



**Regulations governing the call for project submissions on
“Sport for women’s empowerment and gender equality”**

ARTICLE 1 – PURPOSE

Through the “**Sport for women’s empowerment and gender equality**” programme the **Decathlon Foundation** and **La Guilde** are joining forces to help encourage the empowerment of women and young girls as well as promoting greater gender equality. This call for project submissions is intended to support concrete initiatives to allow women and young girls to benefit from equal access to health and welfare services, to develop essential life skills and to further consolidate understanding of their rights.

It also aims at encouraging the active involvement of women in leadership and governance, to help facilitate professional insertion and promote access to entrepreneurship. On the whole, these initiatives strive to further consolidate women’s ability to become drivers for change.

Sport will lie at the very core of these initiatives, acting as a **tool for social transformation** and a lever to help fight against inequality, violence and gender-based stereotypes. Through this programme, sport is an inclusive space as well as a means to help encourage the development of fairer and more equal societies. The term sport is used to refer to any physical and sports activity, adapted to identified requirements, and in relation with complementary initiatives (discussion groups, awareness-raising workshops, sex and reproductive health education, etc).

The Decathlon Foundation will favour projects which aim to support women and young girls in vulnerable situations*.

** People in vulnerable situations: individuals or groups who, due to various socio-economic, cultural, psychological and/or gender-related factors, are in a fragile or vulnerable situation. Such factors may include, without however*

being limited to, poverty, social isolation, physical or mental health issues, history of violence or discrimination, as well as inequalities in accessing education, employment and health services.

Women, and young girls in particular, may be more likely to face vulnerable situations due to gender standards, gender-based violence and systemic violence. People in vulnerable situations may have greater difficulty in claiming their rights, accessing essential resources and fully participating in social, economic and political life.

The “**Sport for women’s empowerment and gender equality**” programme makes provision for funding of between **€5,000 and €20,000** and is aimed at all organisations – as defined under article 3 of these Regulations – in relation with a Decathlon employee, and located in close proximity to a Decathlon site from the below list of countries:

- **Africa:** Algeria, Egypt, Ivory Coast, Kenya, Morocco, Senegal, South Africa, Tunisia
- **North America:** Canada, United States (San Francisco)
- **Latin America:** Brazil, Chile, Colombia, Mexico
- **Asia:** China, Hong Kong, India, Indonesia, Israel, Japan, Malaysia, Philippines, Singapore, South Korea, Taiwan, Thailand, Turkey, Vietnam
- **Europe:** Austria, Belgium (and Luxembourg), Bulgaria, Croatia, Czech Republic, France, Germany, Greece, Hungary, Ireland, Italy, Lithuania and the Baltic States, Netherlands, Poland, Portugal, Romania, Serbia, Slovakia, Slovenia, Spain, Switzerland, United Kingdom
- **Oceania:** Australia

Projects receiving funding must have a minimum term of 12 months.

La Guilde association is joint coordinator of the programme through its project submissions platform named “*Portail Solidaire*”. The shortlisting process will then take place following a single project submission phase between **7th November 2024 and 27th February 2025**. The submissions process and forms and supervision forms will be available in English, French and Spanish.

Submissions by organisations will be examined in detail by teams from La Guilde, the Decathlon Foundation and a team of external experts. During shortlisting, particular focus will be placed on the involvement of Decathlon employees as well as elements related to the project quality, such as coherence and pertinence of the project, the project methodology, support or the use of sport as a lever. The dates for the shortlisting process and announcement of successful bidders are indicated under article 6 of these Regulations.

ARTICLE 2 – SUBMISSIONS

Submission of a project proposal leads to the mandatory acceptance of these Regulations.

Submission of proposals must be undertaken online using the Portail Solidaire platform:

<http://decathlon-foundation.portailsolidaire.org/>.

The shortlisting process for the programme named “**Sport for women’s empowerment and gender equality**” will take place following a single project submission phase between **7th November 2024 and 27th February 2025**.

Each organisation making a project submission may only file a single bid and funding application.

The list of successful submissions will be notified **mid-May 2025**.

ARTICLE 3 – ELIGIBILITY CRITERIA FOR ASSOCIATIONS

1. Associations

Not-for-profit charity associations may register and file a funding application.

These associations must:

- Be registered in the country where the project is to be conducted (and provide administrative evidence);
- Have the ability to provide articles of association, proof of declaration of incorporation of an association, the annual financial statements for the previous financial year (and the profit and loss account) and business report for the previous financial year;
- Be legally independent and autonomous, and not have been the object of any conviction for any illegal practices by the local authorities or for any act of corruption;
- Have financial statements which are properly drawn up, for instance by a certified external auditor;
- **Uphold relations with a Decathlon employee, involved in the creation and/or implementation of the project.**

The Regulations do not set any maximum threshold in terms of annual resources.

2. Employees

The Decathlon Foundation allows its employees to be engaged and involved, in person and a regular manner, with people in vulnerable situations, over the long-term, by partaking in sports activities with said persons, supporting them in their social and professional insertion, etc.

The term employees shall be used to refer to active employees, Alumni, retirees or spouses and partners.

They must also meet the following criteria:

- Be involved in the project: concrete involvement with the association and/or project submitted (advisory role, project management, organisation of activities, discovery of Decathlon professions and the setting, events organisation, etc.);
- Be in close geographical proximity to the association and project activities, or failing this, justify a specific link (such as a family tie) to one or more of the association members.

ARTICLE 4 – ELIGIBILITY CRITERIA FOR PROJECTS

The project must meet the following criteria:

- Be held in one of the eligible countries as indicated under article 1 of these Regulations. Zones classed in red by the Ministry for Europe and Foreign Affairs are eligible (<https://www.diplomatie.gouv.fr/fr/dossiers-pays/>);
- Target women and young girls as a priority, without neglecting the importance of men and young boys in accessing women's empowerment and gender equality.
- Use sport or physical activity as a tool to encourage women's empowerment and gender equality;
- The total amount of project expenditure and resources should not exceed **€150,000** (excluding valuations)¹;
- Take place between June 2025 and June 2026, with an approximate term of 12 months. It is strongly encouraged to consider the project viability beyond the 12-month period, and consequently the continuation of initiatives.
- Target a team or group and may not solely focus on a single individual or limited number of individuals.

The following projects are ineligible:

- Micro-finance, micro-credit, micro-savings and sub-granting projects;
- Projects dealing solely with material transportation (local purchasing and development of local trade are favoured where possible);

¹ Cf. Article 5 for valuations

- Projects dealing solely with in-field assessments;
- Projects of which the primary activity corresponds solely of organisation of an event;
- Projects dealing solely with a sporting outcome;

Projects should use sport as a means of achieving the Sustainability Goals, and more specifically as a fundamental lever to help fight against identified vulnerabilities encountered by women and young girls.

Projects should integrate traditional criteria for encouraging development, such as:

- Articulation of the project in its social, environmental and institutional context;
- Project sustainability: the ability to manage and ensure the long-term economic balance (covering operating and maintenance costs), once the investment phase has ended;
- Engagement of beneficiaries: involvement by beneficiaries in the design and management of the project and taking ownership of results by the local community;
- Project impacts: explanation of project impacts regarding the development themes mentioned above;
- Indicators of results: the ability to measure short- and long-term project impacts;
- The innovative or replicable nature of the project (in terms of technologies used, participation of the local private sector, participation of beneficiaries, risk management, etc.) will all form areas for particular attention.

ARTICLE 5 – BUDGET

The programme named “**Sport for women’s empowerment and gender equality**” has provision for funding for each successful project of between **€5,000 and €20,000 incl. VAT**. Any application made outside of this budget envelope will be considered as ineligible.

The provisional budget and funding plan for the project should be completed online when submitting applications.

The provisional budget should breakdown the valuations for each monetary aspect of the budget. The use of volunteers or any donations in kind should therefore be indicated under the section labelled “Valuations”. Operating costs may be covered by funds for the “**Sport for women’s empowerment and gender equality**” programme if their future payment is covered as

part of the project.

The budget should be proportional to the total number of beneficiaries.

Expenses presented must be effective from the date of signature of the funding agreement, with the grant for the “**Sport for women’s empowerment and gender equality**” programme not being backdated. Any joint funding obtained or currently being obtained should be justified and attached to the funding application (certificate, letter or email).

ARTICLE 6 – SHORTLISTING APPLICATIONS

Once the project application process is complete, the Decathlon Foundation and La Guilde will begin the shortlisting process from **28th February 2025** comprising the following:

- An internal investigation phase: **between 28th February and 17th April**. During this internal investigation phase, teams from Decathlon Foundation and La Guilde will ensure that all eligibility criteria have been respected regarding the association and project, as well as the quality and relevance of the project. A shortlisting of candidates will then be organised during an internal committee meeting;
- An external investigation phase: **taking place between the shortlisting of candidates and 16th May**. During the external investigation phase, expert volunteers from La Guilde and Decathlon Foundation network, specialists in the countries and subjects, will analyse the projects assigned to them and express their opinion;
- Each project is, consequently, assessed by at least one internal assessor and one external assessor;
- A final committee held **during the week of 19th May 2025**: this committee will bring together the Decathlon Foundation, La Guilde and external experts available. The successful projects will be **announced before the end of May 2025**.

ARTICLE 7 – RELEASE OF FUNDING

Notification of the results will be issued by email following the final selection committee meeting and will be visible on the online project portal for each applicant association.

Funding will be released in one instalment by way of a bank transfer, after signature of the funding agreement.

As a reminder, the project should take place between June 2025, after signature of the funding agreement, and end on or around June 2026 with an approximate term of implementation of

12 months.

ARTICLE 8 – PROJECT IMPLEMENTATION

The successful applicants undertake to use the funding provided for the “**Sport for women’s empowerment and gender equality**” programme in accordance with the documented financial agreement duly accepted. Any significant change affecting the aims, partners, activities, schedule or budget for a successful project must be notified and approved by the Decathlon Foundation before being implemented. Failure to respect this clause or any failure, in whole or in part, to complete the project may also lead to reassignment of funding granted or a request for reimbursement, in whole or in part, of amounts already awarded.

ARTICLE 9 – PROJECT SUPERVISION AND REPORTING

Issue of the final report, using the template available online, is mandatory once the project has been completed by the association. The association and employee have a maximum of 6 months following the end of the project in which to submit their final report online using the platform.

ARTICLE 10 – DUTY OF SUCCESSFUL APPLICANTS

The successful associations as part of the “**Sport for women’s empowerment and gender equality**” programme authorise the publication and use by the Decathlon Foundation and La Guilde of their name, information regarding the funded project, final reports, photos and videos and waive any right or indemnification thereover.

The successful organisations should also facilitate supervision and assessment of their project in the field by both the Decathlon Foundation and La Guilde by providing all necessary documentation and information accordingly.