



# Case Study - Borgo Tennis Club

## WP 2

### Activity 1 (Cases)

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## Case Card

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<b>Name/ title of case study Organization/institution name:</b>	Promoting Gender Inclusion and Equality in a Local Sports Club BORGIO TENNIS CLUB
<b>Location:</b>	Borgio, Corsica, France
<b>Size and scale of organization:</b>	Large (310 members: 60% adults, 40% children)
<b>Industry/Sector:</b>	Sports – Tennis / Sports Education / Non-Profit Association
<b>Contact info (for follow up, if available):</b>	Camille POLI borgiotennisclub@gmail.com
<b>Additional details:</b>	The club is managed by volunteers and supported by the French Tennis Federation (FFT).
<b>Sources information/References:</b>	<b>of</b> Interview with Camille Poli (Club President) as part of the Fit for the Future project There are no additional resources available besides the interview with President Camille Poli. The information presented comes exclusively from this exchange within the framework of the project.

## Case Data/Content

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<b>The bias illustrated in this case:</b>	Gender bias (implicit and explicit discrimination against female participation in sports and leadership roles).
<b>Context and specifics of the bias present:</b>	Tennis, like many sports, has traditionally been perceived as male-dominated, particularly in competitive play and governance roles. Women were underrepresented among club members and within decision-making bodies. In a local context like Borgo, gender stereotypes persist, and many women hesitate to join, especially after age 18.
<b>Why this case matters:</b>	This case illustrates how a local sports club successfully reversed this trend by implementing concrete initiatives to reduce gender bias, increase female participation, and ensure gender balance in governance. It demonstrates how good practices can be implemented at a local level with limited resources but strong commitment.
<b>Action Plan - methods and strategies used to address the bias:</b>	<ul style="list-style-type: none"> <li>● Introduction of women-only tournaments and dedicated time slots to attract and retain female players</li> <li>● Creation of a female ambassadors program to encourage women to take active roles in the club</li> <li>● Ongoing female leadership in the club presidency (including current president Camille Poli since 2020)</li> <li>● Communication campaigns showcasing female role models in sports</li> <li>● Training and awareness for coaches on inclusive language and gender equality promotion</li> </ul>
<b>Measurable outcomes and impact:</b>	<ul style="list-style-type: none"> <li>● Significant increase in female membership, now representing about 40% of members</li> <li>● Greater female participation in events and regional competitions</li> <li>● Concrete examples include increased participation of female players in regional tournaments and interclub championships, as well as in local sports events organized by the club, such as discovery days and mixed tournaments promoting gender equality.</li> <li>● Maintenance of gender balance within the management committee</li> <li>● Reduction of perceived sexist stereotypes among members (based on informal feedback and discussions)</li> </ul>
<b>Key lessons learned:</b>	<ul style="list-style-type: none"> <li>● Female representation in governance is crucial to inspire and legitimize inclusion efforts</li> <li>● Regular, visible, and concrete actions (tournaments, events, communication) are necessary to shift the culture</li> <li>● Engagement of coaches and volunteers is a key factor for long-term sustainability of initiatives</li> </ul>
<b>Other info/notes:</b>	This experience can serve as a model for other sports clubs seeking to improve diversity and inclusion. The practices implemented can also be adapted to other types of bias (cultural, socio-economic).



	<p>This experience can also inspire actions against other forms of discrimination. For example, the same methods — opening activities to everyone, raising awareness, and creating a welcoming environment — can help address cultural or socio-economic biases.</p>
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