



Study conducted by  **KOREIS**
Conseil et recherche en impact social

L DANS LA VILLE IMPACT STUDY 2024



sportdanslaville.com

L DANS LA VILLE:

A COMPREHENSIVE PROGRAM DESIGNED TO SUPPORT GIRL POWER

4 CHALLENGES

1



Encourage girls to play sports

2



Boost girls' self-confidence and leadership skills

3



Offer career guidance and job-readiness training to girls

4



Promote diversity and youth gender equality

SOME KEY FIGURES

3,525

GIRLS SUPPORTED

2,470

GIRLS ENROLLED IN SPORTS SESSIONS

1,170

GIRLS ENROLLED IN THE "JOB DANS LA VILLE" PROGRAM

IMPACT STUDY

L DANS LA VILLE PROGRAM

Keen to be able to measure the impact of its actions, the L dans la Ville team asked Koreis to carry out an assessment in the first half of 2024. Koreis is a consulting and research firm specializing in social impact assessment and supporting social innovation. Its approach, at the crossover between academia and consulting, focuses on the contributions of research and the social sciences.

A rigorous methodology



To meet these objectives, the study uses a mixed methodology based on a quantitative survey and qualitative testimonials collected from all the program stakeholders:

1,185 young respondents
(including 565 girls)

165 professional respondents

24 one-to-one interviews

6 focus groups

SOME OBSERVATIONS OF GENDER INEQUALITIES

SPORTS PARTICIPATION

14% of girls aged 11 to 14 are active for 60 minutes a day **compared to 25% of boys.**

SELF ESTEEM

37% of girls and young women aged 11 to 25 do not have confidence in themselves **compared to 27% of boys and young men.**

CAREER PROJECTION

74% of women say they never considered university studies or a profession in a technical or scientific field **compared to 41% of men.**

STEREOTYPES

7% more than in 2022 agree with the following statement: *"It's normal for women to stop working to look after their children"*, among the **French reference population.**

IMPACTS OF THE L DANS LA VILLE PROGRAM

AN ACCELERATOR FOR SPORTS PARTICIPATION

80%

of girls enrolled with L dans la Ville play sport at least once a week.

65%

of those formerly enrolled continue to play sport once a week **compared to 58% of women in the general population.**

38%

have joined a sports club since being part of Sport dans la Ville.



“

“Before Sport dans la Ville, I didn’t do any sport. But after Sport dans la Ville, I continued to play sport, and I became a basketball referee.”

Salimata, age 26

”

THE MAIN BENEFITS OF SPORT ACCORDING TO GIRLS FROM SPORT DANS LA VILLE



- 1. TEAM SPIRIT
- 2. SELF-CONFIDENCE
- 3. PERSEVERANCE

A SELF-CONFIDENCE BOOST

85%

of girls enrolled* are prouder of what they do.

73%

of girls enrolled* feel more comfortable with their bodies.

93%

of girls enrolled* have met people they wouldn't have met elsewhere.

“

“Before, for example, I could never ask for directions. Now I'm more comfortable just going up to people.”

Manel, age 17

“L dans la Ville really helped me enormously. I can really see the difference between me three years ago and who I am now.”

Sabrina, age 20

”



*enrolled for at least two years

IMPACTS OF THE L DANS LA VILLE PROGRAM

A SPRINGBOARD TO EMPLOYMENT



82%

of girls enrolled consider themselves ambitious. A figure **that matches the one for boys.**

85%

of former participants are in employment or training **compared to 74% of young people from low income neighborhoods.**

“

“Once you start believing, nothing is impossible.”

Meriem, age 19

“L dans la Ville helped make me aware of my professional value.”

Syrine, age 24

”

A REDUCTION IN GENDER STEREOTYPING

64%

of girls do not agree with the statement: *“there are sports made for boys and sports made for girls.”* **compared to 57% of girls from low income neighborhoods.**

92%

of Sport dans la Ville girls believe that managing a team in a professional context is not a male role **compared to 85% of girls from low income neighborhoods.**



“

A girl can achieve as much as a boy.

Luna, age 16

If I want to play soccer, I play soccer.

Meriem, age 13

”

THE KEY FACTORS FOR SUCCESS

1. GUIDANCE FOR THE LONG HAUL

Two years: a key period to track changes for girls.

2. A BALANCED APPROACH BETWEEN MIXED AND NON-MIXED GROUPS

Being just with girls helps some girls:

- have more self-confidence - **71%**.
- say/do things they never would in front of boys - **60%**.

But mixed activities also help:

- **52%** of girls who play mixed sports to feel more comfortable about doing sport.



3. A FRIENDLY WELCOME FROM THE TEAMS IN A SAFE SPACE

90% of girls feel they are given a friendly welcome by the supervising teams.

80% of girls feel encouraged to the same extent as the boys.

4. ENCOURAGEMENT FROM PARENTS

82% of girls enrolled in Sport dans la Ville sessions are encouraged to play sport by their parents **compared to 50% for the non-enrolled.**

5. EXPOSURE TO INSPIRING FEMALE ROLE MODELS

"Talking with inspiring women, I think that's what helps us the most."

70% of girls say that sportswomen make them want to continue playing sport.

“ MY STORY ”



“I learned to get on in a group. I have to say that Sport dans la Ville became a second family. I’m used to seeing these people, which means there’s no longer a barrier between us. What changed as well was my view of myself. Before, I was really introverted, I didn’t make many friends, things weren’t great. Thanks to L dans la Ville I’ve become almost the opposite. I love making friends, I love talking with people.”

Joyce, age 17

Photos: Catherine Cabrol, Charlotte du Genestoux, D.R.