



**FIT FOR THE
FUTURE**

Case Study – ADPM Muyer y Deporte

WP 2

Activity 1 (Cases)

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Case Card

Name/ title of case study Organization/institution name:	Breaking barriers: advancing gender Equality and leadership for women in professional sports in Spain - ADMP Muyer y deporte
Location:	Madrid + branches in Catalonia, the Balearic Islands, and Andalusia
Size and scale of organization:	Medium-sized
Industry/Sector:	Sports
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Additional details:	
Sources of information/References:	https://www.mujereseneldeporte.com/ (official website) https://www.mujereseneldeporte.com/documentos-2-2/ (newsletter)

Case Data/Content

The bias illustrated in this case:	Gender
Context and specifics of the bias present:	Achieve gender equality for women in all areas of professional sports (leaders, managers, coaches, etc.), as full stakeholders in professional sports, including sports organizations and professions related to sports. Currently, in Spain, there are only two women presidents of sports federations.
Why this case matters:	This case was selected because it addresses a critical and persistent issue within professional sports: the underrepresentation and discrimination of women in leadership, management, coaching, and media visibility. Despite progress, women remain significantly marginalized, as illustrated by the very low number of female presidents in sports federations in Spain. By focusing on comprehensive legislative action, enforcement, and organizational equality plans, this practice aims to create systemic change that empowers women as full stakeholders in the sports industry. Its emphasis on equal media representation, leadership opportunities, and closing the gender pay gap makes it a powerful example of advancing gender equality in a traditionally male-dominated field. The case also highlights the importance of multi-stakeholder collaboration, including political, organizational, and media actors, making it highly relevant and replicable for broader gender equality efforts.
Action Plan - methods and strategies used to address the bias:	We work with all parliamentary groups to achieve legislation and its enforcement to ensure that all women in sports are free from discrimination and receive 50% representation in public media coverage of women's sporting achievements. Additionally, we develop equality plans for sports organizations to eliminate discrimination against women in leadership positions and close the gender pay gap.
Measurable outcomes and impact:	Achieve the inclusion of the word "guarantee" in sports legislation and promote that women become full-rights stakeholders within sports.
Key lessons learned:	Women make up more than half of the world's population and pay half of the taxes, public policies must reflect women's presence both in their sports achievements and their access throughout all technical and managerial roles. This should highlight the importance of women as individuals without discrimination based on their gender.
Other info/notes:	



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