



Women's Sport for All Leadership Training

Casablanca, Morocco
3-4 April 2025



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Women's Sport for All Leadership Training



Target group:

Young women who are working in, or seeking to work in, the field of Sport for All and physical activity



Objectives:

Empower women through leadership training in Sport for All and physical activity, with a focus on gender equality and social inclusion.

Develop sustainable local and regional networks to support the delivery and expansion of inclusive sport programs, especially for girls and women.

Promote intercultural dialogue and strategic collaboration to strengthen the Sport for All movement and increase women's leadership in sports across Morocco.



Facilitators:

Game Mothibi, TAFISA Senior Manager

Hana Kzib, TIBU Africa

Adel Kerkour-Alla, TIBU Africa

Host: TIBU Africa



SOCIAL INCLUSION



GENDER EQUALITY



EDUCATION



GOVERNANCE,
LEADERSHIP & INTEGRITY



PLAY & PHYSICAL
LITERACY



HEALTH & WELL-BEING



PEACE, DEVELOPMENT
& PARTNERSHIP



ECONOMIC IMPACT
& RESOURCES

Training Modules

TAFISA and the Sport for All and Physical Activity Movement

Gender Equity and Advocacy in Sport Leadership

Policy and Strategy Making in Sport for All- Mission 2030

Strategic Management and Decision-Making in Sport for All

Sport for All in Morocco and the Region

Sport for All Programs & Event Management

Transformational Leadership in Sport for All

Empowering Women Through Mentorship and Networking

Training delivered using lectures, group work, presentations, and mentorship

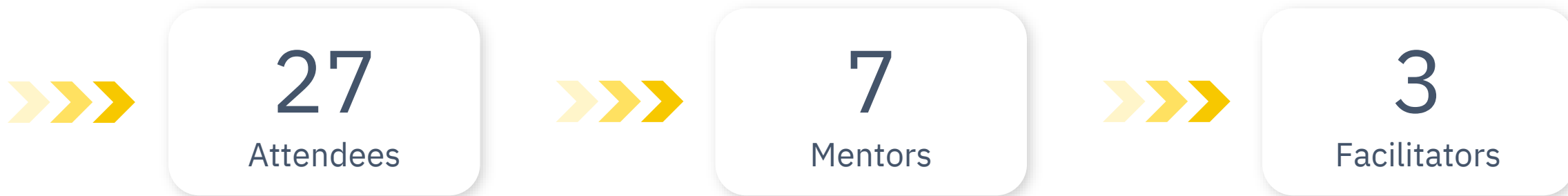
The Gender perspectives in Morocco/Northern Africa

Global Perspectives on Women in Sport Leadership and Management

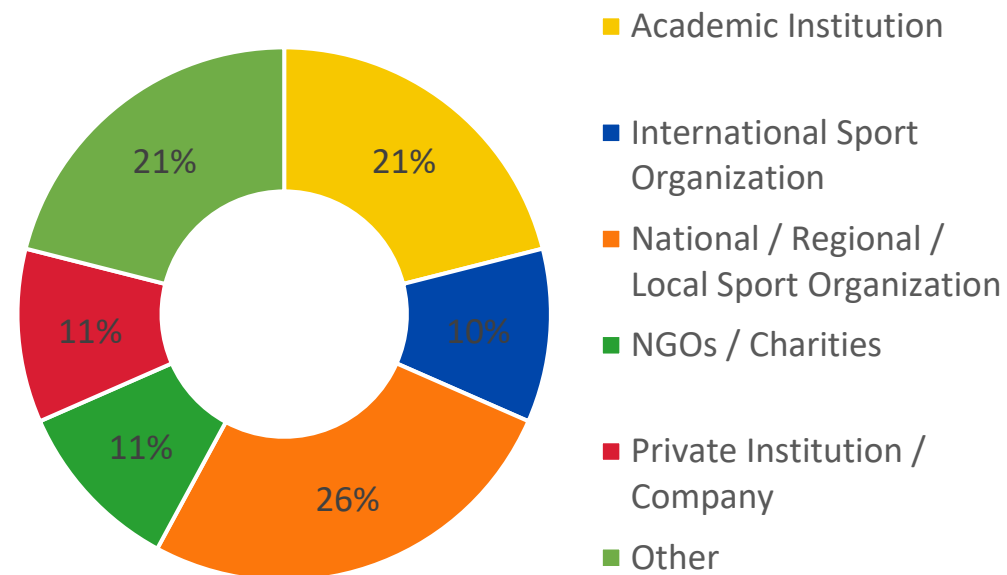
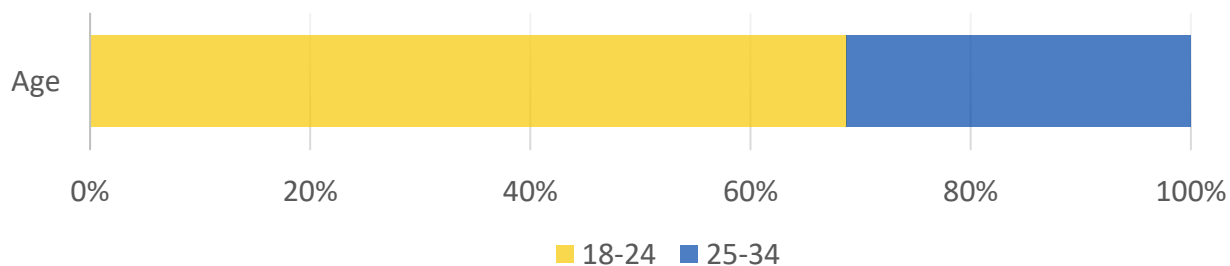
Designing and implementing equitable, inclusive, and sustainable Sport for All initiatives



Training Delivery



Average
2.8
Years of Experience



*Results based on 16 responses to post-survey (59% completion rate)

Mentorship

A key component of this training was **mentorship** – a dedicated time and place to make connections with professionals working in the Sport for All field.

How useful were the mentorship connections made through this program?



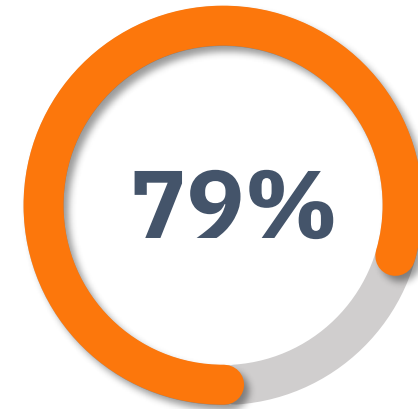
“The mentorship connections made through this program were highly personal support that helped me navigate challenges and grow both professionally and personally. Having access to experienced mentors also opened doors to new opportunities and networks that would have been difficult to reach on my own.”

“They were extremely helpful. They provided great support, sharing experiences, concrete advice and encouragement.”

Participant feedback

One word to sum up the training is...

empowering
enriching
good
inspiring
amazing
excellent
perfection
unique
refreshing
enlightening



Answered that their confidence in leadership of Sport for All initiatives has improved

Participant Reflections

What would you say were the biggest benefits of taking part in the course?

“

Taking part in this course empowered me with the confidence, skills, and network to lead effectively and drive positive change in the sports industry.

”

“

The program helped create a strong network of inspiring women, encouraged mentorship, and opened future opportunities. It was a true driver of inspiration and initiative, both personally and professionally.

”

“

Participating in the course was a rewarding and inspiring experience. It strengthened my self-confidence as a leader.

”

“

We built connections with mentors and future women leaders, learned to challenge stereotypes, and discovered the steps to lead impactful projects.

”



Participant feedback



Answered that the training met (57%) or exceeded (43%) expectations



Answered that the training was very useful (36%) or extremely useful (50%)

Participants indicated they would like to learn more about...

Teaching leadership to others

Global sport leadership

Digitalization of sport

Managing teams in an inclusive sports environment

What impact do you hope to make in your community through Sport for All initiatives?

Helping every girl near me to become a leader in her field

Promote participation regardless of age, gender, physical condition, or social background, strengthen social ties, and create an environment where everyone feels valued and supported

promote inclusion and equality

Reinforcing the importance of sport as a means of social connection and strengthening bonds between individuals of different backgrounds

Encouraging and involving women in sports dominated by men by reducing false beliefs that prevent participation and building mindset and self-confidence for women to excel in sports.

Improve physical and mental health

Stop discrimination around the world

Creating global sports initiatives offering learning and personal development opportunities.

Increase the number of women in leadership roles and shift mentalities among both men and women

To make the sport I'm interested in well known and help many people practice it


Influence society to adopt positive and proactive behaviors

*Create more inclusive opportunities for all community members to participate in sports **regardless of age, ability, or background, and to promote health, unity, and social connection***

Success Story – Sohayla Chentouf

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Pedaling Toward Change:
Sohayla Chentouf's
Mission to Empower Girls
Through Cycling

**SOHAYLA
CHENTOUF**

years old,
Chentouf is
making trails
on the road and
field of sport
leadership. From
her city in the
north of Morocco, she
is an excellent student,
specializing in
cycling racing, and
the manager of
Two Bike Morocco –
Tangier, a Moroccan
bicycle brand offering
high-quality bikes that
promote **eco-friendly
transportation** and
**support sustainable
tourism.**



“

But Sohayla's
ambitions extend
beyond competit-
ive cycling. Her proje-
ct “**GirsCycles**” provides
bike rentals and guided
tours tailored for girls
in a **safe, supportiv-
e and inspiring space**.
It's about more than
riding; it's about **build-
ing confidence and
freedom**, one ped-
al at a time.

On 3–4 April, Sohayla joined the
Women's Sport for All Leadership
Training in Casablanca – a powerful
gathering of 27 young changemakers
from across Morocco. Hosted by TIBU
Africa and TAFISA with
support from UNESCO, the
training opened new pathways
in leadership, advocacy, and
gender equality in sport.

“

“It was more
than amazing –
**it gave me a
voice**. After the
training, **I knew
I had to do
more, speak up
more, and ride
further. I'm
ready to go!**”



“In the north of Morocco,
many girls still don't
know how to ride a bike.
But once they learn, their
world opens up – they
can go to school, train,
race, explore. A bike is

feels; it's
empowering girls
to take the
first step



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Empowering Community Engagement & Development through Sport for All

Click here to read
Sohayla's Story!