocate for better infrastructure and funding
- Use media, storytelling, and advocacy campaigns to promote gender equality.

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Mentee

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Achieved/Aimed results of the project:

- This project aims to create a lasting impact by promoting ethical communication that highlights the strength and potential of female wheelchair athletes. Through advocacy and storytelling, it will reshape media narratives, ensuring that young girls with disabilities see themselves represented in sports.
- Additionally, the project will work to secure funding and improve sports infrastructure, making wheelchair sport more accessible and inclusive. However, achieving these goals requires financial support to cover essential needs such as training programs, specialized sports equipment, accessible courts, and mentorship initiatives.



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- Beyond individual empowerment, the project seeks to drive institutional change by influencing policies that support gender equality in Paralympic sports. By engaging with sports federations, sponsors, and policymakers, it aims to create long-term solutions for financial and structural barriers. To make this vision a reality, dedicated funding is necessary to sustain advocacy efforts, develop media campaigns, and support young female athletes through scholarships and sponsorships. The ultimate success will be measured by the increased participation of female wheelchair tennis players, improved access to training facilities, and a more inclusive sports culture that values diversity and equal opportunities for all.



Recommendations and next steps



- Collaboration with the Kosovo Paralympic Committee and Special Olympics
- Applying for funding under the Law on Sponsorships
- Working with municipalities and schools to expand access to sports for people with special needs.





“Let’s ensure that no girl has to give up on her dreams because of barriers we can break.”

"She's strong, not despite her disability, but because of her resilience and talent."

